



NEWS RELEASE + STORY IDEAS

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BUYER ACTIVITY PICKS UP AS GRAND STRAND HOUSING MARKET HEADS INTO FALL

September 17, 2026, Myrtle Beach, S.C. — Summer may be winding down, but buyers remain active across the Grand Strand, with more homes going under contract in August than a year ago.

Pending sales increased in both the single-family and condo markets, according to the Coastal Carolinas Association of REALTORS® (CCAR) September 2026 Monthly Market Report. Single-family pending sales rose 5.6% from August 2025, while condo pending sales jumped 13.2%.

Meanwhile, closed sales dipped in August, but year-to-date numbers show both markets remain ahead of last year.

Key Market Highlights:

- **More buyers are putting homes under contract.** Single-family pending sales increased 5.6% year over year, while condo pending sales rose 13.2%.
- **Closed sales slowed in August.** Single-family closed sales decreased 3.2%, while condo closed sales declined 7.9% compared to August 2025.

- **Single-family home prices remain relatively steady.** The year-to-date median sales price is \$361,000, down 1.1% compared to the same period last year.
- **Condo prices are slightly lower.** The year-to-date median condo sales price is \$232,000, down 2.5% compared to the same period last year.
- **Homes moved faster in August.** Single-family homes averaged 113 days from listing to an accepted offer, down 3.4% from last August, while condos averaged 116 days, down 14.7%.

“August’s numbers show that buyers are still actively searching and making offers as summer comes to a close,” said Laura Crowther, CEO of the Coastal Carolinas Association of REALTORS®. “Rising pending sales are an encouraging sign of buyer interest, but every part of our market is different. Understanding what’s happening in your area and being prepared are important whether you’re buying or selling.”

For buyers, the fall market could bring new opportunities. Nationally, housing inventory has reached its highest level in more than 10 years, and early fall can offer buyers more choices, less competition, and greater negotiating power. Combined with rising pending sales here on the Grand Strand, buyers who are prepared to make a move could find opportunities in the weeks ahead.

For sellers, rising pending sales show buyers are still in the market. Pricing a home appropriately and understanding what buyers are looking for can help position a property for a successful sale.

Nationally, existing-home sales are up 2.4% year to date, while the median existing-home sales price reached \$431,400.

STORY IDEAS & LOCAL ANGLES:

Is fall a good time to buy on the Grand Strand?

Explore how slightly lower year-to-date median prices, available inventory, and changing seasonal demand could create opportunities for buyers this fall.

What do rising pending sales tell us about buyer demand?

Pending sales increased in both markets in August, including a 13.2% jump for condos. CCAR can explain why homes going under contract can provide a look at current buyer activity.

Why are the single-family and condo markets telling different stories?

The Grand Strand does not have one single housing market. Compare prices, inventory, sales activity, and supply between single-family homes and condos and what those differences mean for consumers.

What does today's market mean for sellers?

Buyers remain active, but pricing still matters. Explore what sellers should consider when preparing to list a home in the current market.

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](https://ccarsc.org).