

# ANNUAL REPORT



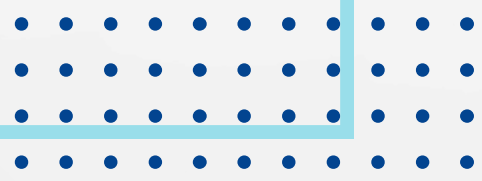
2025

The CCAR Annual Report is a comprehensive report on CCAR’s achievements and our area’s market activity from the preceding year. The report is intended to provide members and the community with information about the association and the health of the local real estate market.



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# ABOUT US

Coastal Carolinas Association of REALTORS® (CCAR) has been committed to serving, shaping, and influencing the real estate industry along the Grand Strand for over 80 years. Today, CCAR partners with more than 5,000 REALTOR® members and the business community to create a success story.

## What does that mean?

- We work behind the scenes to provide the kinds of services that make our members leaders in the competitive real estate industry, such as professional development opportunities, educational forums, resources, and research.
- We are the united voice that represents and protects the interests of homeowners in the community and their right to own, use, and transfer property.
- We give our members access to market stats, apps, statewide license and regulation updates, a full calendar of real estate-related events and trainings, and more.
- We provide a facility for professional development and the exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system, and the right to own, use, and transfer real property.



For more information, please visit [www.ccarsc.org](http://www.ccarsc.org).

# OUR WHY

*To serve. To advocate. To protect opportunity.*

A message from our President & CEO

I grew up on a farm in rural South Carolina, where hard work was constant but opportunity was limited. Watching my father work tirelessly taught me perseverance, but it also showed me the importance of growth in creating real opportunity. When I found real estate in my early thirties, I was drawn to the momentum and possibility I saw along the Grand Strand—an economy where effort could translate into progress.



*Will Davis, 2026 President*

Over time, my definition of success has evolved. What once centered on personal achievement is now focused on creating opportunity for others. Today, success means helping our teams thrive, supporting our clients, and ensuring that growth in Horry and Georgetown Counties benefits our communities as a whole.

As President of the Coastal Carolinas Association of REALTORS®, my “why” is rooted in responsibility—guiding growth thoughtfully, advocating for our members, and helping ensure that prosperity is shared and lasting for future generations.

*Will*

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My “why” is grounded in a lifelong connection to the real estate industry, shaped by a family of REALTORS® who modeled professionalism, service, and integrity. From an early age, I saw how strong leadership within this industry protects consumers, empowers professionals, and strengthens communities. That foundation drives my commitment to lead with purpose by advancing standards, fostering innovation, and building collaborative systems that ensure real estate remains resilient, ethical, and relevant.



*Laura Crowther, CCAR CEO*

As a CEO, I am guided by a responsibility to honor the legacy I inherited while leading with clarity, care, and vision. I am motivated to support those who serve on the front lines of real estate and to help guide the industry forward, ensuring it continues to grow stronger, more innovative, and more trusted for generations to come.

*Laura*



# 2026 CCAR BOARD OF DIRECTORS



Will Davis  
*President*



Phillip Brady  
*President-Elect*



Ruth LeMoine  
*Treasurer*



Brandi Minchillo  
*Secretary*



Mike Hill  
*Past-President*



Ron Jackson  
*Regional Vice President*



Renny Diedrich  
*NAR Director*



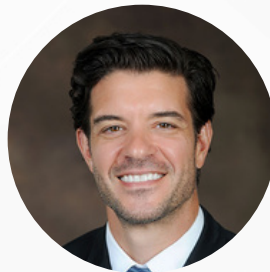
Drew Streett  
*NAR Director*



Mary Childress  
*Director*



Larisa Esmat  
*Director*



Joey Ganassa  
*Director*



Kristin Owens  
*Director*



Linda Phillips  
*Director*



Scott Tripp  
*Affiliate Director*



Laura Crowther  
*Chief Executive Officer*



# 2026 CCMLS BOARD OF DIRECTORS



Seth June  
*President*



Troy Jones  
*Vice-President*



Luke Anderson  
*Secretary/Treasurer*



Michelle Duncan  
*Past-President*



Phillip Brady  
*CCAR President-Elect*



Brad Maloch  
*Director*



Cody Bunch  
*Director*



Monica Carter  
*Director*



Jim Adams  
*Director*



David Curry  
*Director*



Deven Lee  
*Director*



Brian Piercy  
*Director*



Chris Ward  
*Director*



Roger Chapman  
*CCMLS Executive Director*

# FINANCIAL SOLVENCY

A strong REALTOR® association is built on financial stability, responsible stewardship, and intentional long-term planning. CCAR's financial strength is supported by a diversified revenue structure that includes membership dues, education, sponsorships, and events. By maintaining a balanced approach to income and expenses, CCAR remains well positioned to support our members today and into the future.

To ensure transparency and accountability, CCAR engages Smith Sapp, PA to conduct an independent audit each year. We are pleased to report that the most recent audit resulted in an unqualified opinion, confirming that CCAR's financial reporting and internal controls meet and often exceed industry standards.

As we look ahead, we remain focused on delivering meaningful value and a strong return on investment for our members, while continuing to evolve in a dynamic real estate landscape.

# MARKET STRENGTH

In 2025, home prices continued to stabilize while mortgage rates showed modest improvement, and inventory levels remained elevated compared to recent years. Together, these conditions gave buyers more options and renewed confidence, encouraging many previously sidelined buyers to reenter the market. As a result, the real estate landscape continued its shift away from an intense seller-driven environment toward a more balanced market overall.

The condo sector followed similar trends throughout the year with sales activity remaining softer. Rising insurance costs and ongoing financing challenges continued to impact affordability and buyer demand within this segment.

Even so, the Grand Strand's popularity remained strong, helping keep the local market steady while many regions across the country experienced greater volatility. Our quality of life, relative cost of living, and exceptional amenities continue to make the Grand Strand one of the most desirable places in the nation to call home.

# 2025 FISCAL YEAR

## ASSETS

CASH AND INVESTMENTS.....	6,203,894.00
PROPERTY AND EQUIPMENT.....	2,078,214.00
RECEIVABLES AND PREPAID EXPENSES.....	840,484.00
OTHER ASSETS.....	2,362.00
<b>TOTAL ASSETS.....</b>	<b>9,124,954.00</b>

## LIABILITIES AND NET ASSETS

ACCOUNTS PAYABLE & ACCRUED EXPENSES....	697,069.00
PASSTHROUGH LIABILITIES.....	209,035.00
DEFERRED REVENUE.....	1,564,970.00
 NET ASSETS WITHOUT DONOR RESTRICTIONS..	6,653,880.00
<b>TOTAL LIABILITIES AND NET ASSETS.....</b>	<b>9,124,954.00</b>

## REVENUES

MEMBERSHIP DUES, APPLICATIONS AND INITIATION FEES.....	1,494,579.00
INVESTMENT INCOME.....	335,807.00
ANNUAL SPONSORSHIPS.....	168,750.00
FACILITY RENTAL FEES.....	49,373.00
EDUCATIONAL AND LEADERSHIP PROGRAMS....	27,306.00
OTHER MISCELLANEOUS INCOME.....	13,051.00
<b>TOTAL REVENUES.....</b>	<b>2,088,866.00</b>

## EXPENSES

MEMBER SUPPORT.....	917,401.00
MARKETING & COMMUNICATIONS.....	354,426.00
EDUCATION AND CONFERENCE EXPENSE.....	279,970.00
ADVOCACY AND COMMUNITY ENGAGEMENT...	118,916.00
INDUSTRY RELATIONS.....	114,630.00
<b>TOTAL EXPENSES.....</b>	<b>1,785,343.00</b>



# CCAR IN THE NEWS



**Horry Co. housing market stabilizes as inventory grows, prices hold steady**  
Horry County housing market stabilizes as inventory grows and prices hold steady.  
WPDE · Jan 17, 2025

Horry Co. housing market stabilizes as inventory grows, prices hold steady (Jan. 16, 2025)



**Myrtle Beach realtors sold billions more in homes in 2024 compared to 2023. What to know**  
With home prices rising in the real estate market, here are the most expensive homes in North Myrtle Beach on Zillow.  
Myrtle Beach Sun News · Jan 17, 2025

Myrtle Beach realtors sold billions more in homes in 2024 compared to 2023. What to know (Jan. 17, 2025)



**Myrtle Beach condo market sees increased inventory and longer sales times**  
The condo market in Horry County, which is a significant segment of the local real estate market, is seeing some notable changes this summer.  
WPDE · Aug 8, 2025

Condo market cooling signals a buyer-friendly shift post COVID (Aug. 11, 2025)



**New nonprofit aims to make homeownership attainable for Horry County's essential workers**  
A newly formed nonprofit is working to make homeownership more affordable for essential workers across Horry County.  
WMBF · Aug 21, 2025

New nonprofit aims to make homeownership attainable for Horry County's essential workers (Aug. 21, 2025)



**New downtown improvements in Conway are a splash**  
The third and final phase of Conway's Scarborough AlleyTown Green improvement project is for the kids, and it landed with a splash on Thursday, Sept 4.  
MyrtleBeachNews.com

New downtown improvements in Conway are a splash (Sept. 6, 2025)



**Horry County wants more trees in new subdivisions. Developers say the cost is too high.**  
Horry County Council wants developers to stop clearcutting tracts, but industry leaders say the county's proposed regulations would drive up housing costs.  
Post and Courier

Horry County wants to protect its trees, but some say a new plan would make development impossible (Sept. 10, 2025)



**Where Halloween Magic Meets City Planning**  
A splashpad further enhances a downtown destination and adds to the city's holiday reputation in Halloween, South Carolina.  
narrator · Oct 22, 2025

Where Halloween Magic Meets City Planning (Oct. 22, 2025)



**Horry County leaders seek input on affordable housing crisis solutions**  
The need for housing has become a big issue in the city of Myrtle Beach and Horry County, and now leaders are asking for your input on what can be done to help solve the problem.  
WMBF · Nov 22, 2025

Horry County leaders seek input on affordable housing crisis solutions (Nov. 21, 2025)



# FUNDRAISING AND ADVOCACY



**\$76,584**  
*raised*

RAFT (REALTORS® Assistance Fund Trust) provides financial assistance to REALTORS®, affiliates, and their immediate families who experience financial hardship due to severe or catastrophic illness.



**\$142,159.40**  
*invested*



RPAC (REALTORS® Political Action Committee) protects your business and private property rights. In 2025, we led the state of SC in all RPAC goal categories! Money invested in RPAC goes directly to supporting candidates at every level of government who support property ownership, small businesses, and quality of life.

# PROFESSIONAL DEVELOPMENT

## *Conferences*

**111**

Realtor® Economic  
& Expo

**211**

Fall Conference  
& Expo

**70**

Classes  
Offered

**4,415**

Members in  
Attendance

## *Educational Offerings*

CCAR offers a robust variety of complimentary education courses throughout the year to meet every skill set and keep members at the forefront of the latest technological tools and applications to help them achieve career success.

681

New  
Members

66

New  
Affiliates

5,183

Total REALTOR®  
Members

5,155

CCMLS  
Subscribers



**MEMBERSHIP  
GROWTH**





Turn complex MLS data into stunning, easy-to-read charts that prove your market expertise to clients instantly.

## **Paragon Connect**

Take the full power of the MLS on the road with a mobile-optimized platform designed for seamless property searches and client collaboration.



Streamline your entire transaction from "hello" to "closed" with the industry's most trusted digital forms and automated workflow engine.



Impress your sellers with hyper-local data and comprehensive property reports exclusive to REALTORS®.



Transform your smartphone into a high-tech master key for secure, trackable, and instant property access.



Uncover hidden opportunities and deep property insights with integrated tax, mortgage, and neighborhood data all in one view.



Maximize your listing exposure and track performance across the web with the industry's leading automated syndication network.



Generate professional, accurate floor plans in minutes just by walking through a home with your mobile phone—no measuring required.

# MARKET STATS

## *Total Volume*



MEDIAN (SFR)  
*Sales Price*

**\$365,000**

2024: \$360,000



TOTAL  
*Sold Volume*

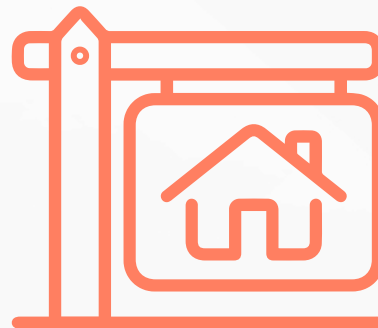
**\$6,628,255,304**

2024: \$6.4 BILLION SOLD VOLUME



AVERAGE  
*129 Days*  
ON MARKET

2024: 136 DAYS



TOTAL  
*Listings*  
**25,756**

2024: 24,422 LISTINGS

# COMMUNITY OUTREACH

CCAR member volunteers support the Boys and Girls Club of the Grand Strand • Habitat for Humanity • Children's Recovery Center • Horry County Beautification • Support4Students843 • Helping Hand • Pathways to Possibilities • The Blood Connection • and other local community partners.

93

Lives saved with  
Blood Donations

100

Toys donated to  
the Santa's Village

282

**Volunteers**

96.5

**Hours**

18

**Charitable Events**

913

Items donated to  
Meals on Wheels, Teach  
My People, and Helping  
Hand

\$53K

raised for our next  
build with Habitat  
for Humanity







*Jamie Broadhurst*

## REALTOR® of the Year

Annual recognition of a REALTOR® for his or her contributions and participation in activities of the local, state, and national associations, and the community.

## REALTOR® Image

Developed to recognize REALTORS® who have enhanced the image of our profession by going beyond the call of duty and dedicating themselves to charitable acts.



*Winners: Amanda Unerli,  
Pam Krigbaum, Cody Bunch*



## Affiliate of the Year

Recognizes an affiliate who has enhanced the image of the real estate industry with the dedication of its time and resources to charitable acts.

# 2025 AWARD WINNERS

CCAR honors exceptional members who take professionalism and community service to the next level.

# CCAR VOLUNTEERS



Jim Adams	Drew Dellinger	Pauline Jones	Michael Rabon
Toni Alini	Renny Diedrich	Troy Jones	Amy Randall
Deb Allen	Will Dieter	Seth June	Emily Reed
Steve Alston	Brianne Donaldson	Nick Kenworthy	Monica Riga
Kristi Amendola	Maryanne Dorio	Mike King	Damiene Rogers
Luke Anderson	John Draughn	Beth Klepper	Amber Rae Roy
Amy Baker	Dave Drury	Colby Koumaras	Kathy Rukat-Smith
CJ Barnes	Kathy Dulhagen	Nicole Kurr	Eleonora "Nora" Rumbaugh
Stacy BeLue	Michelle Duncan	Virginia LaRoche	Jamie Ruocco-Darity
Connor Beckman	Robert Duncan	Nikki Lane	Rainbow Russell
Heather Lee Begley	Michael Eaglin	Melodye Lane-Laveglia	Nicole Sansing
Brie Bender	Jackie Edwards	Ruth LeMoine	Nicole Scialabba
Calli Benson	Larisa Esmat	Deven Lee	Jolene Selwa
Lindsay Benton	Lindsay Faircloth	Dona Lee	Miles Servant
Andrea Bird	Katherine Fandel	Shelyn Lee	Tatiana Sheffer
Richard Bischoff	Elizabeth Ferraro	Audrey Leer	Dreisa Sherrill
Taylor Bowers	Andrew Finch	Rebecca Lewis	James Shubrick
Phillip Brady	April Formo	Sammie Jo Lewis	Esti Simantov
Jamie Broadhurst	Felicia Fratto	Tina Lombardo	Richard Singleton
Heather Brooks	Minna French	Cierra Ludrosky	Christine Sloan
Rhonda Brooks	Kris Fuller	Kathleen Mallett	Keri Smith
Cody Bunch	Rob Furlong	Brad Maloch	Nick Sowers
Sandra Bundy	Joey Ganassa	Rob Mason	Paul Stecker
Jennifer Burgess	Marcia Germain	Britney McCarthy	Meggin Stewart
Lisa Cady	Heyes Goldfinch	Amanda McCoy	Drew Streett
Cathy Cagno	Cindie Grammatico	Declan McGonigal	Cate Sutz
Monica Carter	Becky Gray	Joey McNutt	Filomena Thompson
Adam Cates	Misty Greenway	Maria Mendoza	Ki Thompson
Jeff Casterline	Adam Hall	Brandi Minchillo	Bonnie Sade Torres
Mary Childress	Matt Harris	Tocha Moore	Scott Tripp
Norm Clay	Adam Hayes	Jim Neely	Amanda Unerli
Rob Clemons	Kelli Hays	James Nelson	Melissa Urso
Mike Cole	Rita Hegedus	Billy Nichols	Nikki Viola-Russo
Denise Coleman	Jason Herring	Rosemarie O'Donoghue	Joanne Walkup
Tracy Collamore	Radha Herring	Emily Otto	Randy Wallace
Halie Collins	Mike Hill	Kristin Owens	Linda Walsh
Kari Collins	Whitney Hills	Melody Page	Chris Ward
Judy A. Connaughton	Paula "Dixie" Hix	Nick Paolozzi	Marcus Watterson
Sherri Crawford	Renee Hodges	Drew Parks	Jason Whedon
Dave Curry	Rich Hollis	Felicia Pedrick	Brian White
Christy Davis	Colby Hudson	Amanda Phillips	Imyynn Williams
Will Davis	Alina Ilkaeva	Linda Phillips	Jennifer Williams
Kelley Dawson	Lindsey Inman	Brian Piercy	Beth Williamson
Jennifer Deer	Ron Jackson	Danah Prophet	Samantha Wood
Billie Deese	Max Jones	Bryan Pumphrey	William Yates



# Our Team



**Laura Crowther**  
Chief Executive Officer  
laura@ccarsc.org



**Roger Chapman**  
CCMLS Executive Director  
roger@ccarsc.org



**Joe Heyd**  
Chief Financial Officer  
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**Madison Cooper**  
Chief External Affairs Officer  
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**Kathleen Pinson**  
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VP of Member Services  
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Member Services Administrator  
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**Carrie Shaver**  
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**Jazmin Cortes**  
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**Lisa Bonnell**  
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**Michelle Koltunovich**  
MLS Coordinator  
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**Brie Bender**  
Broker Engagement Liaison  
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**Gabrelle Hayes**  
Customer Service Liaison  
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**Todd Brooks**  
Facilities Manager  
tbrooks@ccarsc.org





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