



# 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*

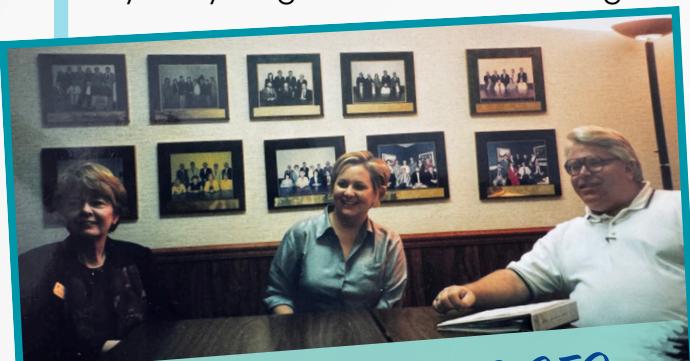
Over time, my definition of success has evolved. What once centered on personal achievement is now focused on creating opportunity for others. Today, success means helping our teams thrive, supporting our clients, and ensuring that growth in Horry and Georgetown Counties benefits our communities as a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

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 Alley/Town Green improvement project is for the kids, and it landed with a splash on Thursday, Sept. 4.

MyHorryNews.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.

mar.realtor · 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.



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



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



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

## 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.



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



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



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

100

Lives saved with  
Blood Donations

Toys donated to  
the Santa's Village

282

96.5

18

Volunteers

Hours

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

# Our Team



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**Chief Executive Officer**  
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**CCMLS Executive Director**  
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**Joe Heyd**  
**Chief Financial Officer**  
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