

Bluffton — #1 of 6: Top-to-Median Gross Rent Gap

Bluffton Leads SC in Rent Gap

1.5x top-to-median gap, source: ALEX Intelligence, 2026

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THE DATA

1.5x

Top-to-Median Gross Rent Gap (2024)

Bluffton's rent spread exceeds the Lowcountry average, signaling deep economic stratification.

This 1.5x gap between the highest and median gross rents in the region underscores a growing divide between high-income coastal enclaves and the broader rental market. It reflects not just affordability pressure but also structural differences in housing supply, zoning, and investment concentration.

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

<https://alex-companies.com/data/2026-10-19-hilton-head-spread-gross-rent-place>



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01

Luxury Demand Fuels Rent Disparity

This dynamic is reinforced by a persistent shortage of new construction and strong income growth, which allows landlords to command premium pricing without fear of oversupply, especially in areas with protected wetlands and beachfront access.

02

Rent Gap Signals Market Inertia

This inertia suggests that unless new supply enters the mid-tier segment or policy intervenes to promote mixed-income development, the gap will persist, potentially undermining long-term affordability and workforce stability.



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