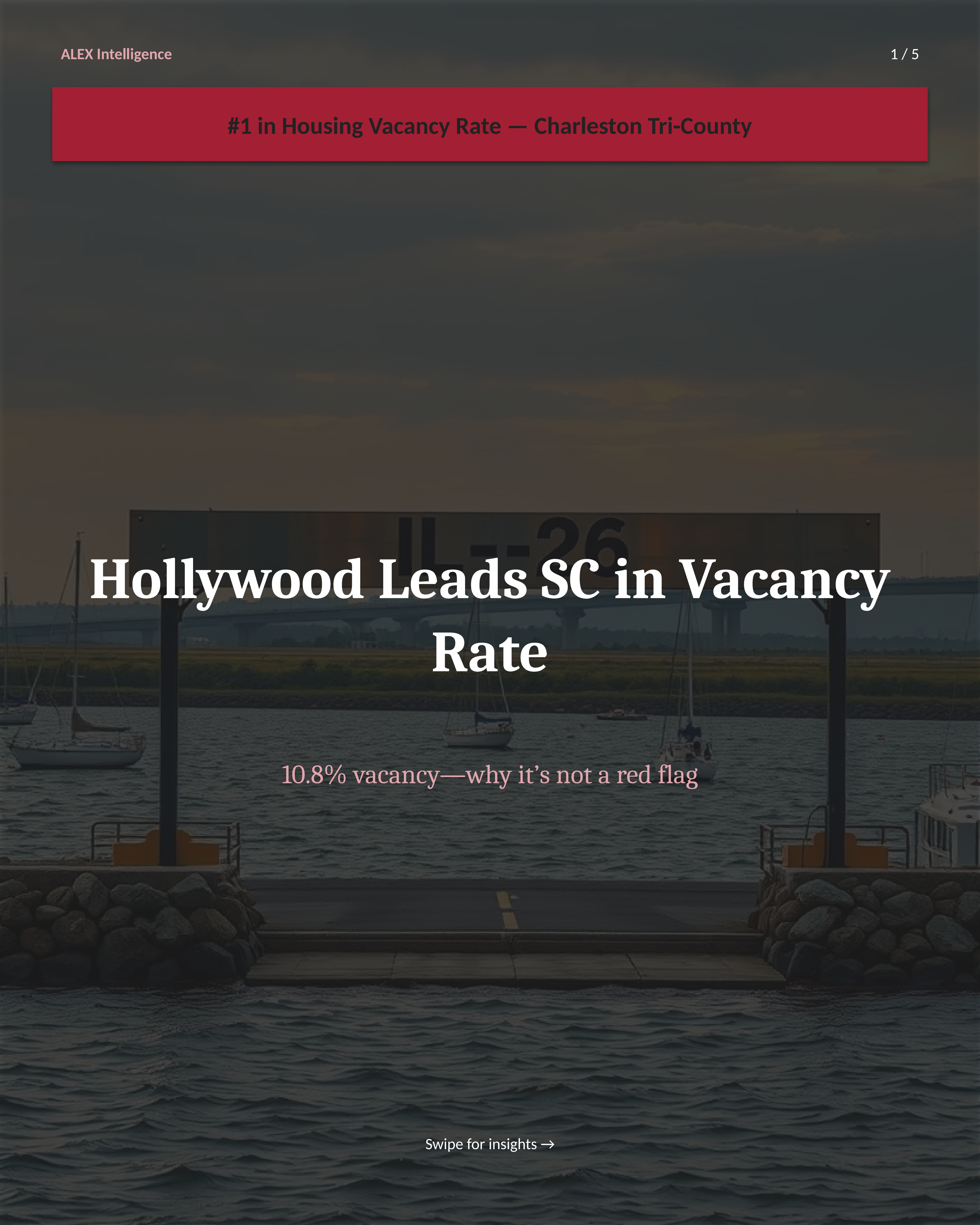

#1 in Housing Vacancy Rate — Charleston Tri-County

Hollywood Leads SC in Vacancy Rate

10.8% vacancy—why it’s not a red flag

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THE DATA

10.8%

Housing Vacancy Rate (2024)

Hollywood holds the highest vacancy rate in the Charleston tri-county.

This 10.8% vacancy rate—driven by seasonal and second-home inventory—reflects a market with significant idle capacity, not distress. Unlike distressed inventory, these units are not for sale or rent at a discount. Instead, they represent a strategic buffer that maintains price stability during demand surges.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-26-charleston-sc-vacancy-share-place-mkt

01

Vacancy as a Market Stabilizer

Unlike markets with near-zero vacancy, where any demand surge causes rapid price escalation, Charleston’s tri-county area benefits from this structural feature. The vacancy rate acts as a natural cooling mechanism, preventing overheating even as inventory remains tight.

02

Seasonal Demand vs. Permanent Demand

The high vacancy rate does not correlate with underperformance. Instead, vacancy enables sustained demand without supply shortages.

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

Diane Hart Alexander, MBA, MHA

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