

1.4x Top-to-Median Home Value Gap — ALEX Intelligence 2026

# 1.4x Price Gap: Grand Strand's Elite Is Isolated

Litchfield Beach leads a dual-tier market unlike any in SC

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## THE DATA

# 1.4x

### Top-to-Median Home Value Gap (2024)

Litchfield Beach's priciest homes are 40% above the median across the Grand Strand.

This 1.4x gap is not just a price difference—it reflects a structural divergence. The highest-valued city, Litchfield Beach, sits in a distinct economic stratum, where home values are nearly 40% above the regional median. This is not a gradient but a chasm, suggesting that affordability and exclusivity are no longer adjacent but segregated.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation  
<https://alex-companies.com/data/2026-09-28-grand-strand-spread-home-value-place>



# 01

## Exclusivity as a Market Engine

This is not a bubble—it's a self-reinforcing system. As exclusivity becomes the primary value signal, the city's supply of new construction is likely to remain constrained, preserving its premium status. The gap is not a flaw but a feature of market evolution.

# 02

## The Median Is Becoming a Benchmark

For investors and developers, this means that targeting the median is no longer sufficient. To capture upside, strategies must either enter the top tier or redefine the middle through innovation—such as adaptive reuse of older stock or community-driven value propositions. The market has evolved beyond simple appreciation.



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