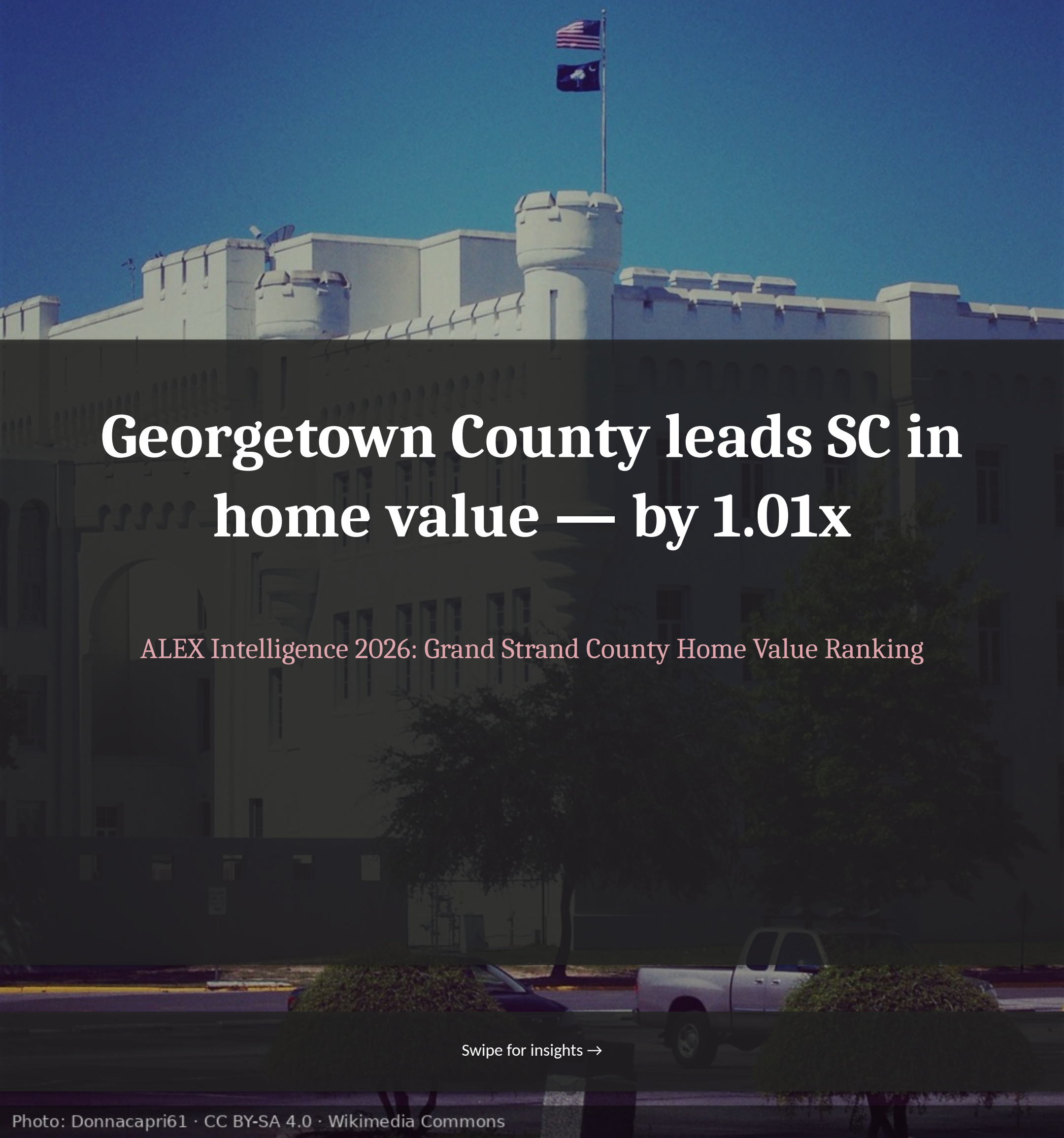
#1 of 2: Ratio of Highest to Lowest County Home Value in the Market



Georgetown County leads SC in home value — by 1.01x

ALEX Intelligence 2026: Grand Strand County Home Value Ranking

Swipe for insights →

Photo: Donnacapri61 · CC BY-SA 4.0 · Wikimedia Commons

THE DATA

1.01x

Ratio of Highest to Lowest County Home Value in the Market (2024)

The Grand Strand's two counties are nearly indistinguishable in median home value.

This ratio of 1.01x reflects a market of extraordinary homogeneity — not a gap, but a convergence. It suggests that the Grand Strand is not a fractured region with stark disparities, but a single, unified housing ecosystem where both Horry and Georgetown counties have achieved near-identical value benchmarks. This is rare in coastal markets, where even adjacent counties often show marked differences.



Photo: Nheyob · CC BY 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-25-grand-strand-within-county-home-value

01

Market unity over hierarchy

The 1.01x ratio signals that the Grand Strand is not defined by a dominant core or a trailing periphery. Unlike markets where one county pulls ahead (e.g., Charleston over Berkeley), here both counties are co-leading. This symmetry implies shared economic drivers — tourism, remote work, and coastal migration — that have elevated both areas equally, creating a balanced regional identity rather than a hierarchical one.

Photo: Steve Walker from Columbia, South Carolina, USA · CC BY-SA 2.0 · Wikimedia Commons



02

No value premium for geography

In most real estate markets, location within a metro — especially proximity to the city center — commands a premium. Here, the absence of a significant value gap between Horry and Georgetown County suggests that the traditional 'core-periphery' model has been disrupted. The market now values access, lifestyle, and amenity mix more than geographic centrality. This shifts investment logic: it’s not about being near Myrtle Beach anymore, but about belonging to a regionally cohesive, high-value ecosystem.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies
Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.
Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy