

#1 of 7: Share of the Market's \$1M Homes in Its Top Three Cities



**97.9% of \$1M homes are in just 3
Charleston cities**

Source: ALEX Intelligence, October 22, 2026

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THE DATA

97.9%

Share of the Market's \$1M Homes in Its Top Three Cities (2024)

Mount Pleasant, James Island, and Hollywood account for nearly all high-end housing in the tri-county region.

This level of concentration is not merely a sign of wealth—it reflects a structural imbalance in housing supply. The overwhelming dominance of three cities in the \$1M segment suggests that new construction and zoning policy have failed to distribute high-end development more broadly across the tri-county. As a result, affordability pressures are not just rising—they are becoming geographically stratified.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-22-charleston-sc-concentration-million-homes-place>



Photo: Warren LeMay from Covington, KY, United States · CC0 · Wikimedia Commons



01

Wealth is not spreading—it's stacking

The consequence is a bifurcated market: one where the majority of new high-value construction is locked into a few municipalities, while the broader region sees little to no investment in premium housing. This creates a feedback loop—higher demand in the core cities drives prices up, pushing buyers out of the region entirely, which further limits the incentive to build elsewhere.

02

The core is becoming a fortress

This concentration is a long-term risk to market stability. When 97.9% of high-end inventory is concentrated in a few locations, any shift in demand—whether from interest rates, migration patterns, or regulatory change—will have disproportionate impacts on those cities. If one of them experiences a downturn, the entire tri-county's premium housing market could see a cascading effect.



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