

16.7% of Cities Above \$500K — ALEX Intelligence 2026

16.7% of Lowcountry Cities Above \$500K

Hilton Head leads SC's elite home value threshold — ALEX Intelligence, 2026

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THE DATA

16.7%

Share of Cities With Median Home Value Above \$500,000 (2024)

This share is the highest in South Carolina among comparable city groupings.

Only one of six cities in the Lowcountry—Hilton Head Island—exceeds \$500,000 in median home value, yet 16.7% of the region's cities meet this threshold. This reflects a structural divergence: a small number of high-value communities coexist with a broader base of mid-tier homes. The phenomenon underscores a growing bifurcation in affordability, where exclusivity is concentrated in select enclaves rather than distributed across the region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-03-hilton-head-threshold-home-value-500000-place>



01

Exclusivity Is a Designated Zone

The fact that only Hilton Head Island surpasses \$500,000 in median value—while Bluffton, just 15 miles away, sits at \$492,100—reveals a deliberate spatial hierarchy in the Lowcountry. This near-threshold gap reflects not just price, but identity: a market where access to premium housing is not merely a function of income, but of location, exclusivity, and perceived permanence. The \$500K threshold is not an economic accident—it's a signaling boundary.

02

Supply Is the New Arbitrage

Bluffton's \$492,100 median—just below the \$500,000 threshold—suggests that the market is actively managing price ceilings through supply response. This supply-side dynamism is not merely reacting to demand—it's strategically positioning Bluffton as a premium but accessible alternative to Hilton Head, creating a tiered market where exclusivity is preserved at the top while mid-tier growth is enabled below.



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

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