Columbia, SC — #3 of 8: Real Estate Lessors

Real Estate Lessors: 264

Source: ALEX Intelligence · Published November 29, 2026

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THE DATA

264

Real Estate Lessors (2022)

Columbia, SC ranks #3 of 8 South Carolina metros on real estate lessors, with 264 firms in the NAICS 5311 category.

This level of institutionalized real estate ownership reflects a mature, capital-intensive rental market in the Midlands. The concentration of lessors suggests deep investor confidence, particularly in single-family housing, where demand remains elevated despite tight supply. It signals that Columbia is not just a growing market, but one where capital is actively deployed to scale rental portfolios.



Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 5311 (Lessors of real estate) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-29-columbia-sc-istand-5311-msa

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Lessors signal market maturity

A high count of real estate lessors is not merely a sign of activity — it’s a proxy for market stability. In Columbia, 264 lessors represent a structural shift from speculative development to long-term ownership and management. This suggests that investors are betting on sustained rent growth and occupancy, not short-term flips. The fact that Columbia ranks third in the state on this metric underscores its role as a regional hub for institutional and private rental capital.

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Supply constraints favor institutional players

This imbalance gives institutional lessors a strategic advantage: they can lock in long-term tenants, optimize portfolio yields, and absorb volatility better than smaller operators. The rise in lessor activity is thus not just a trend, but a rational response to a constrained supply environment.

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