

Charles Sampson Group of Charter One Realty Reports Sustained Luxury Home Demand in Hilton Head

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HILTON HEAD, SC - June 11, 2026 -
The Charles Sampson Group of Charter One Realty reports sustained demand for luxury homes in Hilton Head.

The local realty company says that high-end coastal properties continue to attract buyers nationwide, many of whom, according to the group?s recent client interactions, are motivated primarily by lifestyle considerations rather than short-term investment. Recent inquiries for waterfront and resort-area residences reflect a broader trend toward year-round Lowcountry living, with access to beaches, golf, and nature preserves now a primary factor in many relocation decisions.

The real estate group has been active in Hilton Head Island residential sales since the mid-1980s. It notes that this renewed focus on lifestyle is changing how buyers evaluate luxury homes in Hilton Head. Many now prioritize neighborhood character, long-term community ties, and convenient access to local amenities over rapid resale.

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Prospective owners are asking more detailed questions about specific communities, such as Hilton Head Plantation, Indigo Run, Port Royal, Spanish Wells, Windmill Harbour, and Moss Creek. Established neighborhoods and mature landscapes remain central to their purchasing decisions.

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Led by veteran Realtor Charles Sampson, the group has been involved in island real estate for decades. The group has consistently participated in both listing and selling properties across Hilton Head Island and Bluffton. Sampson says buyers of luxury homes in Hilton Head are increasingly a mix of permanent residents, second-home owners, and retirees. Many first encountered the island as vacationers before deciding to relocate. Often, clients who once planned to buy small vacation properties later return seeking larger primary residences or legacy homes for extended family visits.

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Buyers increasingly view Hilton Head as a long-term base rather than a short-term investment market, evaluating luxury homes not only on finishes and square footage but also on proximity to marinas, golf courses, bike paths, and conservation areas that reflect the region?s Lowcountry setting.

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Charles Sampson?s experience spans multiple real estate cycles and land-use changes across the island?s north and south ends. Over that period, he and his team have seen luxury properties shift from vacation-oriented holdings to homes supporting year-round professional, retiree, and multigenerational lifestyles. The group?s connection to Hilton Head extends beyond property transactions, with the team maintaining decades of involvement in local civic and nonprofit initiatives.

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Sampson has served in leadership and advisory roles with multiple local boards and committees, including cultural, economic development, housing, and environmental organizations across Hilton Head Island. He has also worked with local housing and community development initiatives, as well as supporting bike-path planning and charitable golf events. The firm sees these activities as part of a broader commitment to the island?s long-term quality of life and believes this commitment is directly related to the continued appeal of luxury homes in Hilton Head for buyers seeking more than a seasonal address.

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Industry recognition has highlighted the group?s tenure in the market. Charles Sampson is a multiple-time recipient of the ?Realtor of the Year? award from the Hilton Head Area Association of Realtors. He has received local honors for community citizenship, reflecting both professional performance and civic engagement.

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Charles Sampson of Charter One Realty is widely recognized in the area. The firm focuses on coastal Lowcountry real estate, including luxury homes and lifestyle-oriented communities in Hilton Head, Bluffton, Beaufort, and Savannah. The group?s office works with a range of clients, from first-time island buyers to experienced investors. Many of today?s high-end purchasers focus less on rapid appreciation and more on

securing a home that aligns with their long-term plans in the region.

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As interest in luxury homes in Hilton Head continues, the Charles Sampson Group expects buyers will keep prioritizing established communities, outdoor recreation, and proximity to cultural institutions such as museums and performance venues. With nearly four decades in the market and ongoing civic and cultural ties, the firm will keep monitoring how buyer preferences shape the next phase of high-end growth on the island and in surrounding Lowcountry communities.

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

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About the Charles Sampson Group of Charter One Realty

The Charles Sampson Group of Charter One Realty is a real estate team based on Hilton Head Island, South Carolina, with decades of real estate experience in the Lowcountry. The team assists first-time buyers, second-home owners, vacationers, and retirees in finding the right property on Hilton Head Island, in Bluffton, and throughout the Lowcountry region.

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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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