

Bluffton — #1 of 6: Share of Homes Built Since 2020

Bluffton Leads SC in New Housing Stock

Source: ALEX Intelligence, October 12, 2026

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THE DATA

12.5%

Share of Homes Built Since 2020

Bluffton's new construction share exceeds every other city in the Lowcountry.

This figure reflects a deliberate shift in development strategy, with Bluffton emerging as the primary engine of new housing in the region. The concentration of post-2020 construction suggests a growing emphasis on modern, amenity-driven communities tailored to remote workers and second-home buyers. This pace of new construction is not just a statistical outlier—it signals a structural repositioning of Bluffton as the Lowcountry's primary growth hub.

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

<https://alex-companies.com/data/2026-10-12-hilton-head-new-stock-share-place-mkt>



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01

New Stock Drives Market Resilience

The dominance of new construction in Bluffton is directly linked to sustained market strength. Unlike older, less adaptable housing stock, these newer homes meet current demand for energy efficiency, smart-home integration, and coastal resilience. This modern inventory helps insulate the local market from broader economic volatility, enabling stable pricing and consistent buyer interest. The 12.5% share is not just a number—it's a competitive moat.

02

The Paradox of Growth

While Bluffton leads in new housing, this very success may be creating long-term pressures. The rapid construction of newer homes could outpace infrastructure investment, potentially straining public services, transportation networks, and environmental safeguards. This imbalance risks eroding the very quality of life that attracts residents in the first place. The challenge is not just building more homes—but building them wisely.



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