Myrtle Beach-Conway-North Myrtle Beach — #3 of 8: Median Home Value



Median Home Value: $287,700

Source: ALEX Intelligence · Published November 27, 2026

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THE DATA

$287,700

Median Home Value (2024)

Myrtle Beach-Conway-North Myrtle Beach ranks #3 among South Carolina's 8 metros on median home value.

This ranking reflects a resilient, value-anchored market where affordability still supports growth. Despite not leading the state in price, the Grand Strand holds a strong position relative to regional peers, driven by sustained demand from remote workers, retirees, and second-home buyers. The stability in home values suggests a market that has weathered inflation and rate pressure better than many comparable regions.



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/2026-11-27-grand-strand-standing-home-value-msa

01

Affordability anchors value growth

The Grand Strand’s #3 ranking in South Carolina home value occurs despite not being the most expensive metro. This suggests that value growth is not driven by speculative pricing, but by sustained demand and long-term investment. Unlike higher-priced markets such as Hilton Head or Charleston, the Grand Strand has maintained a balance between accessibility and appreciation—making it a rare example of stable, non-inflated growth in a high-demand coastal region.

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02

Resilience through rental demand

While home values in the Grand Strand are strong, they are not being propped up by luxury speculation. Instead, the market's stability is underpinned by robust rental demand, particularly in vacation and seasonal housing. The Richmond Fed's 5th District report confirms sustained rental activity in Horry and Georgetown counties, which buffers against foreclosure risk and supports long-term equity. This creates a self-sustaining cycle where ownership and rental value reinforce each other.

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