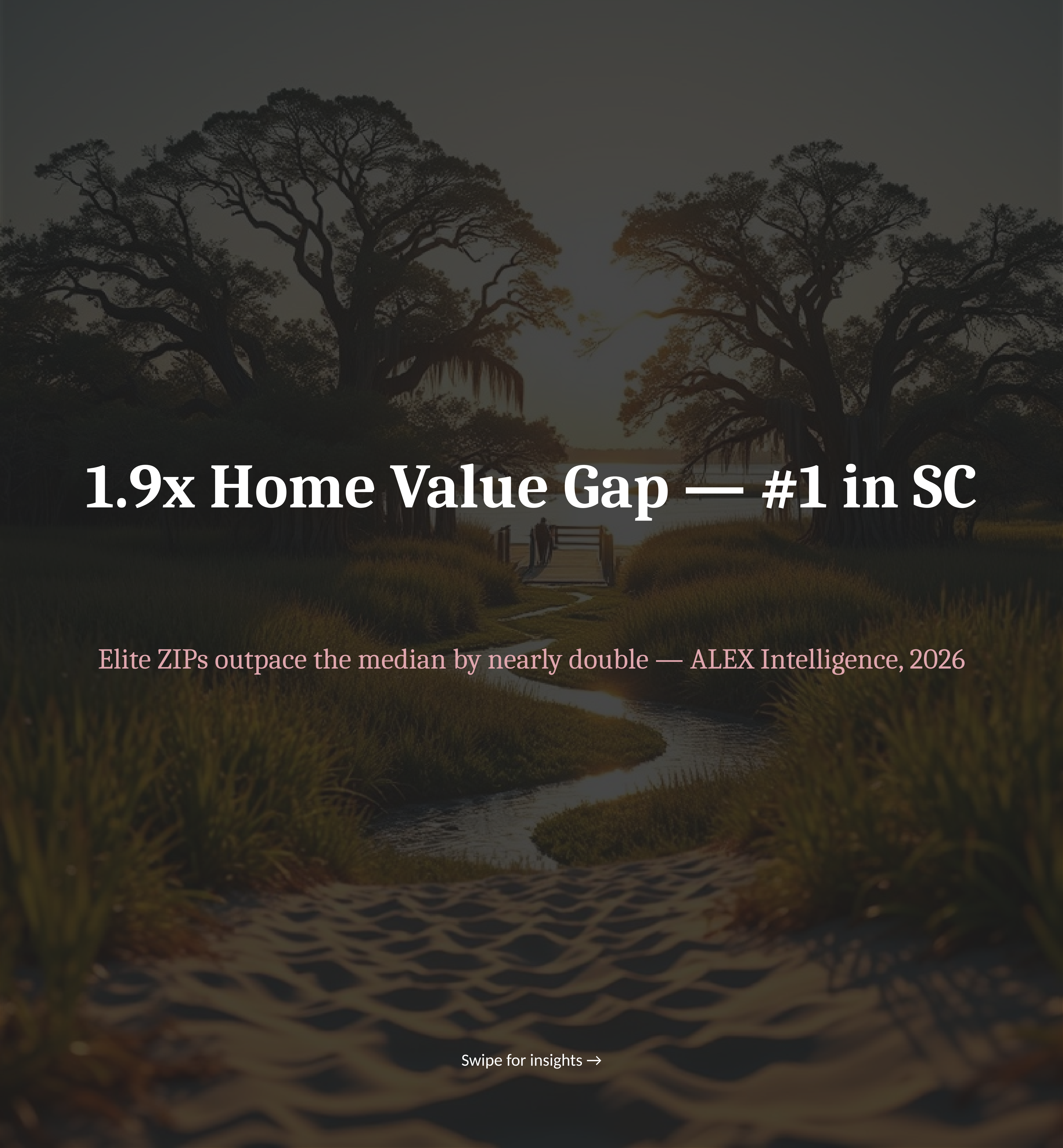
Top-to-Median Home Value Gap: 1.9x — ALEX Intelligence 2026



1.9x Home Value Gap — #1 in SC

Elite ZIPs outpace the median by nearly double — ALEX Intelligence, 2026

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THE DATA

1.9x

Top-to-Median Home Value Gap (2024)

ZIP 29928, the priciest ZIP in the Lowcountry, sits 1.9 times above the median home value.

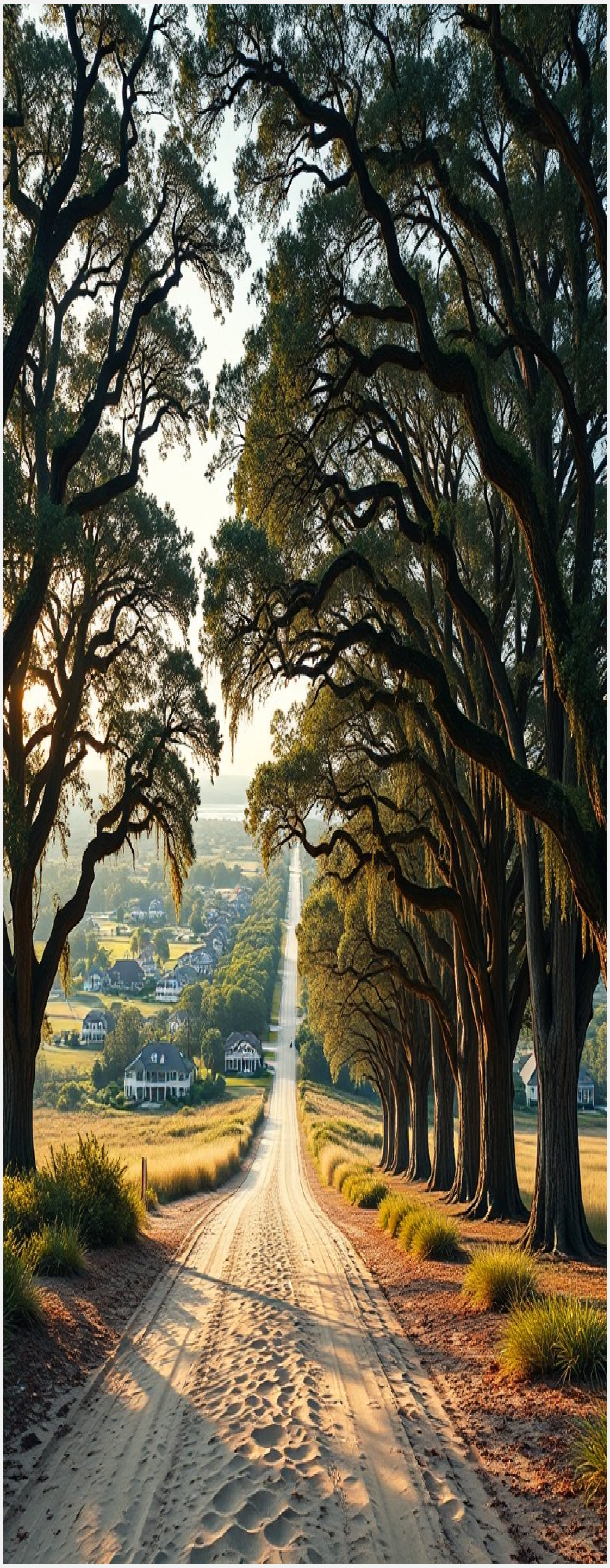
This extreme spread reflects a bifurcated market where luxury properties in high-demand areas command prices far beyond the broader housing stock. The gap is not a temporary spike but a structural feature of the region's evolving real estate dynamics, driven by geographic scarcity, premium amenities, and sustained demand from high-net-worth buyers.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-29-hilton-head-spread-home-value-zcta

01

Luxury Anchors the Market

The median value remains elevated not because of widespread affordability, but because the base is set by elite-tier pricing. This creates a self-reinforcing cycle where even mid-tier homes benefit from the aura of exclusivity.



02

Affordability Is a Relational Concept

This structure may deter first-time buyers, but it also protects long-term value. The market’s resilience is not due to low prices, but to the fact that its highest-value assets are not merely expensive—they are scarce, irreplaceable, and in high demand.

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

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