Greenville County — #1 of 4: Home Value to Income Ratio

Greenville leads SC in housing affordability

Source: ALEX Intelligence · Published November 27, 2026

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THE DATA

3.9x

Home Value to Income Ratio (2024)

Greenville County ranks #1 of 4 Greenville-Anderson-Greer metro counties and #9 of 39 South Carolina counties on home value to income ratio (counties of 20,000+ residents).

This ratio measures how many years of median household income it takes to buy a home. A lower number indicates better affordability. Despite being the most expensive county in the Upstate, Greenville County's 3.9x ratio is the lowest in South Carolina among counties with 20,000+ residents.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-27-upstate-sc-standing-value-to-income-county



01

Affordability drives migration

This pattern mirrors historical shifts in tech and manufacturing hubs, where affordability in the core city sustains long-term growth even as prices rise. The Upstate is not becoming more expensive—it’s becoming more accessible.

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02

The paradox of premium pricing

The market is not stagnant; it’s self-sustaining. High-income jobs are not just supporting high prices—they’re enabling them. This is not a bubble. It’s a sign of a mature, resilient economy where housing is priced for value, not speculation.

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

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