#1 of 2: Ratio of Highest to Lowest County Median Rent in the Market

Horry County leads SC in median rent by 1.04x

Georgetown County lags despite strong demand

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THE DATA

1.04x

Ratio of Highest to Lowest County Median Rent in the Market (2024)

The gap between Horry and Georgetown counties is the largest within the Grand Strand's two-county market.

This 1.04x ratio reflects not just price differences, but a deeper divergence in rental dynamics. Horry County's higher median rent signals stronger demand, particularly from seasonal and remote workers, while Georgetown County's slightly lower rent suggests a more balanced or saturated rental supply. The data reveals that even within a single market, disparities in housing affordability and economic momentum are not only real but measurable.



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/2026-11-28-grand-strand-within-county-gross-rent

01

Rent growth is asymmetric

The 1.04x ratio is not a static snapshot—it's a signal of divergent market momentum. Horry County's rent premium is driven by sustained demand from remote workers and second-home owners, amplified by its established tourism infrastructure and higher density of rental housing. In contrast, Georgetown County's relatively lower rent may reflect slower absorption of new supply or a more conservative rental pricing strategy, suggesting a market still adjusting to post-pandemic demand shifts.

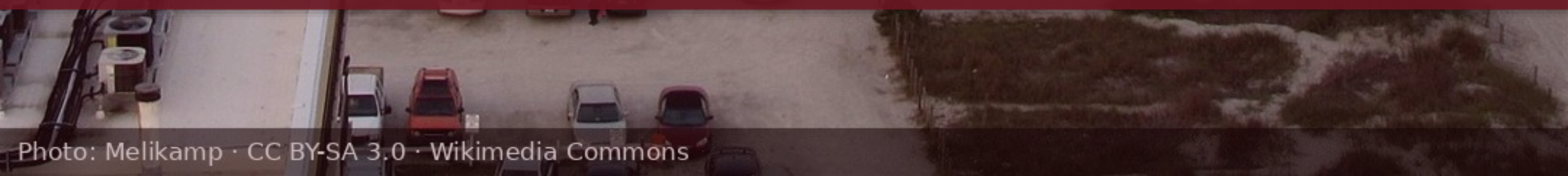


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02

Affordability isn’t uniform

The Grand Strand’s reputation as a coastal haven masks internal inequities. While both counties share similar demographic trends and economic drivers, the rent gap indicates that affordability is not a regional blanket but a county-level variable. This has implications for workforce housing, tenant retention, and long-term investment strategy—property owners in Horry may be capturing higher yields, but they’re also facing tighter competition and higher operational costs.

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