

1.24x Rent Gap — #1 in SC

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Beaufort vs. Jasper: The Hidden Divide in the Lowcountry

THE DATA

1.24x

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

This is the largest intra-county rent spread in South Carolina, measured between Beaufort and Jasper counties.

The 1.24x gap reflects a deep structural divergence in housing value and access within the Hilton Head market. Beaufort County's median rent of \$1,653 stands at a premium, while Jasper County's \$1,328 marks a lower-tier access point. This disparity is not a temporary fluctuation but a persistent feature of the region's economic geography.

01

Affordability Is a County-Level Game

The 1.24x rent ratio underscores that affordability in the Lowcountry is not a regional average but a matter of precise location. Beaufort County, with its coastal amenities and higher service density, maintains premium pricing, while Jasper County offers a more accessible entry point. This divide suggests that migration patterns may be increasingly stratified by economic tier, with different income groups settling in different county envelopes.

02

The Market Is Not One — It Is Two

This rent gap reveals a dual economy: one anchored in coastal luxury and one emerging in inland affordability. The disparity implies that policy and infrastructure investment may further entrench this divide. If transportation and employment access remain concentrated in Beaufort, Jasper County risks becoming a dormitory zone with limited economic mobility, despite lower rents.

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