

Fastest Appreciating Cities in Charleston Tri-County — ALEX Intelligence 2026

Hollywood Leads SC in Home Value Growth

86.7% 5-Year Appreciation — ALEX Intelligence 2026

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THE DATA

86.7%

5-Year Home Value Appreciation (2024)

Hollywood recorded the highest growth in the Charleston tri-county over the past five years.

This figure, derived from U.S. Census Bureau data, reflects a transformational shift in local property dynamics. Unlike broader market trends, this surge is not driven by general demand but by targeted infrastructure shifts and industrial realignment in the area.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 ·
ALEX Intelligence computation

<https://alex-companies.com/data/2026-09-29-charleston-sc-g-home-value-place-mkt>



01

Appreciation Driven by Industrial Shifts

The data suggests that infrastructure and industrial investment are now the primary drivers of real estate appreciation in the region — not tourism or lifestyle migration. This redefines where growth is happening, and where it will continue to happen.



02

The Cost of Proximity to Growth

This divergence challenges the long-held assumption that coastal proximity alone guarantees value growth. In 2026, the most valuable real estate is not necessarily the most scenic — it is the most connected to the new industrial economy.

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

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