

#1 in Lowcountry, #1 in SC — ALEX Intelligence 2026

#1 in Lowcountry, #1 in SC

ALEX Intelligence 2026 Rent Burden Ranking

Swipe for insights →

THE DATA

59.8%

Renters Over the 30% Rent Threshold (2024)

Laurel Bay leads the Lowcountry in rent burden, with nearly 60% of renters spending more than 30% of income on rent.

This figure represents a structural affordability crisis, not just a temporary spike. The data suggests that housing cost pressure is not being absorbed by wage growth, signaling a deeper imbalance in the local economy.

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

<https://alex-companies.com/data/2026-10-11-hilton-head-rent-burden-place-mkt>



Photo: Bill Fitzpatrick · CC BY-SA 3.0 · Wikimedia Commons

01

Affordability Is a Supply-Driven Illusion

The data reveals a paradox: low inventory is not a seller's market, but a renter's crisis. With no new construction to absorb in-migration, existing units are being overused, pushing more renters into the 30% threshold. This dynamic undermines long-term stability and may deter remote workers from settling permanently in the area.

02

Rent Burden as a Leading Indicator

The fact that Beaufort (58.6%) and Bluffton (47.5%) are close behind suggests this is not an isolated issue. As rent burden spreads across the Lowcountry, the risk of a cascading affordability collapse grows. Investors and policymakers must treat rent burden not as a symptom, but as a leading economic signal of housing market fragility.



Photo: Farragutful · CC BY-SA 4.0 · Wikimedia Commons

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

