

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

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Share of Homes Built Since 2020 — ALEX Intelligence 2026

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THE DATA

12.5%

Share of Homes Built Since 2020

Bluffton accounts for over one in eight new homes in the Lowcountry.

This concentration of new construction reflects a strategic pivot toward modern, high-demand housing in a region where supply constraints have long defined the market. The fact that Bluffton leads South Carolina in new housing stock—12.5% of all homes built since 2020—signals a shift from scarcity to deliberate reinvestment. Unlike slower-growing peers, Bluffton is not just absorbing demand; it is shaping it.

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>

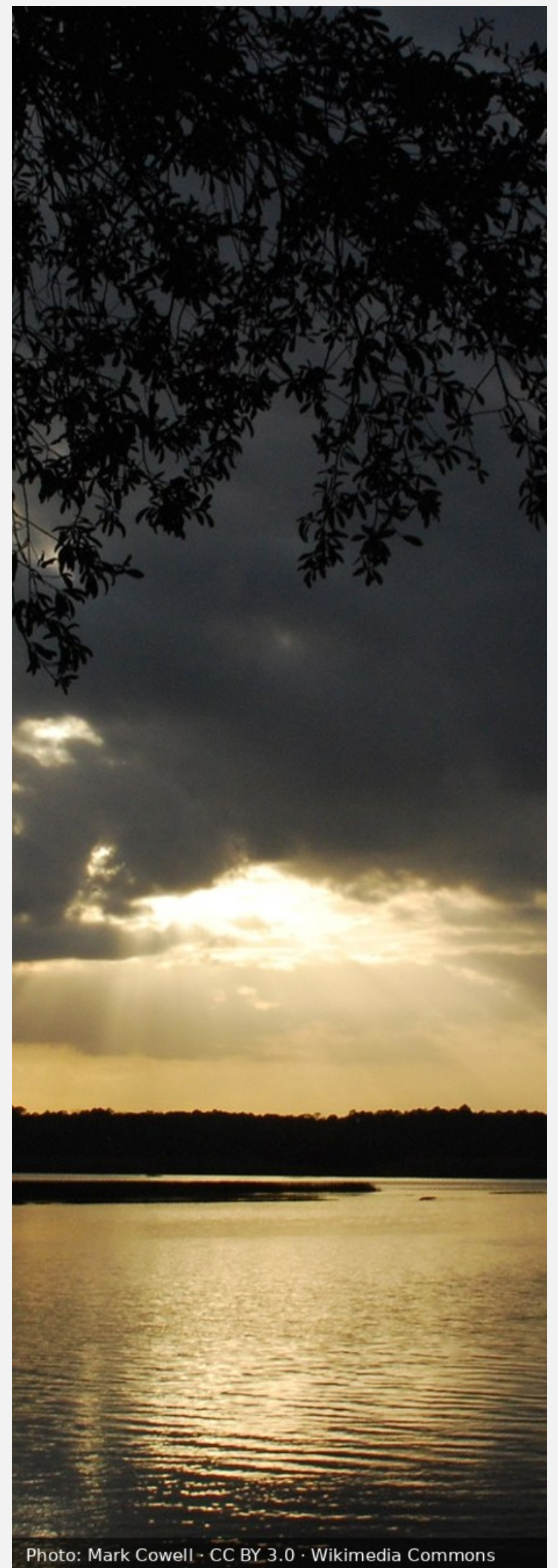


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01

New stock is not just supply—it's strategy

This dynamic implies that Bluffton is not just responding to demand—it is creating it. The city's ability to deliver new housing at this scale suggests strong coordination between developers, local government, and infrastructure providers, a rare alignment in a high-value real estate environment.

02

The resilience of new stock

New homes attract long-term residents, not just investors. The city is building a stable, resilient base—proof that new stock can serve as a long-term anchor, not just a short-term speculative tool.



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