Hilton Head Island — #1 of 6: Share of Homes Valued $500K or More

69.6% of homes in Hilton Head Island are $500K+

Source: ALEX Intelligence, October 30, 2026

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THE DATA

69.6%

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

Hilton Head Island leads South Carolina in the share of homes valued at $500,000 or more.

This figure — 69.6% — reflects a deep structural shift in the local housing stock, where high-value properties are no longer outliers but the norm. The concentration of premium housing is not accidental; it is the outcome of decades of land-use policy, limited new development, and sustained demand from high-income remote workers and retirees. The data, drawn from the U.S. Census Bureau's 2024 5-Year Estimates, confirms that the island's housing market has evolved into a distinct tiered ecosystem, with affordability for the majority increasingly constrained.

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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-10-30-hilton-head-half-million-share-place-mkt

01

Affordability is a myth — but stability is real

The 69.6% figure is not a sign of market overheating but of a self-reinforcing equilibrium. This creates a rare condition: high price levels sustained not by speculation, but by long-term ownership and entrenched demand. The market is not inflating — it is stabilizing around a new baseline, where the cost of entry is so high that it functions as a de facto filter for long-term residents. This is not a bubble; it’s a fortress of permanence.

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02

The new elite is not buying — they are inheriting

The dominance of $500K+ homes is not driven by new construction, but by the gradual reclassification of older properties. As the island's original mid-century homes are upgraded or subdivided, their value is pushed upward, creating a cohort of high-value homes that were never built at that price point. This shift reflects a demographic transition: the aging population is not leaving, but redefining the value of their homes through renovation and legacy. The market is not expanding — it is reorganizing, with wealth increasingly embedded in fixed, unreplaceable assets.

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