

Is Hilton Head the New Texas Hill Country?

A comparison of luxury market dynamics

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THE DATA

$850K

Median Home Price

Hilton Head median home price in 2026.

Hilton Head's median home price has risen to $850,000, a figure not seen outside of the most elite Texas Hill Country markets like Georgetown. This shift reflects growing buyer preference for coastal luxury with limited development, similar to trends in Williamson County.



Source: USC Darla Moore School Division of Research · Published August 25, 2026

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Limited Supply Drives Premium

The constrained inventory in Hilton Head has pushed median prices to levels previously seen only in the most exclusive Texas Hill Country enclaves. This scarcity, combined with low new construction, is creating a premium market that attracts out-of-state buyers seeking coastal luxury.



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Georgetown TX as Market Benchmark

While Georgetown, Texas, has long been considered the gold standard for luxury coastal living in Texas, Hilton Head's rapid price appreciation now suggests it is closing the gap. A recent study by the University of Texas at Austin's Center for Real Estate Research shows that both markets share similar buyer demographics and limited supply dynamics.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Designated Broker, ALEX.RealEstate
Chair & CEO, ALEX

+1 713.591.9902 · diane@alex.realestate

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