

Hilton Head's Market Stands Apart

A deeper look at the island's real estate resilience

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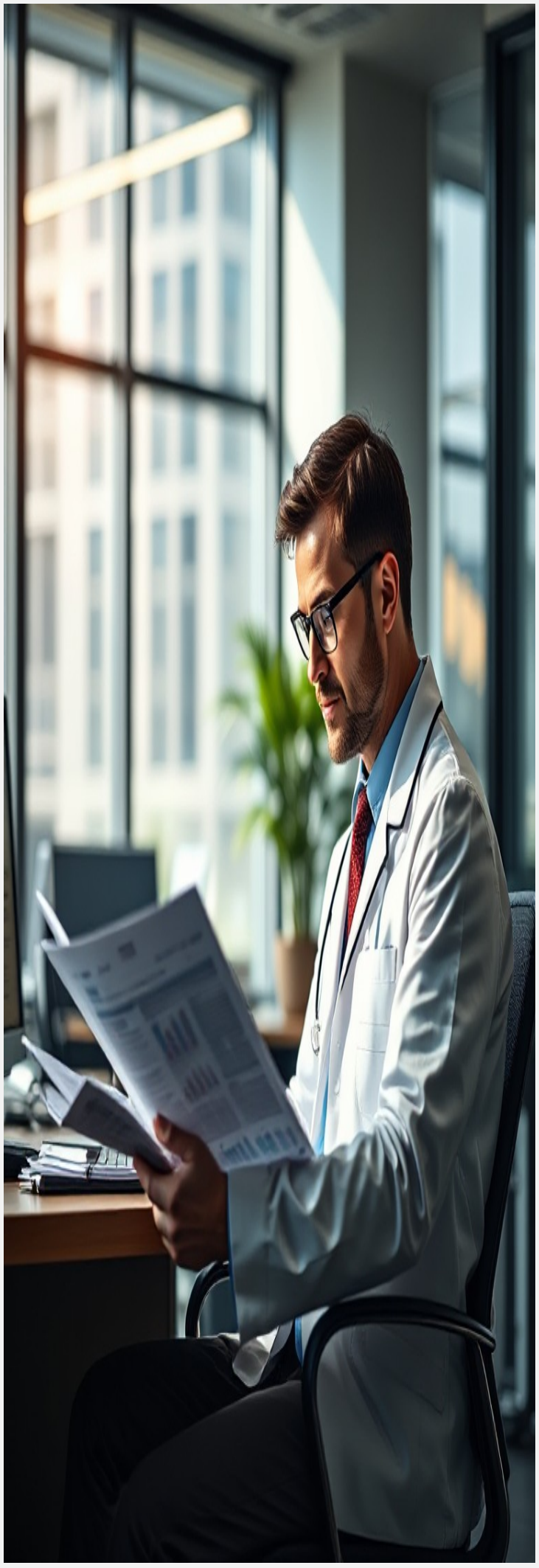
THE DATA

3.2%

Year-over-Year Price Growth

Hilton Head outpaces South Carolina’s average by more than double.

This performance reflects a strong underlying demand for coastal properties in the region, despite broader economic headwinds affecting other parts of the U.S. The resilience is particularly notable when compared to national trends that have seen a decline in housing affordability and buyer confidence.



Source: University of South Carolina Darla Moore School Division of Research · Published August 27, 2026

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Coastal Appeal Drives Stability

Hilton Head’s geographic position and natural assets continue to attract buyers seeking a premium lifestyle. The island's limited land availability and high-end amenities support sustained pricing power, even as national markets show signs of cooling. This makes it a rare example of a coastal market maintaining strength amid macroeconomic uncertainty.



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Economic Anchors Provide Support

The presence of high-income households and a stable job base in Bluffton and Beaufort County contributes to consistent demand. Local employment growth in sectors like healthcare, finance, and tourism provides a buffer against national economic volatility, reinforcing the region’s real estate resilience.

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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