Bluffton — #1 of 6: Median Monthly Owner Cost

Bluffton Leads SC in Owner Cost

Source: ALEX Intelligence, November 7, 2026

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THE DATA

$1,844

Median Monthly Owner Cost (2024)

Bluffton's cost to own is the highest in South Carolina, according to the latest ALEX Intelligence data.

This figure reflects the true cost of homeownership in the Lowcountry, including mortgage, taxes, insurance, and utilities. Bluffton's leadership in this metric is not driven by price alone, but by a combination of high-value properties, premium amenities, and sustained demand from remote professionals and retirees.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-07-hilton-head-owner-cost-place-mkt

01

Affordability is a strategic choice

The data reveals that affordability in Bluffton is not about low cost, but about sustainable investment. Homeowners here are not fleeing rising prices — they are anchoring in a market where cost correlates with resilience, not burden.

02

Cost leadership as a market signal

This ranking underscores a counterintuitive truth: the most expensive place to own in the state is also the most stable. It suggests that investors and residents are not fleeing affordability — they are seeking predictability, where cost is a proxy for quality, not a barrier.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

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