

Bluffton — #1 of 6: Share of Homes That Are Single-Family Detached

Bluffton Leads SC in Single-Family Homes

Bluffton · U.S. Census Bureau 2024

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THE DATA

79.1%

Share of Homes That Are Single-Family Detached (2024)

Bluffton leads all Lowcountry cities in single-family housing, with nearly four in five homes built as detached residences.

This level of single-family dominance is not just a housing preference—it's a structural signal of long-term stability. The absence of large-scale multi-unit development suggests strong resistance to overbuilding, preserving neighborhood character and property value integrity. This pattern aligns with sustained demand from both long-term residents and second-home investors who prioritize privacy and space.

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

<https://alex-companies.com/data/2026-10-13-hilton-head-single-family-share-place-mkt>



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01

Density as a Competitive Advantage

The preference for detached homes also correlates with higher homeowner retention, as owners are less likely to sell when their property is deeply tied to lifestyle and place. This stability underpins consistent property values and a resilient rental market for long-term tenants, making Bluffton a rare example of sustainable growth without overdevelopment.

02

The Hidden Cost of Exclusivity

The lack of mid-rise or attached housing options limits supply elasticity. As demand continues to rise, particularly from remote workers and retirees, the region may face upward pressure on prices unless policy or development models evolve. The challenge for Bluffton is not to become more dense—but to maintain diversity within its single-family framework.



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