

Bluffton — #1 of 6: Share of Homes Built Since 2010

Bluffton Leads SC in New Construction

Young housing stock drives market resilience

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THE DATA

60.8%

Share of Homes Built Since 2010

Bluffton has the highest concentration of homes built in the last 14 years among all South Carolina cities with populations over 10,000.

This unprecedented level of new construction reflects a sustained development boom in Bluffton, driven by high demand for modern coastal living. The data shows that over six in ten homes in the city are less than a decade old, signaling a market with minimal aging infrastructure and strong long-term appreciation potential. This youthful stock is not just a demographic trend — it is a structural advantage in a region where coastal resilience and modern amenities are paramount.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-29-hilton-head-recent-stock-share-place-mkt>



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Newness as a Value Engine

The fact that 60.8% of Bluffton's housing stock is post-2010 is not just a statistic — it is a competitive moat. These homes are built to modern codes, feature updated energy efficiency, and are designed for smart-home integration, making them highly desirable to remote workers, retirees, and luxury buyers. This newness reduces maintenance risk, increases rental appeal, and enhances resale liquidity — all key drivers in a market where location is fixed but quality is adjustable. The younger stock also attracts developers and investors seeking high returns on capital-intensive upgrades.

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The Hidden Resilience Factor

While Hilton Head Island and Beaufort are often cited for their historic charm and established neighborhoods, Bluffton's newness is quietly becoming a strategic advantage. In a region vulnerable to climate risks and rising insurance costs, modern construction standards — including elevated foundations, flood-resistant materials, and resilient designs — are no longer optional. The 60.8% new stock in Bluffton represents a systemic edge in long-term sustainability. As climate adaptation becomes a financial imperative, this data suggests Bluffton may be less exposed to future regulatory or insurance shocks than older cities, giving it a hidden layer of market resilience.



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