#1 in Median Monthly Owner Cost — Charleston Tri-County, 2024

# #1 in Median Monthly Owner Cost — Mount Pleasant

Charleston Tri-County's highest ownership cost reveals a new affordability frontier

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THE DATA

# $2,106

**Median Monthly Owner Cost (2024)**

Mount Pleasant leads the Charleston tri-county in ownership expenses, reflecting premium demand and constrained supply.

This figure represents the median cost of homeownership across housing type, mortgage, taxes, insurance, and utilities. Mount Pleasant's $2,106 median is not an outlier—it is the benchmark. The city's strong infrastructure, school quality, and proximity to Charleston's economic core continue to drive demand, even as affordability pressures mount. The data underscores that 'cost' here is not just about price, but about value in a constrained market.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-22-charleston-sc-owner-cost-place-mkt

# 01

## Affordability is a myth in the high-value core

Mount Pleasant’s $2,106 median owner cost reveals a market where affordability is not about price floors, but about exclusivity. The city’s sustained growth—driven by suburban expansion, high-quality schools, and coastal access—has priced out mid-tier buyers. This is not a failure of supply, but a sign of structural demand. Homeownership here is a status symbol, not a stepping stone. The real question is not 'can you afford it?' but 'do you want to be part of this ecosystem?'

# 02

## The hidden divide: cost vs. value

While Mount Pleasant leads in cost, the data reveals a deeper divide: cost does not equal value. In nearby Hollywood, the median owner cost is $974—less than half. Yet the city remains on the economic periphery. The contrast shows that in Charleston’s tri-county, the highest cost is not always tied to the highest quality. Value is subjective, but it is not distributed evenly. The $2,106 cost in Mount Pleasant reflects not just land, but reputation, connectivity, and community—factors that cannot be measured in dollars alone. This is the true cost of belonging.

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