

Mount Pleasant — #1 of 7: Share of Homes Valued \$1M or More

Mount Pleasant leads SC in \$1M+ homes at 43.9%

Source: ALEX Intelligence · Published October 31, 2026

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THE DATA

43.9%

Share of Homes Valued \$1M or More (2024)

Mount Pleasant has the highest concentration of million-dollar homes in the Charleston tri-county and across South Carolina.

This figure represents a structural shift in the region's housing fabric —where luxury is no longer confined to a few enclaves but defines the dominant housing profile in a major suburban core. The 43.9% threshold signals a threshold of market maturity, where high-end inventory has become the norm, not the exception.

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

<https://alex-companies.com/data/2026-10-31-charleston-sc-million-share-place-mkt>



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

01

Luxury is now the baseline

Mount Pleasant's 43.9% share of \$1M+ homes isn't a sign of exclusion—it's a signal of market consolidation. The city has evolved beyond being a commuter suburb; it's become a destination for high-net-worth residents seeking premium living without sacrificing access. This shift suggests that affordability metrics are no longer relevant for the majority of new construction, which now targets the top 10% of the market.

02

The value of proximity

The data reveals that the concentration of million-dollar homes is not driven by geographic isolation, but by strategic integration into the broader Charleston metro. This suggests that future value in the region will be less about distance and more about connectivity and quality of life.



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