

#1 in Lowcountry Home Values — ALEX Intelligence 2026

**\$687,400 Median Home Value —
#1 in Lowcountry**

Hilton Head Island leads the region in home value — ALEX Intelligence, 2026

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THE DATA

\$687,400

Median Home Value (2024)

Hilton Head Island holds the highest median home value in the Lowcountry.

This figure reflects a market where price is no longer a barrier to entry but a structural condition of supply. The city's dominance in value is not driven by new construction or speculative demand alone, but by entrenched scarcity and long-term capital retention. With no significant new development in the core, value is increasingly concentrated in existing, high-end inventory.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-23-hilton-head-home-value-place-mkt>



01

Affordability is being redefined

Hilton Head's \$687,400 median value is not an outlier—it's a signal of systemic affordability compression. This is not a failure of supply, but a structural adaptation to wage stagnation and price rigidity. The market is not failing—it's evolving under pressure, using public credit to sustain housing access at scale.



02

Value concentration fuels exclusion

When the median home value is \$687,400, the median income becomes irrelevant to the typical buyer. Even with strong local employment, income growth cannot keep pace with asset appreciation. This gap is not temporary—it's structural. The result is a market where ownership is increasingly reserved for those with access to federal credit or inherited capital. The consequence is not just exclusion, but a narrowing of the social and economic fabric that defines the island's identity.

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

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