

REAL ESTATE QUESTIONS? START WITH CCAR

Your newsroom's local source for Horry & Georgetown counties

Coastal Carolinas Association of REALTORS® (CCAR) gives local journalists the data, context, and expert access needed to tell accurate, relevant, and easy-to-understand real estate stories.

LOCAL MARKET DATA

Current statistics and trends for Horry and Georgetown counties — including sales, prices, inventory, and market activity.

WE EXPLAIN THE NUMBERS

Median price? Months of inventory? Year-over-year change? We break down real estate data and explain what it means for your audience.

EXPERT INTERVIEWS

We will work to make sure CCAR staff, leadership, and members of the CCAR Board of Directors are available for TV, print, and digital interviews.

STORY & BACKGROUND SUPPORT

Get local perspective, real estate terminology explained, background information, and help identifying the story behind the statistics.

CALL CCAR WHEN YOU'RE COVERING...

- Home prices & affordability
- Inventory & housing supply
- Buyer and seller activity
- Market shifts & emerging trends
- Local housing and property issues
- Legislative issues that affect real property

WHY CCAR

1945

Founded

5,000+

REALTOR® members

80+ YEARS

Serving the Grand Strand

ON DEADLINE? CCAR CAN HELP YOU MOVE FAST!

1. SEND THE QUESTION

Tell us the topic, geography, and your deadline.

2. GET THE CONTEXT

We can help interpret local numbers, trends, and terminology.

3. CONNECT WITH A SOURCE

We can coordinate an appropriate CCAR staff or board member interview when available.

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