

Hilton Head Inventory Still Tight?

New data reveals persistent supply challenges in coastal South Carolina's premier market.

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THE DATA

25%

Below 5-Year Inventory Average

Active housing inventory in coastal South Carolina remains significantly below its historical average.

Despite a recent modest increase in new listings, the Hilton Head market, reflective of coastal South Carolina, continues to grapple with limited housing supply. This sustained constraint impacts both buyers and sellers navigating the region's competitive real estate landscape.

Source: Federal Reserve Bank of Richmond · Published August 11, 2026

01

Buyer Competition Remains Intense

With fewer homes available, buyers in Hilton Head often face multiple offers and quicker sales cycles, particularly for well-priced properties. This dynamic underscores the enduring appeal of the region and the challenge of securing desirable real estate.



02

Sustained Demand Drives Price Stability

The persistent low inventory, as highlighted by the Federal Reserve Bank of Richmond, contributes to a stable pricing environment in Hilton Head. Despite broader economic shifts, strong buyer interest helps to underpin property values in this desirable coastal market.

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