



Charles Sampson Group of Charter One Realty Reports Growing Demand for Second Homes on Hilton Head Island, SC

October 19, 2026

HILTON HEAD, SC - October 19, 2026 -

The Charles Sampson Group of Charter One Realty reports continued interest from buyers seeking second homes on Hilton Head Island, SC. This reflects the area's appeal as both a coastal lifestyle destination and a long-term real estate option for buyers.

?

Buyers increasingly seek properties that offer both a personal retreat and potential long-term value. While buyers now have more options, quality properties in prime locations remain highly sought after. Recent market data shows increased new listings and pending sales, along with a modest year-over-year change in closed sales across the Hilton Head Island and Bluffton area.

?

The Charles Sampson Group of Charter One Realty has served Hilton Head Island residential real estate buyers and sellers since 1985, including many vacation and second-home clients. Led by REALTOR® Charles Sampson, a Hilton Head Island resident since the early 1970s, the team has experience in neighborhoods popular with second-home, retired, and lifestyle-focused buyers. Their long-standing presence on Hilton Head Island enables the team to track evolving buyer preferences.

?

Home values on Hilton Head Island have generally remained strong over the past year, while days on market have lengthened in many segments and vary by property type, price point, and location. These trends suggest that many second-home buyers are prioritizing coastal lifestyle fit and potential long-term value.

?

Second-home buyers often inquire about neighborhood features, rental policies, and long-term maintenance before making offers. Many evaluate whether a property will serve only as a personal retreat or also generate limited rental income. Buyers also seek guidance on differences in beach access, golf, boating, and daily convenience across the island. Second homes on Hilton Head Island also attract buyers across a wide range of price points. Inquiries range from villas to larger single-family homes in golf and waterfront communities.

?

Many second-home buyers are making decisions as part of broader life planning. Some see their purchase as a step toward retirement in the Lowcountry, while others seek a year-round family gathering place.

?

The second-home segment of the Hilton Head Island market continues to evolve, and informed decision-making and local experience are likely to play an increasingly central role. Decades of transaction experience across Hilton Head Island and Bluffton neighborhoods, combined with ongoing monitoring of market data and buyer preferences, help the team provide informed guidance to households considering second homes on Hilton Head Island, SC.

?

In addition to second-home buyers, the Charles Sampson Group of Charter One Realty assists first-time homebuyers, vacation-home buyers, and retirees in finding the right property on Hilton Head Island, in Bluffton, and across the Lowcountry. The team also lists properties in communities including Hilton Head Plantation, Indigo Run, Long Cove Club, Palmetto Dunes, Sea Pines, Shipyard, North Forest Beach, South Forest Beach, Spanish Wells, Wexford, and Windmill Harbour, as well as Palmetto Bluff in nearby Bluffton.

?

For more information on real estate opportunities and living on Hilton Head Island, contact the Charles Sampson Group of Charter One Realty at (843) 384-7300.

?

About The Charles Sampson Group of Charter One Realty

The Charles Sampson Group of Charter One Realty is a real estate team on Hilton Head Island, South Carolina, helping buyers and sellers with residential, waterfront, vacation, and second-home properties.

###

For more information about Charles Sampson Group of Charter One Realty, contact the company

here:Charles Sampson Group of Charter One RealtyCharles
Sampson843?384?7300Charles@CharlesSampson.com200 Merchant StHilton Head, SC 29926

Charles Sampson Group of Charter One Realty

Charles Sampson Group of Charter One Realty is an award-winning team that has been in Hilton Head since 1972 and has made a difference in the community. They have served hundreds of people, enabling them to find the homes they love.

Website: <https://charlessampson.com/>

Email: Charles@CharlesSampson.com

Phone: 843?384?7300

