

Litchfield Beach — #1 of 10: Share of Homes Valued \$500K or More

Litchfield Beach Leads SC in \$500K+ Homes

Source: ALEX Intelligence · Published October 30, 2026

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THE DATA

61.4%

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

Litchfield Beach leads South Carolina in the share of homes valued at \$500,000 or more, with 61.4% of properties in this tier.

This figure reflects a deep structural shift in the Grand Strand's housing market — not a short-term spike, but a sustained elevation in asset value. The concentration of high-value homes in Litchfield Beach signals a growing bifurcation: a small number of premium enclaves now dominate the market's top tier, while broader affordability pressures remain in neighboring communities.

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

<https://alex-companies.com/data/2026-10-30-grand-strand-half-million-share-place-mkt>



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01

Value is becoming location-specific

The data reveals that value is no longer distributed evenly across the Grand Strand. Litchfield Beach's 61.4% share of \$500K+ homes is not just a result of price inflation — it reflects deliberate, long-term zoning, infrastructure investment, and environmental stewardship that favor high-end development. This is not a random outlier; it's a signal that geographic specificity in value creation is now the primary driver of real estate performance in the region.



02

Affordability is being redefined

As Litchfield Beach becomes the epicenter of high-value housing, the broader Grand Strand faces a new reality: affordability is not a statewide issue, but a hyper-local one. The contrast between Litchfield Beach's 61.4% and Georgetown County's 16.6% shows that the market is not homogeneous. This divergence means that policy, investment, and development strategies must be tailored to individual micro-markets — not applied across the region as a whole.



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