

#1 in SC: Share of Homes Valued \$1M or More — ALEX Intelligence 2026

#1 in SC: 37.8% of Homes \$1M+

Hilton Head leads South Carolina in luxury housing density — ALEX
Intelligence, 2026

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THE DATA

37.8%

Share of Homes Valued \$1M or More (2024)

Hilton Head Island holds the highest concentration of million-dollar homes in South Carolina.

This figure—37.8%—is not just a number; it's a demographic and economic signal. It reflects a sustained shift toward high-net-worth residency, where housing is less a shelter and more a capital asset. The deep penetration of luxury homes suggests a market that is not merely expensive, but self-reinforcing in its exclusivity.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-22-hilton-head-million-share-place-mkt>



01

Luxury Is Now the Default

In Hilton Head, the 37.8% threshold means that the average home is no longer the norm—it's the outlier. This isn't a market of scattered luxury; it's one where the majority of homes are priced into the top tier. The implication is that affordability is not just a policy issue—it's a structural non-issue. The city's identity is being redefined not by access, but by exclusion.

02

The Feedback Loop of Exclusivity

This concentration of high-value homes isn't accidental. It's a feedback loop: elite buyers attract elite amenities, which attract more elite buyers. The result is a self-sustaining ecosystem where demand is insulated from broader economic shifts. Even with elevated mortgage rates, the market remains stable because the buyer base is not sensitive to interest rate fluctuations in the same way as mass-market buyers.



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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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