#1 of 2: Ratio of Highest to Lowest County Home Value in the Market

Beaufort County leads SC in home value gap

1.40x spread between top and bottom counties, per ALEX Intelligence

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THE DATA

1.40x

Ratio of Highest to Lowest County Home Value in the Market (2024)

This 1.40x ratio reflects a structural divergence in real estate value within the Hilton Head market. Beaufort County, home to Bluffton and Hilton Head Island, commands premium pricing driven by tourism, coastal amenities, and institutional investment. Jasper County, while adjacent and sharing regional economic trends, lags due to slower infrastructure development and lower public investment in high-value sectors.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-24-hilton-head-within-county-home-value

01

Equity is not evenly distributed

The 1.40x gap is not a coincidence—it’s a signal of uneven development policy and capital allocation. Beaufort County benefits from sustained public and private investment in transportation, utilities, and mixed-use zones, while Jasper County remains under-resourced despite similar demographic and economic profiles. This imbalance risks deepening social stratification and limiting upward mobility for residents in lower-valued areas.

02

The market’s future hinges on access

As demand for coastal living grows, the disparity in home values could fuel displacement if not managed. Buyers seeking affordability may be funneled into Jasper County, increasing pressure on its infrastructure and schools. Without coordinated regional planning, this could lead to a two-tiered market: high-value enclaves with robust services, and adjacent areas with rising costs and stagnant support systems.

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

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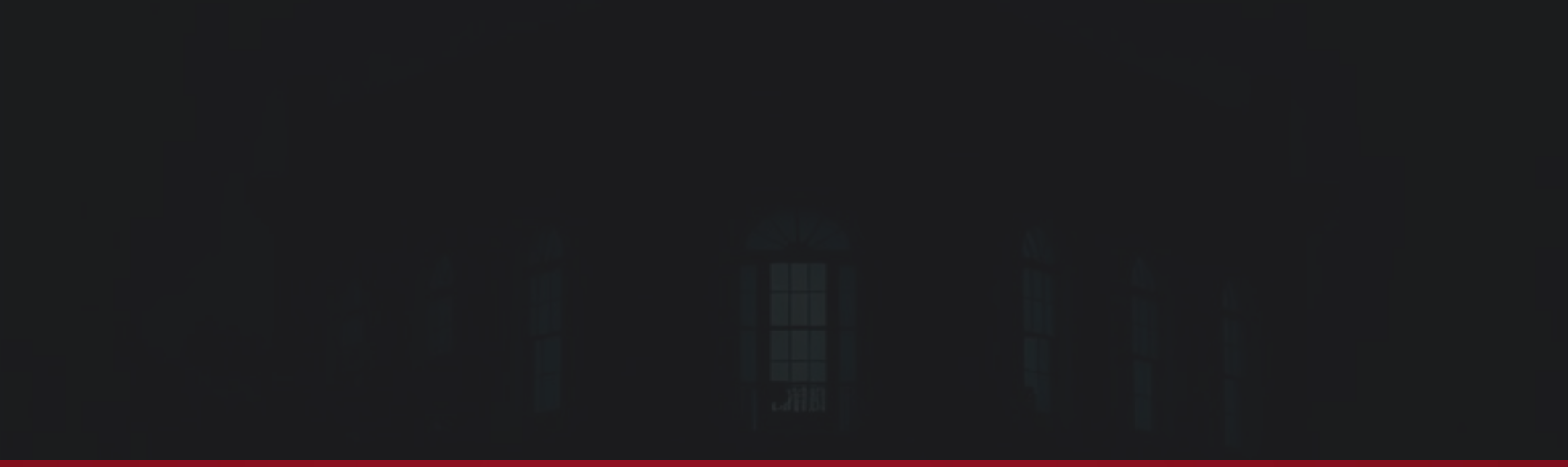

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