Hilton Head Island-Bluffton-Port Royal — #1 of 8: Median Home Value

Hilton Head Leads SC in Home Value

ALEX Intelligence, November 09, 2026

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THE DATA

$439,500

Median Home Value (2024)

Hilton Head Island-Bluffton-Port Royal ranks #1 of 8 South Carolina metros on median home value.

This figure reflects sustained demand for coastal living, driven by high-net-worth remote workers and seasonal buyers. The premium is anchored in limited land availability, heritage preservation, and infrastructure resilience. Unlike markets with rapid expansion, this value growth is not driven by volume but by exclusivity.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-09-hilton-head-standing-home-value-msa

01

Value is a function of scarcity

The $439,500 median value is not a result of speculation but of structural constraints. Beaufort County has limited developable land, especially near the Intracoastal Waterway. New construction growth is constrained by environmental regulations, historic district overlays, and infrastructure capacity. This scarcity is not a barrier — it is the foundation of value.

02

Legal infrastructure supports premium markets

The acquisition of TaberPatrick by Phillips Lytle signals institutional confidence in the Lowcountry's legal and regulatory environment. This consolidation of high-end real estate and environmental law expertise indicates that the region is not just a destination but a jurisdiction where complex, high-value transactions are increasingly managed — a hallmark of mature, resilient markets.

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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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