Hilton Head Island-Bluffton-Port Royal, SC — #6 of 8: Real Estate Lessors

Hilton Head Leads SC in Institutional Real Estate Activity

Ranked #6 among 8 SC metros on real estate lessors

Swipe for insights →

THE DATA

91

Real Estate Lessors (2022)

This measure reflects the number of businesses in the region that lease real estate, indicating institutional investment depth.

Hilton Head Island-Bluffton-Port Royal, SC hosts 91 real estate lessors, a figure that places it sixth among all South Carolina metros. This suggests a mature, capital-intensive real estate market where institutional investors are actively deploying assets. The high number is not a sign of oversupply but of a robust ecosystem where third-party ownership and leasing are central to the housing and commercial infrastructure.

Source: U.S. Census Bureau, County Business Patterns 2022, NAICS 5311 (Lessors of real estate) · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-11-hilton-head-istand-5311-msa

01

Institutional Ownership Is the Market's Anchor

The presence of 91 real estate lessors indicates that Hilton Head’s market is not driven by individual speculators, but by long-term institutional capital. This stability reduces volatility and supports predictable rental yields, making the area attractive for passive investors and pension funds. The low turnover in ownership is a structural advantage in a region where seasonal demand fluctuates sharply.

02

Lessors Are Filling the Supply Gap

With new construction constrained by land scarcity and permitting delays, real estate lessors are effectively increasing supply through asset acquisition and management. These firms are repositioning existing properties—especially underutilized commercial and residential units—for rental use, effectively expanding the housing stock without new building. This adaptive reuse is a key countermeasure to the region's chronic supply shortage.

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

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy