Coastal Carolinas Association of REALTORS®

NEWS RELEASE

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GRAND STRAND HOUSING MARKET SHOWS STEADY BUYER ACTIVITY AS CONDO SALES CLIMB

August 18, 2026, Myrtle Beach, S.C. — Buyers remained active across the Coastal Carolinas housing market in July, even as single-family home sales slowed from a year ago, according to the latest Monthly Market Report released by the Coastal Carolinas Association of REALTORS® (CCAR).

July brought mixed results across the Grand Strand housing market. Single-family home sales declined from a year ago, while condo sales rose more than 17%. Pending sales also increased in both markets, showing that buyers remain active.

Key Market Highlights:

- **Condo sales increased 17.3%** compared to July 2025, with 468 sales closing during the month.
- **Single-family closed sales decreased 11.2%** year over year, with 954 homes sold in July.
- **Pending sales remained positive**, increasing 2.1% for single-family homes and 0.9% for condos compared to last July.
- **Single-family home prices held steady**, with a median sales price of $375,000, virtually unchanged from July 2025.

- **Condo buyers saw lower prices and more choices**, with the year-to-date median condo sales price at $232,500, down 3.1% compared to the same period last year, while inventory increased 2.6% year over year.

Looking at the year so far, the market remains steady. Single-family home sales are slightly ahead of last year, while condo sales are up 8.1% and pending condo sales are up 8.5%.

Homes are also selling a little faster. Single-family homes averaged 117 days on the market, while condos averaged 132 days. For sellers, active buyers are still out there, but pricing a home correctly remains important.

“July’s numbers show that there’s more to the housing market than any one statistic,” said Laura Crowther, CEO of the Coastal Carolinas Association of REALTORS®. “We’re seeing strong condo sales, steady home prices, and buyers who are still active. Every part of the market is a little different, so buyers and sellers need to understand what’s happening in their area and make decisions that are right for them.”

Nationally, existing-home sales were 2.8% higher than a year ago, according to the National Association of REALTORS®. The national median existing-home price reached a record $440,600, up 1.8% year over year, while available inventory increased 1.3% compared to the same period last year.

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.

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