



DEMOGRAPHICS  
ARE CHANGING  
AS HILTON HEAD  
BECOMES A LAND OF  
OPPORTUNITY, AND  
BUILDERS RESPOND  
WITH A VARIETY OF  
HOME OPTIONS.

# The Lowcountry: Opening the doors to Opportunity

BY EMILY CAMPBELL | PHOTOS PROVIDED BY BOSHAW RESIDENTIAL





**T**he Lowcountry is renowned for enticing tourists to pursue their dreams of retiring by the beach. How often when you ask someone what brought them to the area do you get the answer, “We vacationed on Hilton Head for years and loved it so much, we decided to buy something down here”? However, there has been a noticeable shift taking place in the Lowcountry real estate market in recent years. Just as retirees (ready to leave careers behind) continue to be drawn to our coastal region, now joining them are young professionals coming for work, particularly in the Greater Bluffton area.

Ron Boshaw, owner of Boshaw Residential, a custom

Home Building and Home Renovation Company feels that many factors have contributed to this shift in the growing demographic segment of Lowcountry residents. “Our area is receiving national recognition in publications not only as a place to retire, but now marketed as a place to work,” says Boshaw. “There are now more young professionals with children and growing families coming to our area than ever before.”

Low utility costs, corporate income tax and workers’ compensation rates, make the Lowcountry an appealing option for businesses looking to relocate or expand.

With the large growth in local companies such as Gulfstream, Care Core and various medical facilities, these

As Hilton Head area industry grows, more young and mid-level professionals are seeking to move here in addition to the steady flow of retirees. Builders are focusing on a variety of home offerings and custom options that meet the changing needs of current residents while providing starter homes for those new to the area.



growing organizations are attracting more young and mid-level professionals than ever before. In addition, Bluffton now boasts two higher education institutions - the University of South Carolina Beaufort's New River campus and the Technical College of the Lowcountry. Both of these are attracting faculty from all over the country who want to teach by the beach.

The Hilton Head Island and Bluffton area has enjoyed an upswing in the real estate market with confidence in the economy improving. Despite the improvement, the recent memory of the economic crash has many homebuyers waiting to purchase a new home until they have sold their previous home. Savvy home buyers are eliminating the risk of floating two homes, as they now rent while building. This has led to a huge boom in the rental market in Bluffton.

In addition, more people are being drawn to the Bluffton area as the recent "Heart of the Lowcountry" campaign has painted a picturesque reality of this quaint but growing town as the perfect place to retire or raise a family.

Boshaw has also observed another growing trend in the Lowcountry over recent years. Current residents are now actively seeking the "next" home within our area to meet their changing needs. These residents are outgrowing their starter home, want to re-asses their current space and needs, or desire to relocate to a neighborhood with more families.

The upswing in the economy has been evident in both the resale and custom home building markets. But despite the healthy resale market, people in our area are still searching for a custom home to meet their "whole" need. Considering the cost of a resale versus a custom home are very comparable, people are willing to take the extra time to work with a builder that will give them more than just a house. Boshaw feels these buyers are willing to invest both time and money to create their dream home. **LCH**







## TRENDING NOW

### CUSTOM FEATURES in the LOWCOUNTRY

"One noticeable consistency from people moving from other markets is a desire to have indoor/outdoor living spaces for their new home in the Lowcountry. It is a must-have," according to Boshaw. "Lanais, porches, hardscaped patios with outdoor kitchens, gazebos, water features and fire pits are in high demand for open social spaces. This trend has long been popular with the retired market, but now it seems an ever increasing number of families are seeking for their home to feel like a place of comfort, a spot to relax often overlooking a great lowcountry landscape."

