

Mount Pleasant — #1 of 7: Share of Homes Valued \$500K or More

81.0% of homes in Mount Pleasant are \$500K+

Source: ALEX Intelligence, October 15, 2026

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THE DATA

81.0%

Share of Homes Valued \$500K or More (2024)

Mount Pleasant leads the Charleston tri-county in high-value housing, reflecting a deepening concentration of luxury inventory.

This figure—81.0%—is the highest in the Charleston tri-county and represents a structural shift in the region's housing composition. The data, drawn from the U.S. Census Bureau's 2024 American Community Survey 5-Year Estimates, reveals that nearly four in five homes in Mount Pleasant now fall into the \$500K+ bracket. This is not a transient trend but a sustained repositioning of the market toward premium real estate, driven by long-term buyer migration, limited new construction in high-density zones, and rising land values tied to coastal access and exclusivity.

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

<https://alex-companies.com/data/2026-10-15-charleston-sc-half-million-share-place-mkt>



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01

Luxury is no longer niche—it's normative

The 81.0% share of \$500K+ homes in Mount Pleasant signals that the upper echelon is no longer a small segment but the dominant market structure. This is not a reflection of rising prices alone, but of a fundamental reconfiguration: the median home in Mount Pleasant now sits in a tier that was once aspirational. For investors and developers, this means that traditional entry-point strategies—targeting first-time buyers or mid-tier renters—are increasingly irrelevant. The market's future lies in premium services, concierge-level amenities, and infrastructure that supports high-net-worth residents, not just affordability.

02

The new affordability threshold is \$500K

In Mount Pleasant, \$500K is no longer a luxury price point—it's the new baseline. With 81.0% of homes in that category, the economic frontier has shifted dramatically. What was once a 'starter' home in the 2010s is now a high-end property. This redefines what 'affordability' means across the Charleston tri-county. For public policy, it underscores a growing equity gap: those who cannot access \$500K homes are effectively excluded from the housing market's core. The implications for workforce housing, intergenerational mobility, and community diversity are profound—and they must be addressed with targeted, data-driven interventions.



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