

Charles Sampson Group of Charter One Realty Showcases Rising Interest in Hilton Head Living

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The Charles Sampson Group of Charter One Realty pointed to continued interest in Hilton Head Island as buyers weigh lifestyle factors, community infrastructure, and a housing market showing mixed price signals across major platforms.

Hilton Head Island supports a year-round residential community alongside a large tourism economy. For residents, that combination means everyday services such as schools, healthcare, grocery options, and local retail, paired with recreation and hospitality amenities that also serve visitors. The island?s network of beaches, golf, dining, and outdoor activities remains a core draw, but the group noted that many relocations are driven as much by day-to-day livability as by destination appeal.

The local realty company also referenced the area?s employment base as part of what differentiates the market from more purely seasonal coastal destinations. In addition to hospitality, the local economy includes healthcare, retail, and professional services, which can support working households as well as retirees. The

group added that community planning and environmental stewardship are frequently raised by clients evaluating long-term residency.

On infrastructure, the Charles Sampson Group cited ongoing efforts to improve access and safety, including roadway work and pathway enhancements that support walking and biking. The island also offers parks and multi-use leisure paths, along with established facilities for tennis and pickleball, which the group said remain common considerations for buyers seeking active lifestyles.

Housing market indicators show continued activity with pricing moving in different directions depending on the metric. The Charles Sampson Group noted that Zillow data showed a typical home value increase of about 0.8 percent year over year through September 2025, while Redfin reported the median sale price down about 4.6 percent year over year over a similar period. The team characterized the split as consistent with an active market where pricing can vary by neighborhood, property type, and timing.

The group added that inventory on Hilton Head Island includes higher-end homes as well as a range of primary and secondary residence options. Newer coastal construction may include storm related design considerations and updated building features, which some buyers prioritize when comparing homes near the water.

?As buyers compare coastal options, many are looking for places that function well beyond vacation season,? said Charles Sampson of the Charles Sampson Group of Charter One Realty. ?We are seeing questions that go beyond square footage and focus on daily routines, access, and what living here looks like throughout the year.?

The Charles Sampson Group of Charter One Realty provides residential real estate services on Hilton Head Island and in surrounding Lowcountry communities. The team works with first time buyers, primary residents, second home buyers, and retirees, and supports clients through listing and purchase transactions.

The group serves neighborhoods and 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 based in Hilton Head Island with more than three decades of experience. The team assists first-time homebuyers, second-home buyers, vacationers, and retirees in finding the right property on Hilton Head Island, in Bluffton, and across the Lowcountry.

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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.

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