

99.2% of SC's \$1M homes in 3 cities

Hilton Head, Bluffton, Beaufort dominate luxury housing

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THE DATA

99.2%

Share of the Market's \$1M Homes in Its Top Three Cities

In the Lowcountry, nearly all homes valued at \$1 million or more are located in just three cities.

This level of concentration is unmatched in South Carolina, where no other region approaches such a tight clustering of high-value properties. The data, drawn from the 2024 American Community Survey, reveals a structural imbalance in luxury housing access, with over 99% of million-dollar homes confined to Hilton Head Island, Bluffton, and Beaufort.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • Published October 01, 2026

<https://alex-companies.com/data/2026-10-01-hilton-head-concentration-million-homes-place>





01

Luxury is not distributed—it's concentrated

For investors and developers, this means opportunity is not in spreading capital across the Lowcountry, but in deepening presence within these three cities. The threshold for entry into the \$1M market is not just financial—it's geographic.



02

The top three cities own the luxury market

This pattern implies that market dynamics in one of these three cities—such as zoning changes, new construction, or shifting buyer preferences—can disproportionately affect the entire region’s luxury housing landscape. The Lowcountry’s high-end market is not a network, but a hub.

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