NEWS RELEASE

Contact:
Kristin Nelson, Communications & Brand Strategist
(843) 839-8065 | communications@ccarsc.org

BUYER ACTIVITY GAINS MOMENTUM IN COASTAL CAROLINAS HOUSING MARKET

July 21, 2026, Myrtle Beach, S.C. — The Coastal Carolinas housing market is showing steady momentum as buyer activity increases across both the single-family and condo market segments, according to the latest Monthly Market Report released by the Coastal Carolinas Association of REALTORS® (CCAR).

June saw more homes selling, more buyers putting homes under contract, and more listings hitting the market, signs of a healthy and active housing market.

Key Market Highlights:

- Single-family home sales increased 6.7% compared to June 2025.
- Condo sales rose 10.2% year over year.
- More buyers are entering the market, with the number of homes going under contract up 7.9% for single-family homes and 21.5% for condos compared to last year.
- New listings continued to increase, giving buyers more homes to choose from across the Grand Strand

Median home sales prices remained stable despite increased inventory. The median sales price for single-family homes was $359,945, while that for condos reached $244,270.

Homes also spent slightly less time on the market than a year ago. Single-family homes averaged 121 days on the market before selling, giving buyers more time to explore their options and make informed decisions.

"June's market reflects a healthy balance between supply and demand," said Laura Crowther, CEO of the Coastal Carolinas Association of REALTORS®. "We're seeing more homes come to market while buyers remain active and engaged. That's encouraging for both buyers looking for more options and sellers who are entering a market supported by steady demand."

Nationally, existing-home sales increased 2.8% compared to this time last year, according to the National Association of REALTORS®. Locally, the Coastal Carolinas market continues to mirror that positive trend, supported by increased inventory and steady buyer activity.

About Coastal Carolinas Association of Realtors®

Founded in 1945, the Coastal Carolinas Association of Realtors (CCAR) serves Horry, Georgetown, and surrounding counties as the primary real estate resource for its 5,000 active members and the rapidly expanding communities in the region. CCAR provides a robust platform for professional development, research, and an exchange of information among its members, the public, and governmental bodies. Through innovative programs, cutting-edge technology, and dedication to community engagement, CCAR empowers its members to thrive in an ever-evolving real estate landscape while promoting the public's right to access and transfer property. Learn more at CCARSC.org.