

Grand Strand Market Report

July 2018

July was a strong month for sales activity in the Grand Strand with SFR and condo sales volume up 5.11% and 19.14%, respectively, for the month. Residential lot sales are also up 5.62%, compared to July 2017 levels.

SFR sales volume is up 5.11% compared to July 2017 and maintains its 5.69% growth rate for the year. Median sales price is up to \$227,000, a 9.13% increase from July 2017. Sales prices for new construction and resales are also up 11.46% and 7.04%, respectively, when compared to July 2017. The average sold-to-list ratio for Single Family Residential sales in July was 96%, flat compared to the same month in 2017.

Condo sales volume is up 19.14% compared to July 2017. Year-to-date sales are also up 3.91% from 2017 levels. The median sales price is up to \$132,000, a 1.54% increase from July 2017. Condo inventory continued to tighten as inventory is down as compared to prior year levels: down 7.82% compared to July 2017. The average sold to list ratio for condo sales in July was 94%, up 100 basis points compared to the same month in 2017.

Residential lot sales were up 5.62% in July compared to 2017. The median sales price increased to \$58,000, up 16.00% compared to the same month in 2017. Sold to list ratios are at 89%, up 400 basis points when compared to July 2017.

At a glance...

SFR			Condo			Residential Lot		
Sales		Inventory	Sales		Inventory	Sales		Inventory
Month	YTD	Month	Month	YTD	Month	Month	YTD	Month
↑	↑	↓	↑	↑	↓	↑	↓	-
Median Sales Price			Median Sales Price			Median Sales Price		
\$227,000		↑	\$132,000		↑	\$58,000		↑

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Grand Strand Active Inventory

Single Family Residential

	# Listings
Horry Co.	4,513
Georgetown	713
Total	5,226
Average List Price	\$379,914
Median List Price	\$280,284

Distribution by Price Range

	Horry Co.	G'town Co.
Less than \$150k	247	51
\$150k- \$250k	1,751	107
\$250k- \$500k	1,918	282
\$500k- \$1.0 MM	479	174
\$1 MM +	118	99

Condo/Townhome

	# Listings
Horry Co.	2,902
Georgetown	268
Total	3,170
Average List Price	\$207,401
Median List Price	\$168,700

Distribution by Price Range

	Horry Co.	G'town Co.
Less than \$100k	573	16
\$100k- \$150k	737	47
\$150k- \$200k	577	36
\$200k- \$400k	836	84
\$400k- \$750k	161	77
\$750k +	18	8

Residential Lot

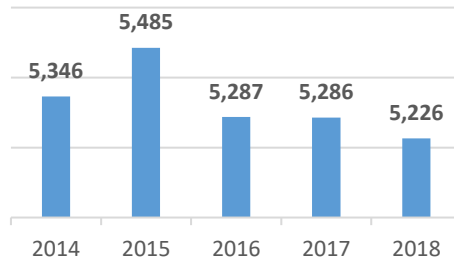
	# Listings
Horry Co.	1,403
Georgetown	535
Total	1,938
Average List Price	\$134,996
Median List Price	\$79,900

Distribution by Price Range

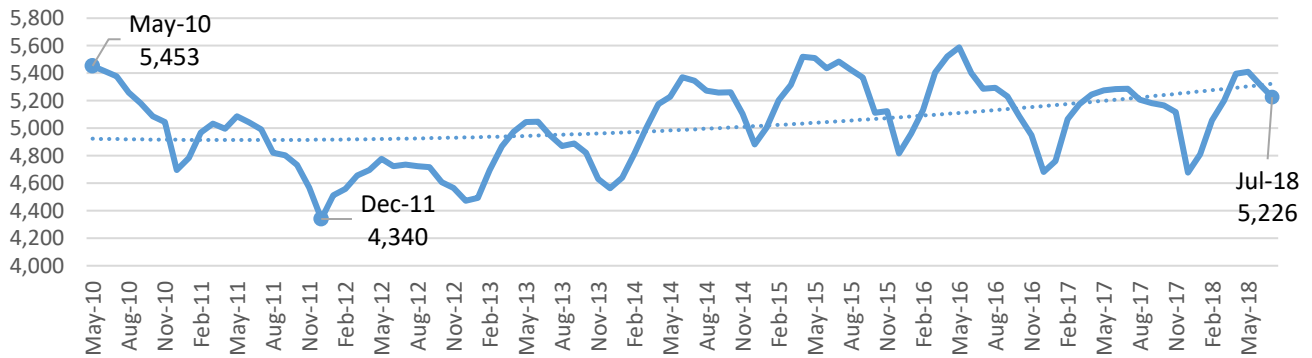
	Horry Co.	G'town Co.
Less than \$25k	117	69
\$25k- \$50k	339	54
\$50k- \$75k	268	49
\$75k- \$100k	179	73
\$100k- \$175k	258	120
\$175k- 250k	131	73
\$250k +	111	97

Grand Strand Inventory Trends

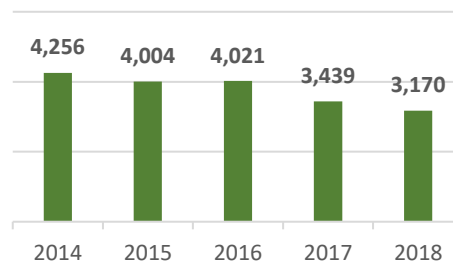
SFR Inventory - July



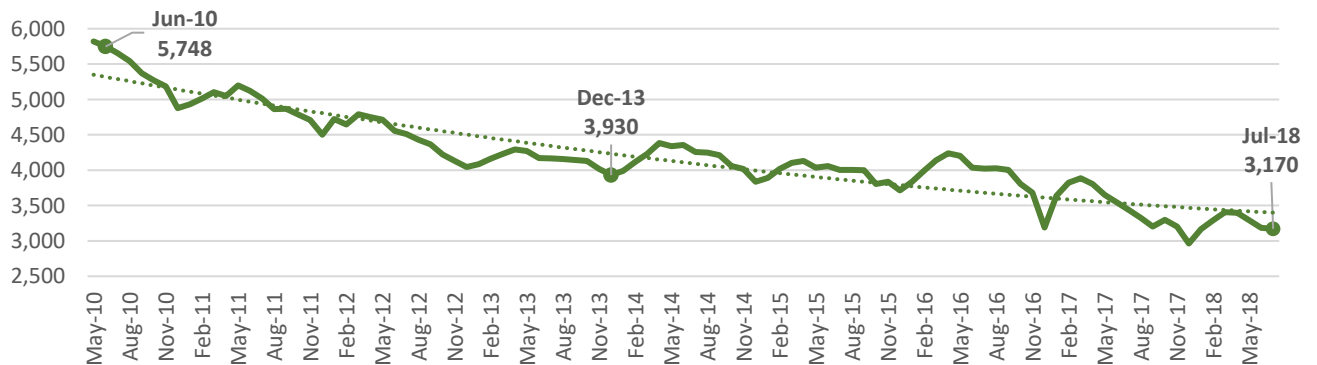
Historical Data



Condo Inventory – July

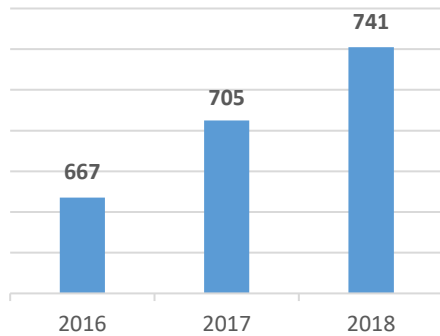


Historical Data

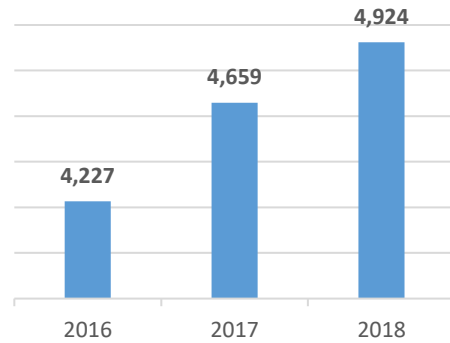


Closed Sales – SFR

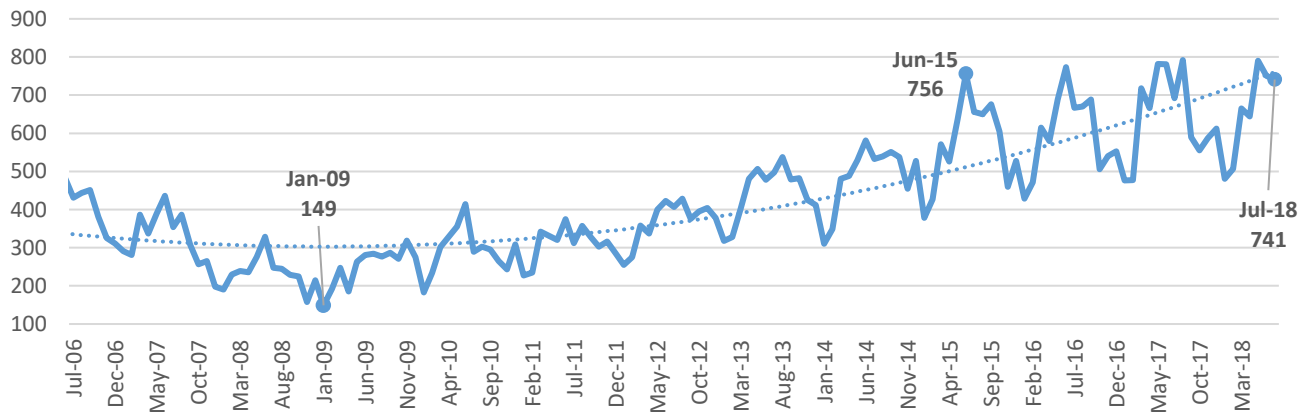
July



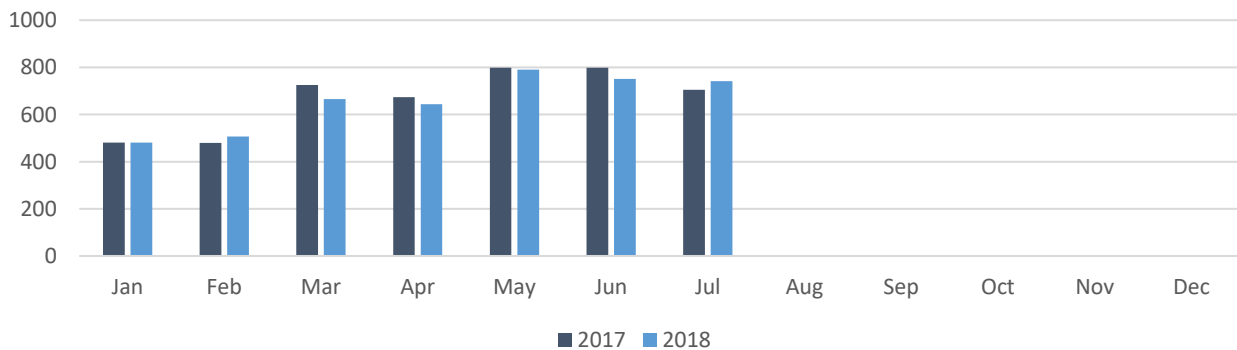
Year to Date



Historical Data

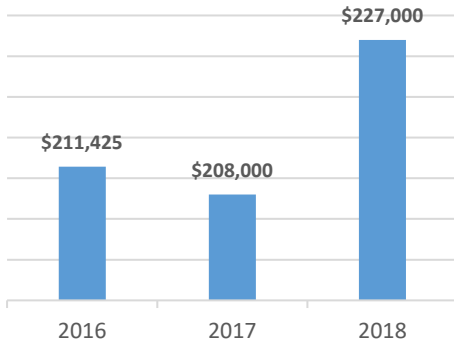


Year Over Year

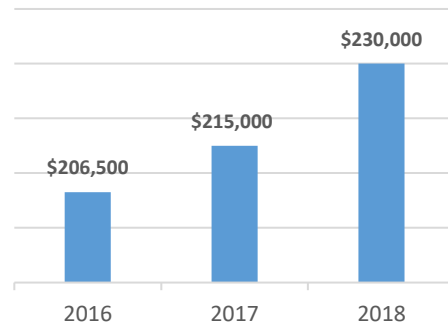


Median Sales Price – SFR

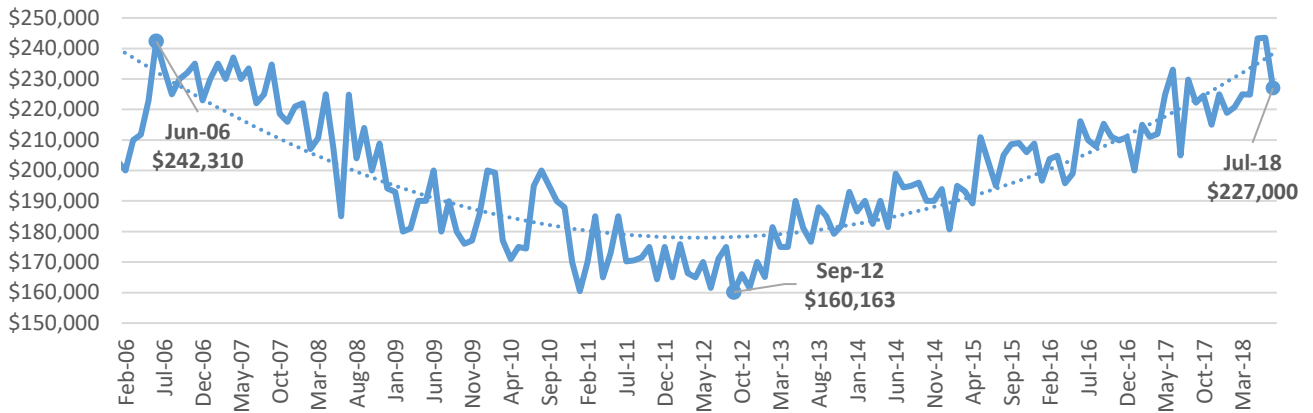
July



Year to Date

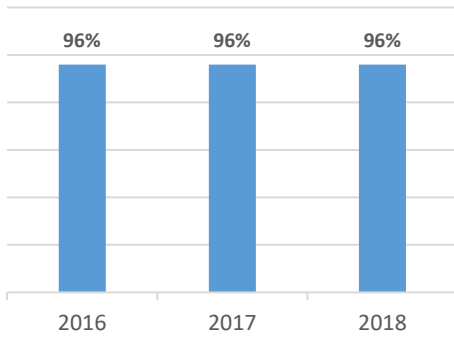


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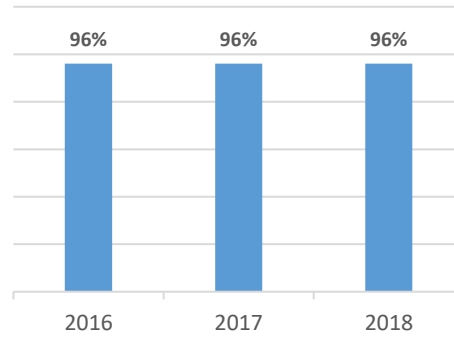


Sold to List Price Ratio – SFR

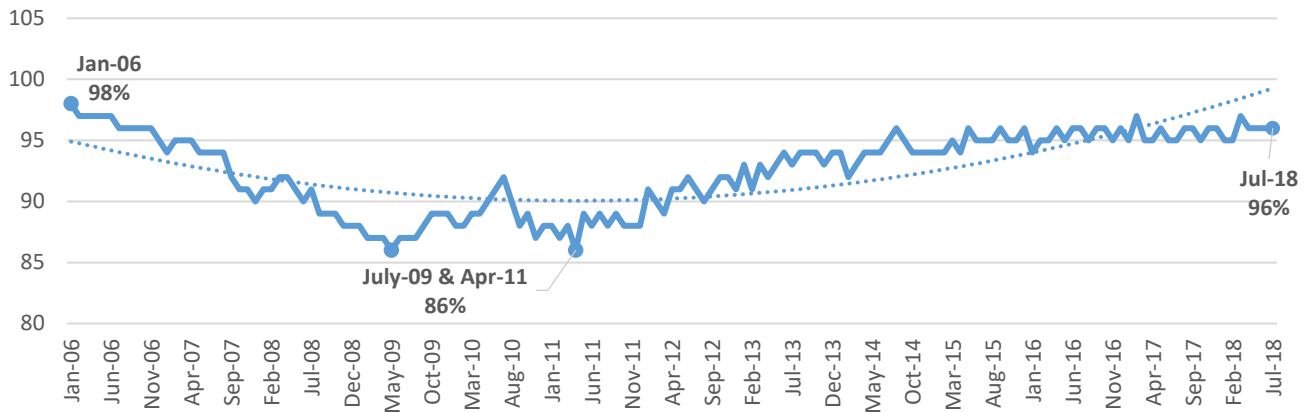
July



Year to Date

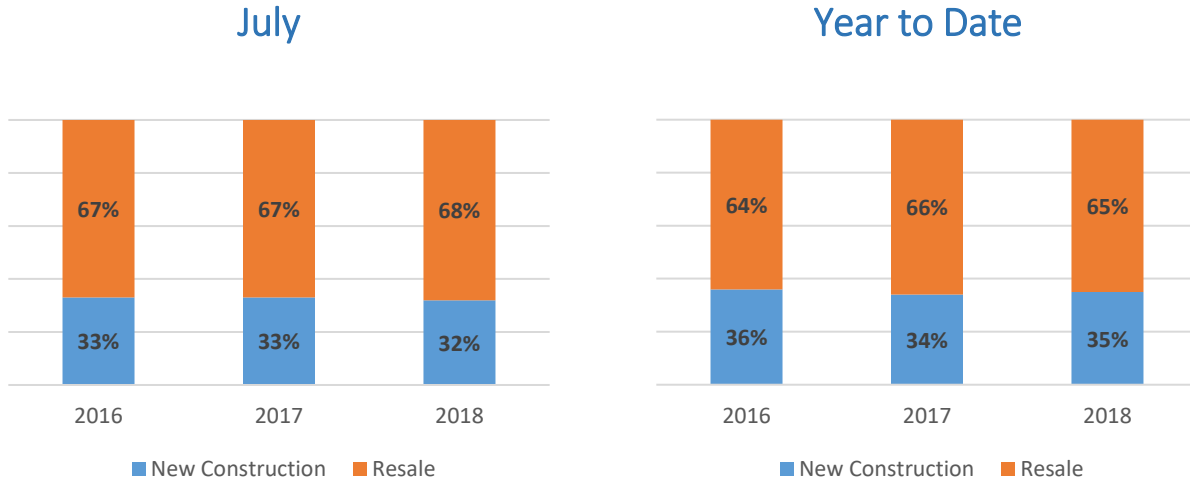


Historical Data

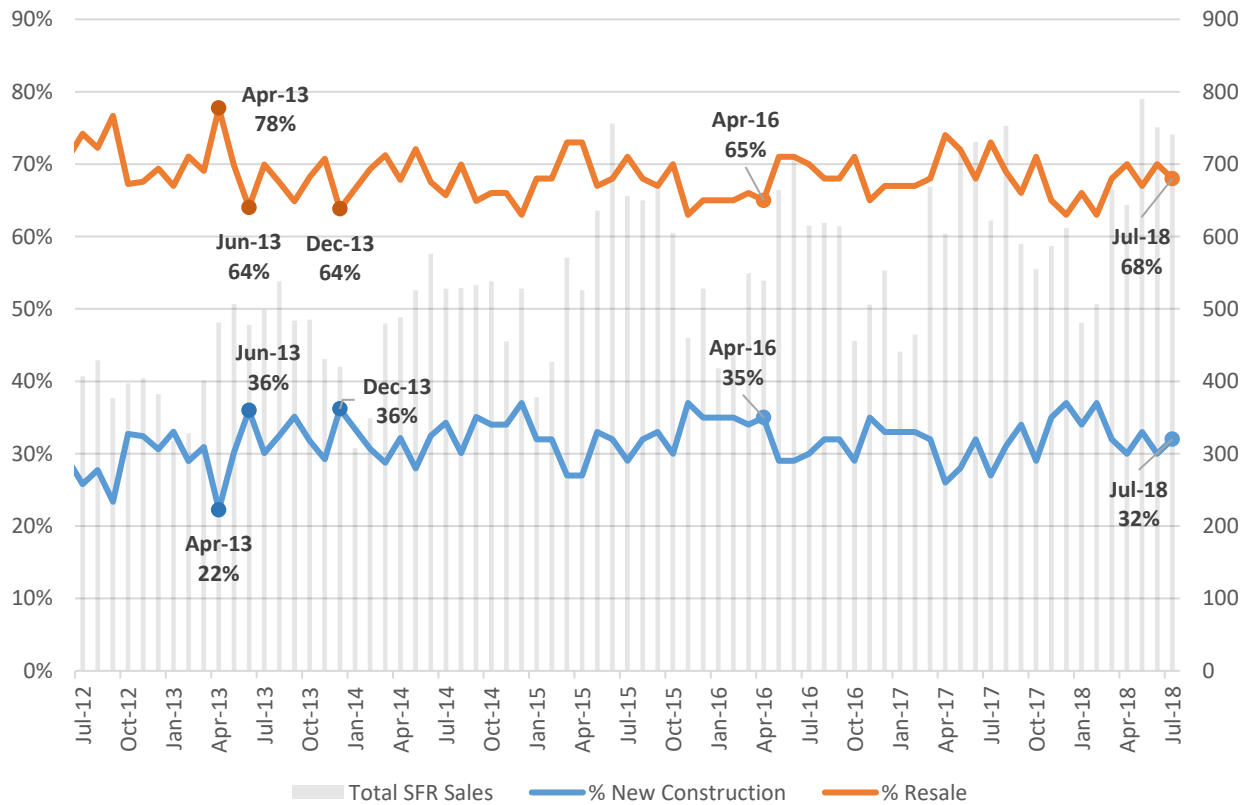


New Construction vs Resale – SFR

% of Total Sales



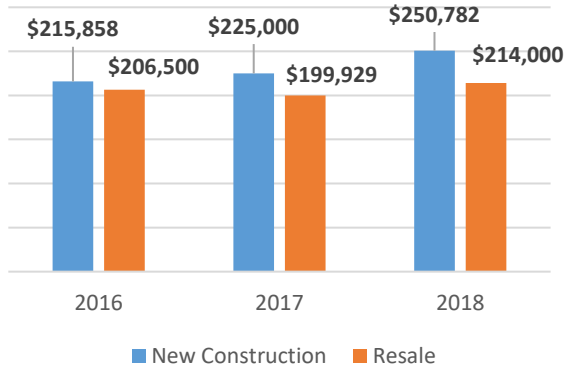
Historical Data – % of Total Sales



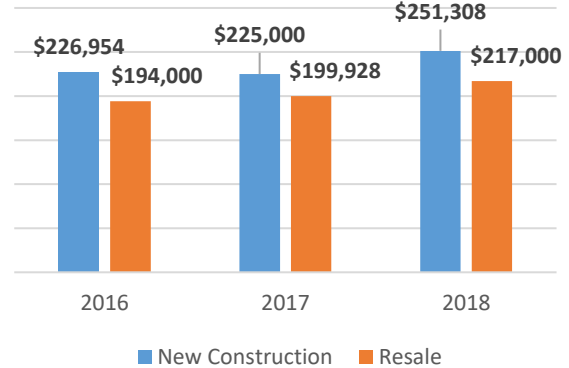
New Construction vs Resale – SFR

Median Sales Price

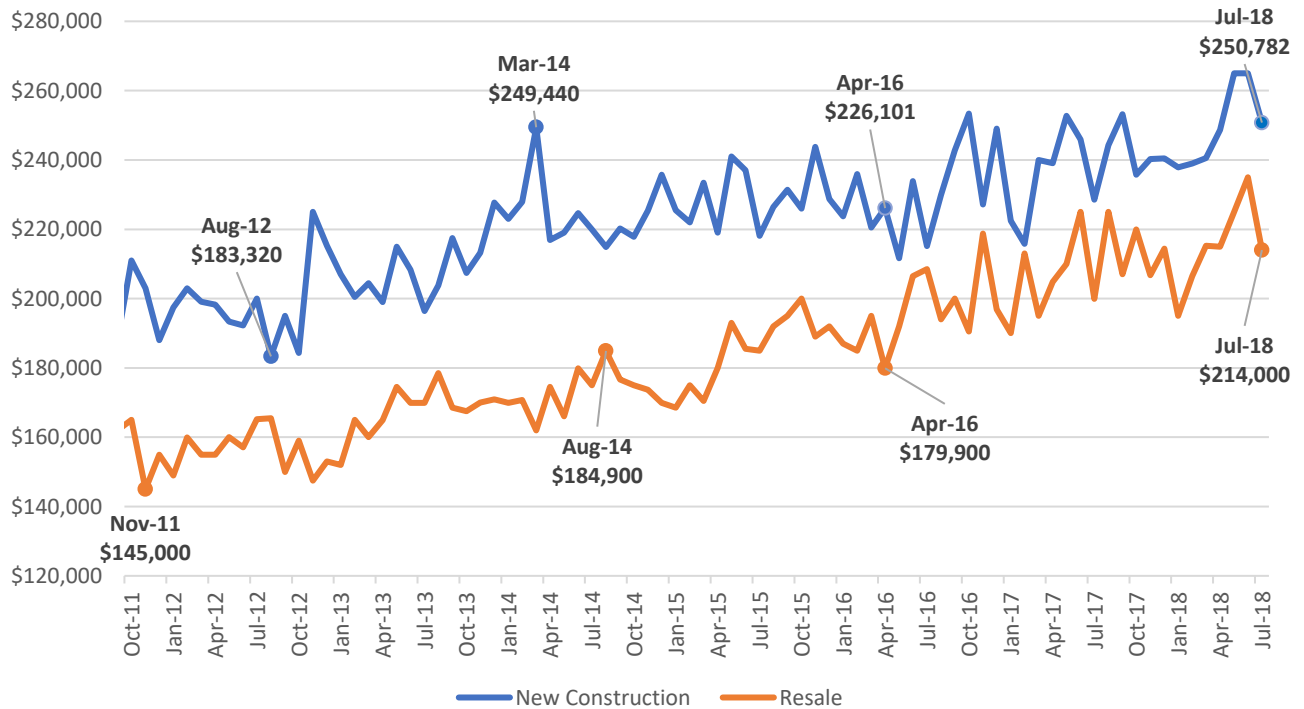
July



Year to Date

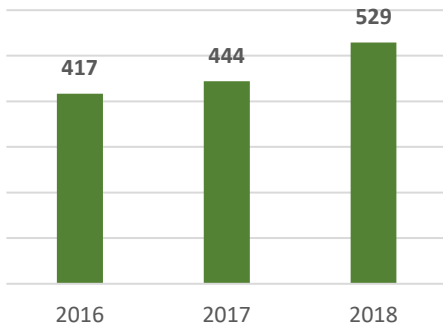


Historical Data – Median Sales Price

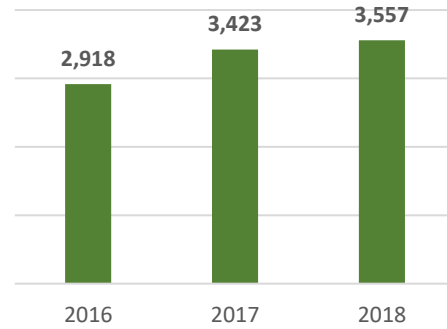


Closed Sales – Condo

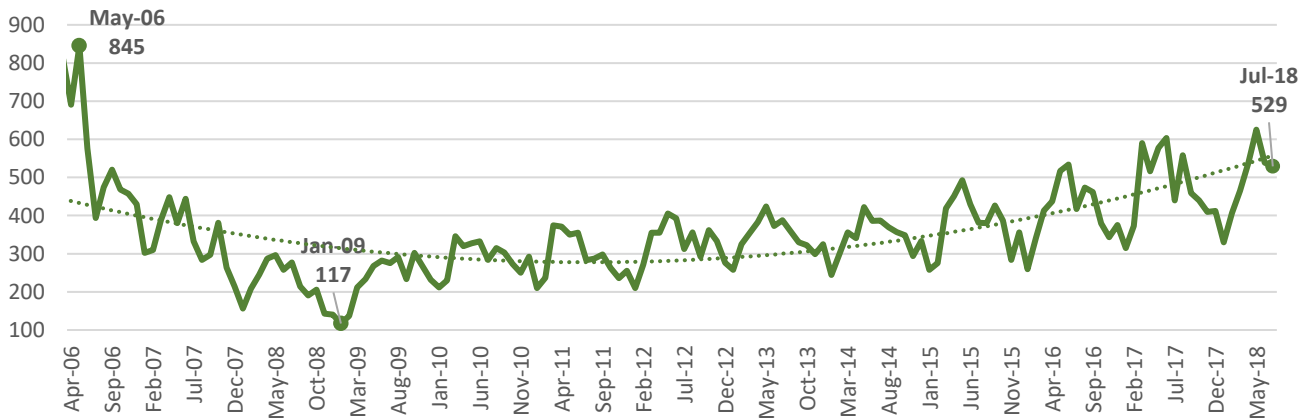
July



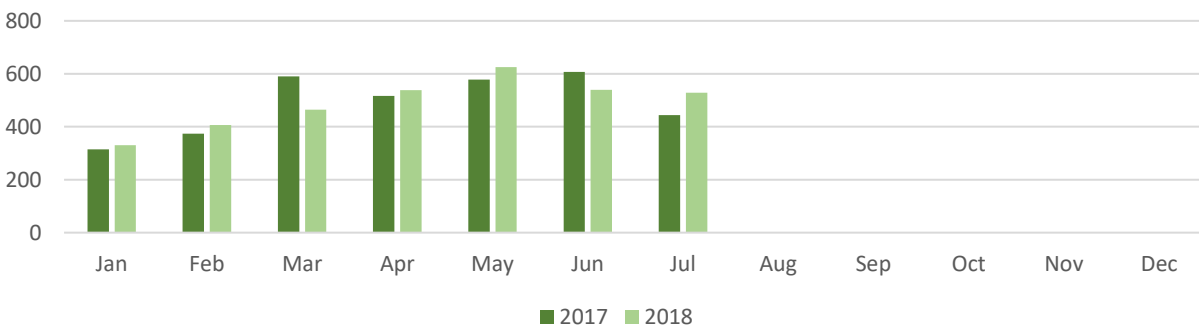
Year to Date



Historical Data



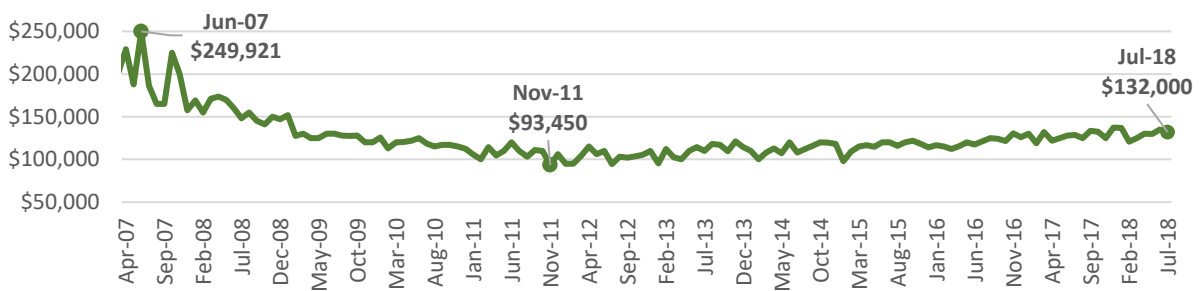
Year Over Year



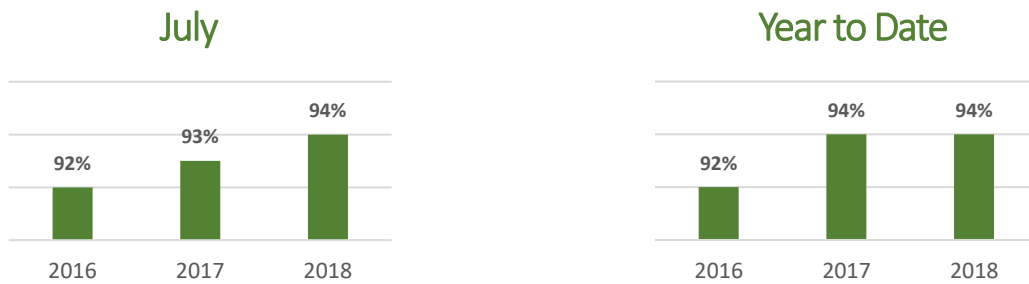
Median Sales Price – Condo



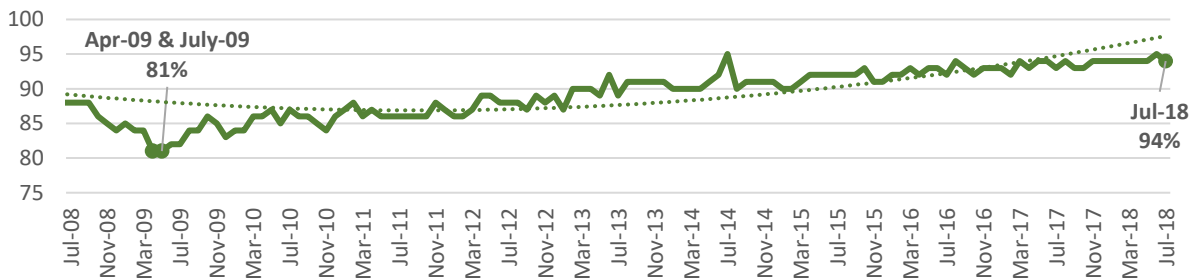
Historical Data



Sold to List Price Ratio – Condo

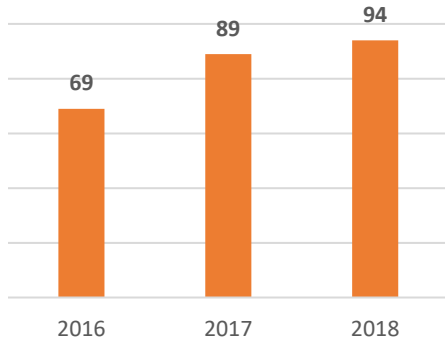


Historical Data

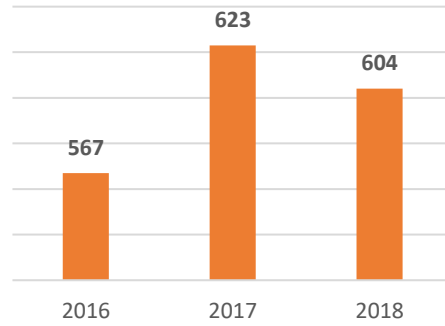


Closed Sales – Residential Lot

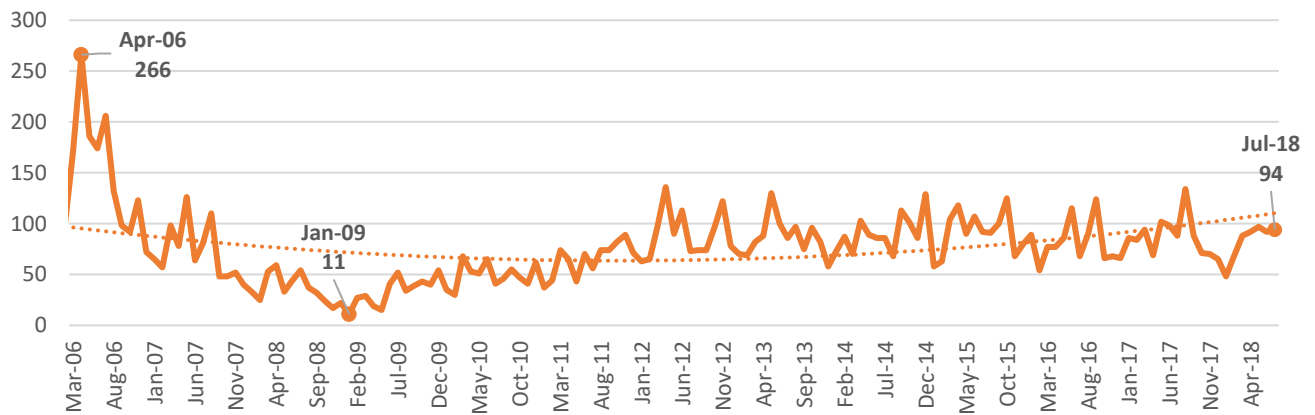
July



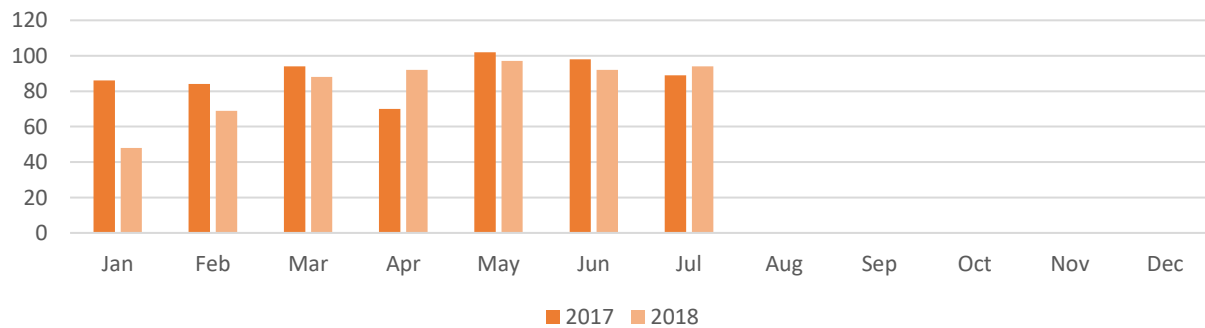
Year to Date



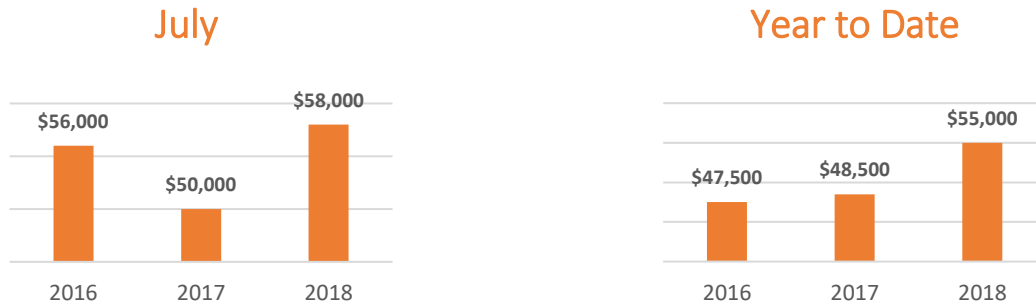
Historical Data



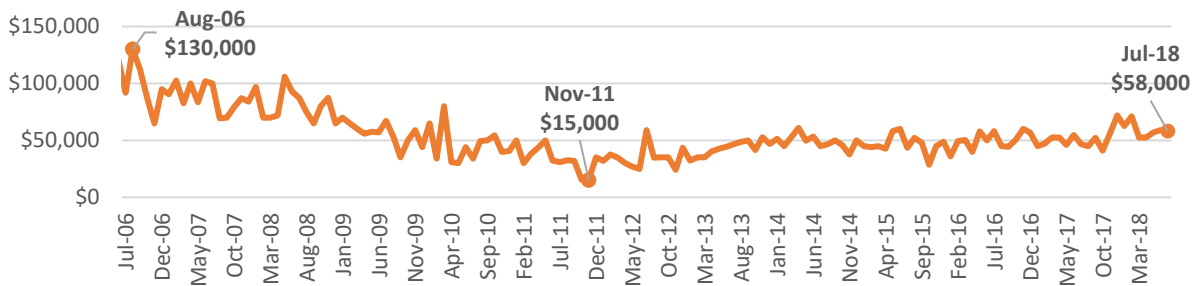
Year Over Year



Median Sales Price – Residential Lot



Historical Data



Sold to List Price Ratio – Residential Lot



Historical Data

