NEWS RELEASE + STORY IDEAS

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GRAND STRAND HOME PRICES EASE AS NATIONAL HOUSING PRICES CONTINUE TO RISE

October 15, 2026, Myrtle Beach, S.C. — There may be encouraging news for Grand Strand homebuyers as local home prices ease while national prices continue to rise, according to the latest Monthly Market Report from the Coastal Carolinas Association of Realtors®.

Looking at the year so far, the median sales price for both single-family homes and condos in Horry and Georgetown counties is slightly below last year's levels. While September brought fewer home sales and fewer properties going under contract, year-to-date closed sales remain ahead of 2025 in both markets.

Key Market Highlights:

- **Single-family home prices remain relatively steady.** The year-to-date median sales price is $362,000, down 0.8% compared to the same period last year.
- **Condo prices are slightly lower.** The year-to-date median condo sales price is $232,000, down 2.9% compared to the same period last year.

- **Closed sales slowed in September.** Single-family closed sales decreased 3.3%, while condo closed sales declined 12.4% compared to September 2025.
- **Fewer homes went under contract.** Pending sales decreased 6.0% for single-family homes and 6.3% for condos year over year.
- **Homes moved faster in September.** Single-family homes averaged 118 days from listing to an accepted offer, down 6.3% from last year, while condos averaged 137 days, down 3.5%.

Despite September's slower activity, the overall market remains ahead of last year's sales pace. Through September, single-family closed sales increased 0.8%, while condo sales rose 4.8% compared to the same period in 2025.

“While we're seeing some slower sales activity, the bigger picture shows a housing market that's still moving,” said Laura Crowther, CEO of the Coastal Carolinas Association of REALTORS®. “Home prices have eased slightly compared to last year, which could create opportunities for buyers. For sellers, it's important to understand what buyers are looking for and price their homes competitively.”

For buyers, slightly lower median prices may create opportunities, particularly for those who have been waiting to enter the market. For sellers, homes are still selling, but buyers are paying close attention to price.

Nationally, home prices are moving in a different direction. According to the National Association of REALTORS®, the median existing-home sales price rose 1.6% year over year to nearly $430,000. Meanwhile, the national supply of homes for sale reached its highest level in more than 10 years, giving buyers more options to consider.

STORY IDEAS & LOCAL ANGLES

Why are Grand Strand home prices easing while national prices keep rising?
Explore the differences between local and national housing trends and what slightly lower median prices could mean for homebuyers in Horry and Georgetown counties.

Condo or single-family home: Where do buyers have more choices?
The Grand Strand currently has a 7.5-month supply of condos compared to 4.2 months for single-family homes. Explore how these differences affect buyers' options and negotiating opportunities.

Are Grand Strand homebuyers gaining more negotiating power?
With slightly lower median prices and slower September sales activity, explore whether buyers are finding more flexibility when making offers and what sellers should know about pricing their homes.

CCAR can provide additional local housing market data and connect members of the media with real estate professionals for interviews and insight on these topics.

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.