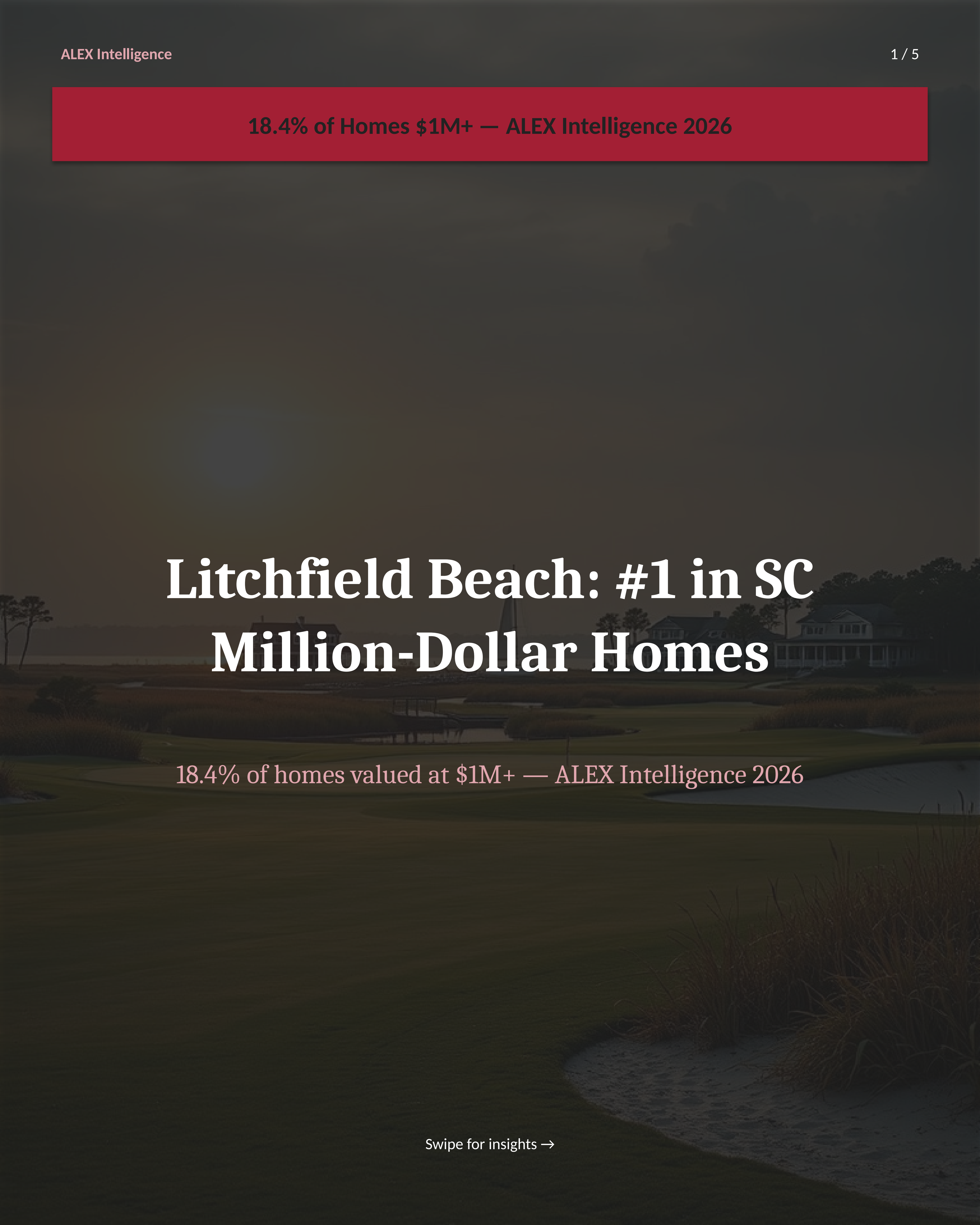

18.4% of Homes $1M+ — ALEX Intelligence 2026

Litchfield Beach: #1 in SC Million-Dollar Homes

18.4% of homes valued at $1M+ — ALEX Intelligence 2026

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THE DATA

18.4%

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

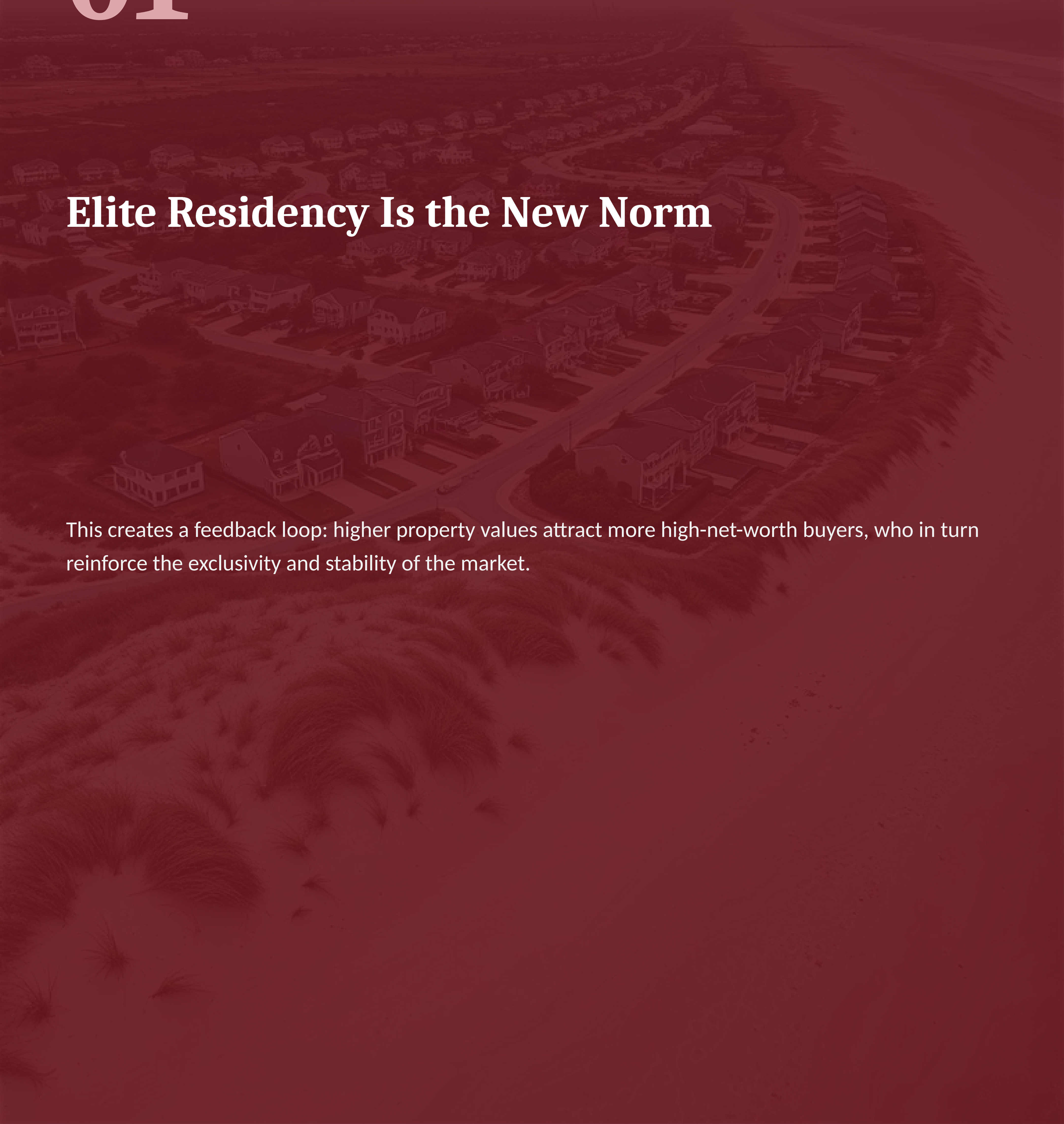
Litchfield Beach leads the Grand Strand in high-value housing concentration.

This figure reflects a structural shift in the region's luxury real estate landscape, where Litchfield Beach has become the de facto epicenter of million-dollar home ownership. The concentration surpasses even Myrtle Beach and North Myrtle Beach, indicating a growing divergence in market tiers within the Grand Strand. This is not merely a result of new construction, but a maturation of long-term, high-net-worth residency.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-25-grand-strand-million-share-place-mkt

01

Elite Residency Is the New Norm



This creates a feedback loop: higher property values attract more high-net-worth buyers, who in turn reinforce the exclusivity and stability of the market.

02

The Price of Exclusivity Is Rising

This tiered structure means that investment strategies must now be hyper-local — a strategy that works in Litchfield Beach may fail in Red Hill, where the demand profile is fundamentally different.

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

Diane Hart Alexander, MBA, MHA

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