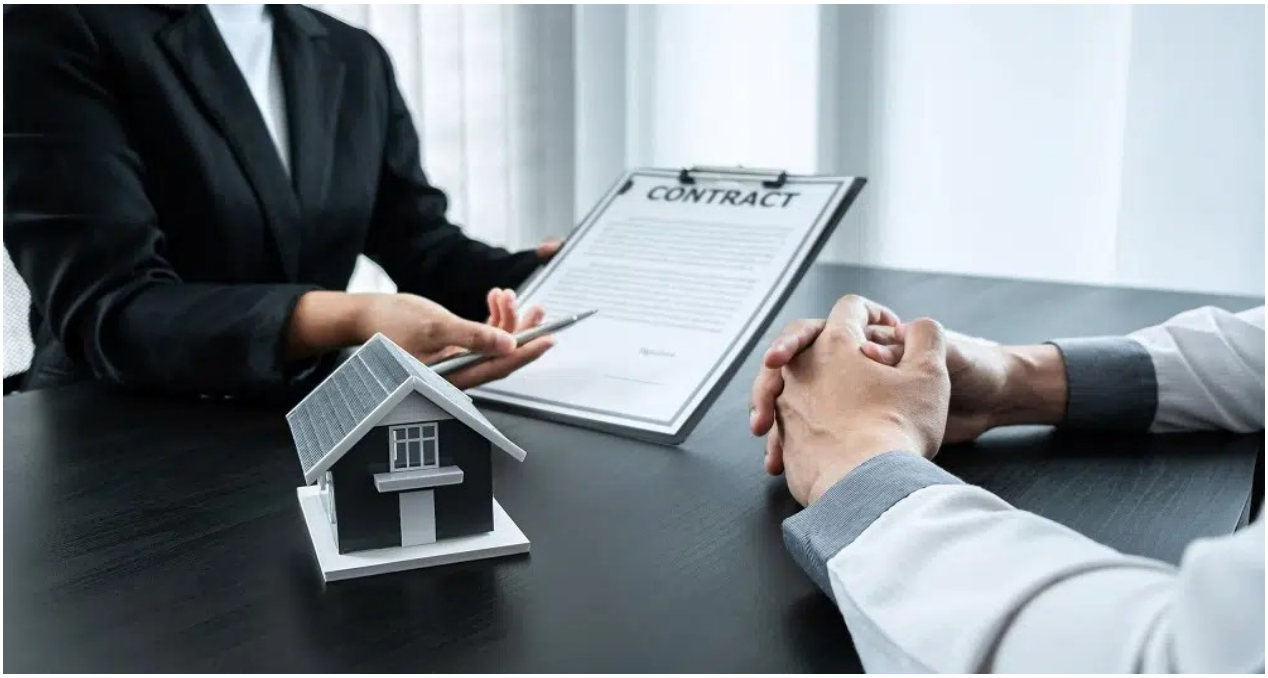


Charles Sampson Group of Charter One Realty Broadens Buyer Representation Services on Hilton Head Island Amid Market Shifts

February 06, 2026

HILTON HEAD, SC - February 06, 2026 -
The Charles Sampson Group of Charter One Realty has broadened its buyer representation services, responding to increased demand from buyers navigating recent shifts in the Hilton Head Island housing market. As market conditions evolve, buyers are increasingly seeking professional guidance to better understand inventory changes, pricing dynamics, and neighborhood-specific considerations across the island and surrounding communities.

The firm reports that recent client inquiries and transaction records show a surge in interest in coastal primary residences, with a preference for properties that balance modern amenities with the island?s natural landscapes and cultural assets. Buyers are placing greater emphasis on long-term livability, access to outdoor recreation, and proximity to established community features.

Led by longtime Hilton Head Island resident Charles Sampson?who has helped sell homes in the region since 1985?the Charles Sampson Group provides buyer representation agreements that clearly outline services and mutual obligations, helping clients navigate transactions with clarity and confidence throughout

the purchasing process.

According to market observers, the real estate landscape on Hilton Head Island has shifted, with more homes available due to lifestyle relocations and adjustments among vacation-property owners. The Charles Sampson Group reports that buyer activity on Hilton Head Island and in nearby Bluffton, South Carolina, favors waterfront and vacation homes with easy access to beaches, golf courses, and preserved natural areas.

This trend aligns with broader inquiries from consumers seeking long-term homes across South Carolina?s Lowcountry. The firm leverages its local network to accelerate transactions, building on decades of experience with both primary residences and investment properties. Public market indicators show a more balanced environment, with year-over-year inventory increases across the Lowcountry in late 2025, giving buyers more options and leverage.

Buyer representation through the Charles Sampson Group emphasizes fiduciary duties, noting that an agent?s priority is the client?s interests above those of the seller. Services address current market dynamics such as competitive bidding in desirable communities, pricing strategy, and negotiations, while also helping buyers evaluate timing and value within a changing marketplace.

In addition to evaluating views and locations, the Charles Sampson Group assesses neighborhoods for amenities, association fees, covenants, and maintenance considerations. Clients also learn how increases in inventory have opened negotiation opportunities in previously tight niches. From first discussions to closing and post-move support, the firm remains involved throughout each transaction, offering continuity and local insight at every stage.

As Hilton Head Island continues to attract buyers, the firm underscores the value of personalized service and local knowledge in identifying properties aligned with individual objectives.

The Charles Sampson Group of Charter One Realty 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. The team serves buyers and sellers across Hilton Head Island 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.

To learn more about life on Hilton Head Island and what to consider as a buyer, visit https://charlessampson.com/ or call (843) 384-7300.

About the Charles Sampson Group of Charter One Realty

The Charles Sampson Group of Charter One Realty helps clients discover Hilton Head Island?s unique lifestyle and property opportunities. From beachfront villas to family neighborhoods, the team tailors guidance throughout the buying and selling process and supports client relocations on Hilton Head Island.

###

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