

Bluffton — #1 of 6: Median Gross Rent

Bluffton Leads SC in Gross Rent

Source: ALEX Intelligence, 2026

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THE DATA

\$2,256

Median Gross Rent (2024)

Bluffton holds the highest median gross rent among Lowcountry cities.

This figure reflects a market where housing costs are not driven by speculative inflation but by sustained demand for quality, low-density living. Despite elevated borrowing costs, renters and buyers alike continue to prioritize location, lifestyle, and long-term stability over price. The data suggests that affordability is not the primary metric—it's a function of perceived value.

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

<https://alex-companies.com/data/2026-10-14-hilton-head-gross-rent-place-mkt>



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01

Rent as a Signal of Demand

The \$2,256 median rent in Bluffton isn't a sign of overheating—it's a signal of selective, enduring demand. Unlike markets where rent spikes correlate with investor-driven displacement, Bluffton's high rents are sustained by long-term residents and professionals relocating from high-cost urban centers. This suggests a mature, self-reinforcing market where location quality trumps price sensitivity.

02

The Paradox of Affordability

This indicates that affordability isn't about low rent—it's about stability. The market's resilience isn't due to cheap housing, but to a deliberate choice by residents to trade liquidity for permanence. The high rent is not a barrier; it's a filter.



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