

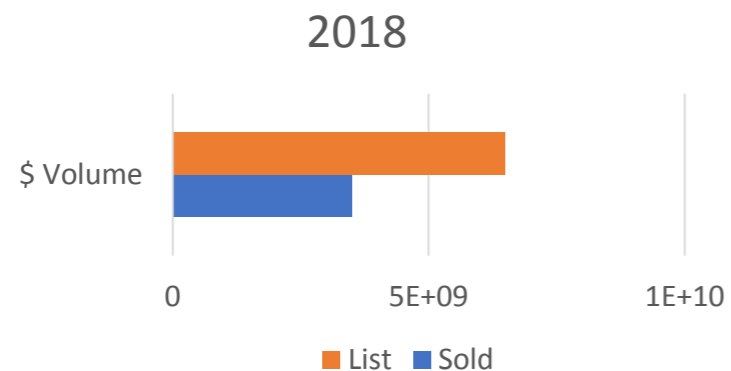
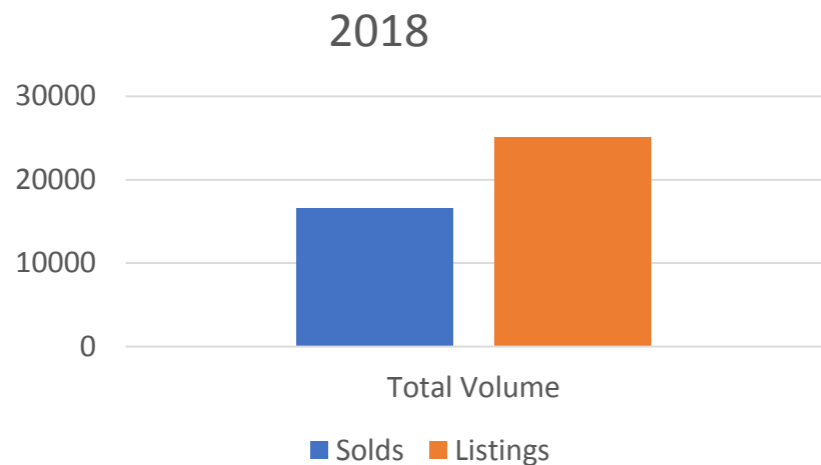
Myrtle Beach Area Real Estate  
Market Report  
April 5, 2019



## TOTAL VOLUME 2018

16,553 total closings  
 \$3.5 billion SOLD dollar volume

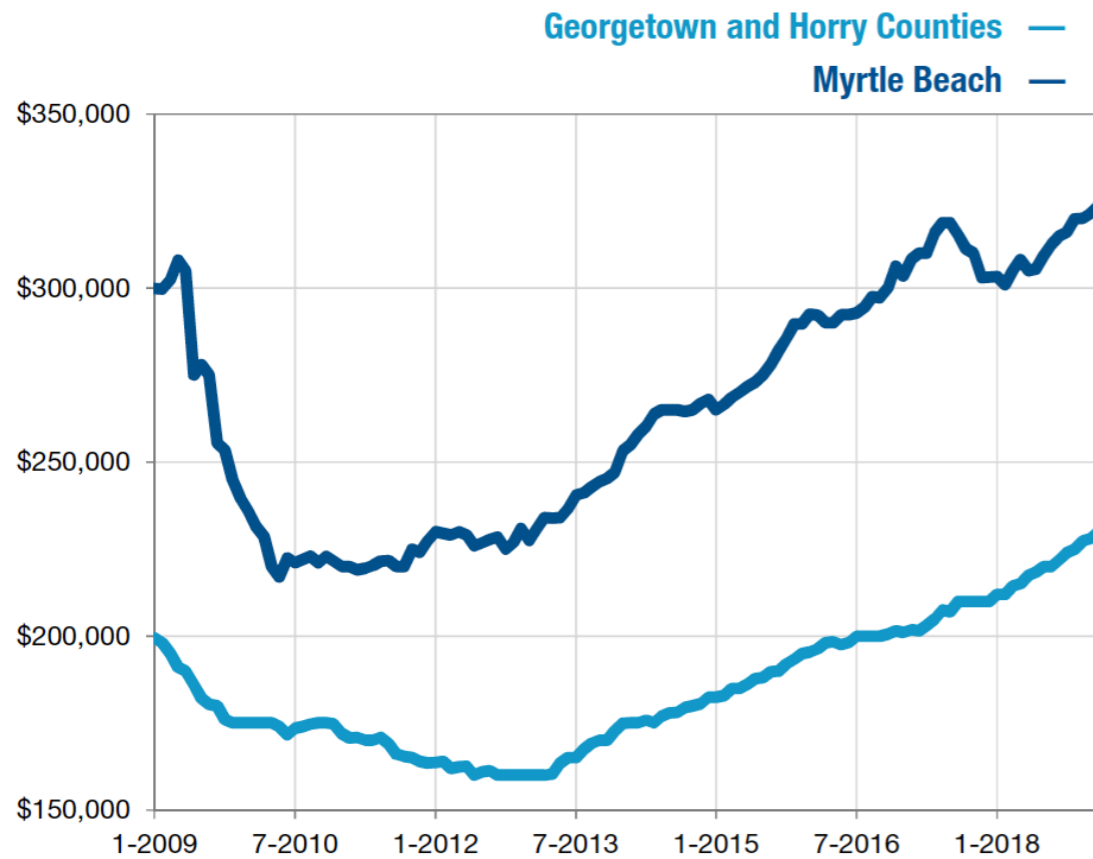
25,142 total listings  
 \$6.5 billion LIST dollar volume



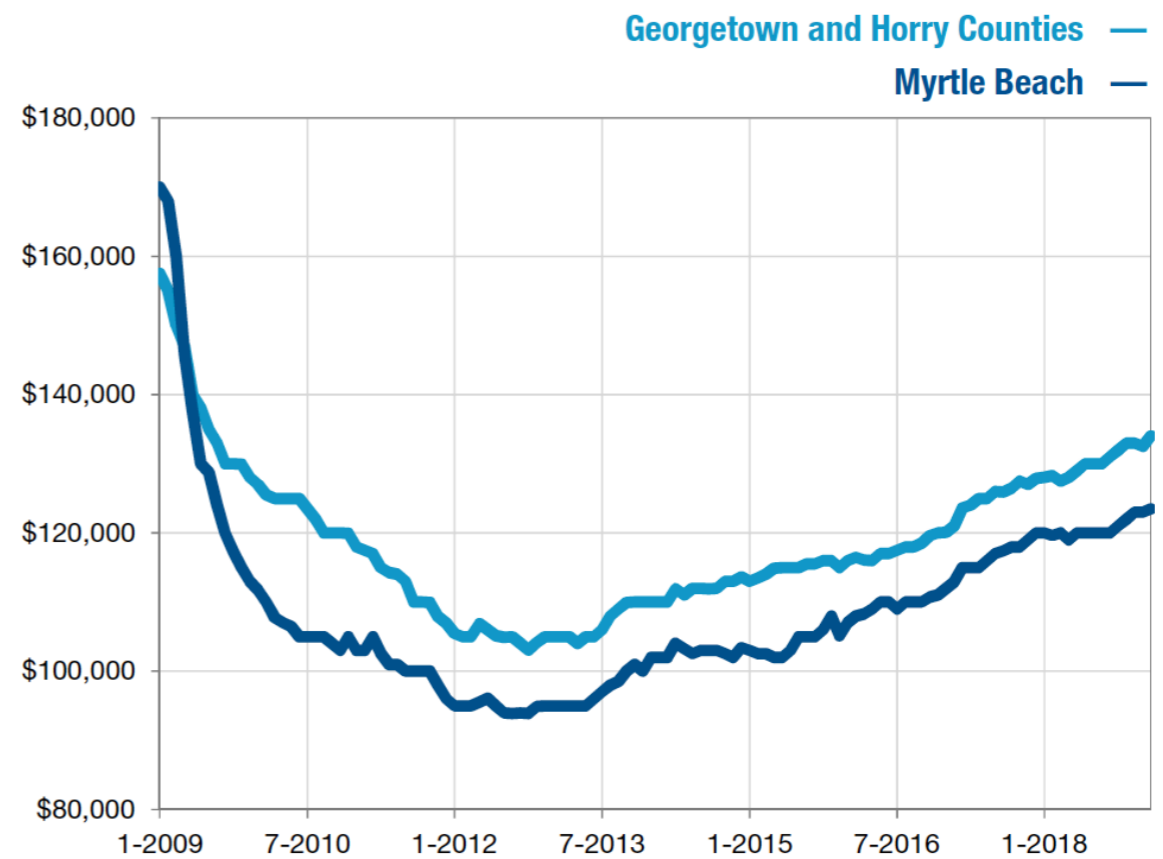
[WWW.CCARSC.ORG/ANNUALREPORT](http://WWW.CCARSC.ORG/ANNUALREPORT)

## Historical Median Sales Price Rolling 12-Month Calculation

### Single-Family Properties



### Condo Properties





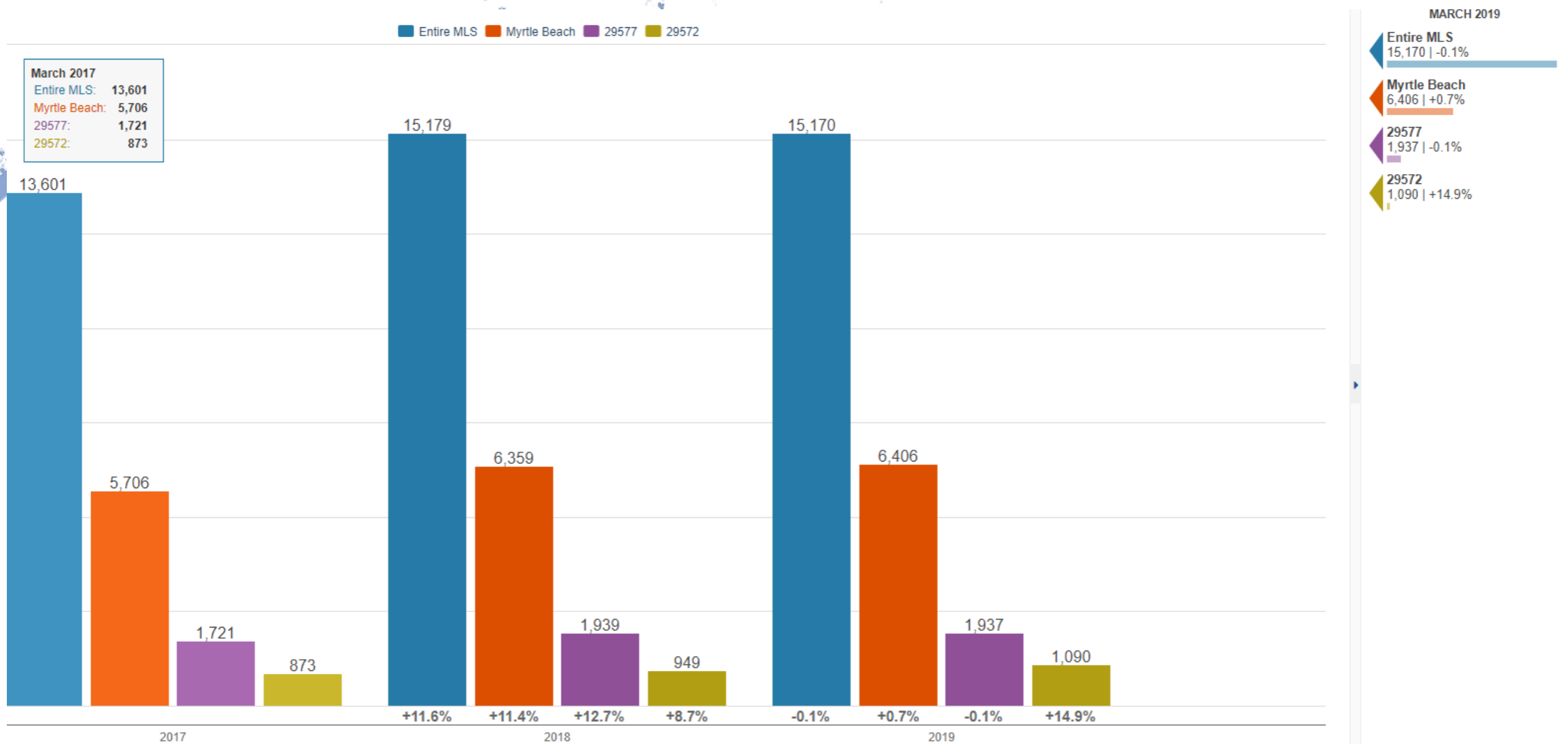
- New SFR listings in Myrtle Beach increased 42% YTD
- SFR Closed sales in Myrtle Beach increased 35.8% YTD
- Median sales price SFR up 14.6% to \$321,592

| Single-Family Properties        | February  |           |                | Year to Date |           |                |
|---------------------------------|-----------|-----------|----------------|--------------|-----------|----------------|
|                                 | 2018      | 2019      | Percent Change | 2018         | 2019      | Percent Change |
| New Listings                    | 98        | 134       | + 36.7%        | 187          | 266       | + 42.2%        |
| Closed Sales                    | 55        | 72        | + 30.9%        | 109          | 148       | + 35.8%        |
| Median Sales Price*             | \$285,000 | \$323,098 | + 13.4%        | \$280,655    | \$321,592 | + 14.6%        |
| Percent of List Price Received* | 97.9%     | 97.4%     | - 0.5%         | 97.1%        | 97.8%     | + 0.7%         |
| Days on Market Until Sale       | 165       | 153       | - 7.6%         | 146          | 146       | - 0.0%         |
| Inventory of Homes for Sale     | 390       | 365       | - 6.4%         | --           | --        | --             |

- New Condo listings in Myrtle Beach increased 25.2% YTD
- Closed Sales up 3%
- Median Price up 1.3%

| Condo Properties                | February  |           |                | Year to Date |           |                |
|---------------------------------|-----------|-----------|----------------|--------------|-----------|----------------|
|                                 | 2018      | 2019      | Percent Change | 2018         | 2019      | Percent Change |
| <b>Key Metrics</b>              |           |           |                |              |           |                |
| New Listings                    | 224       | 269       | + 20.1%        | 477          | 597       | + 25.2%        |
| Closed Sales                    | 166       | 176       | + 6.0%         | 297          | 306       | + 3.0%         |
| Median Sales Price*             | \$105,500 | \$110,000 | + 4.3%         | \$113,500    | \$115,000 | + 1.3%         |
| Percent of List Price Received* | 94.7%     | 95.2%     | + 0.6%         | 95.0%        | 95.3%     | + 0.3%         |
| Days on Market Until Sale       | 124       | 143       | + 15.0%        | 136          | 144       | + 5.9%         |
| Inventory of Homes for Sale     | 1,035     | 1,102     | + 6.5%         | --           | --        | --             |

# Coastal Carolinas Association of REALTORS®



## Good Time to Buy a Home, Strongly or Moderately



2019 NAR HOME Survey



NAT  
ASS  
REA

# Housing Forecast

|                     | 2016        | 2017        | 2018        | 2019 Forecast | 2020 Forecast |
|---------------------|-------------|-------------|-------------|---------------|---------------|
| New Home Sales      | 560,000     | 613,000     | 627,000     | 635,000       | 700,000       |
| Existing Home Sales | 5.4 million | 5.5 million | 5.3 million | 5.3 million   | 5.5 million   |
| Median Price Growth | +5.1%       | +5.7%       | +4.9%       | +2.7%         | +3.0%         |
| 30-year Rate        | 3.6%        | 4.0%        | 4.6%        | 4.3%          | 4.6%          |





2018 Myrtle Beach Commercial  
29572/29577

- Listings – 209
- Closed – 28
- Sold Volume - \$24,721,000
- DOM - 250

Grand Strand Commercial  
2018

- Listings – 823
- Closed – 138
- Sold Volume - \$85,912,952
- DOM - 348

\*All stats derived from the CCAR MLS

- New listings – 14/Feb (55 YTD)
- Pending Sales - 8 / February
- Closed Sales – 6 YTD
- Days on Market - 174 DOM

- Median List - \$275,000 YTD
- Median Sold - \$257,500 YTD
- Average List Price  
\$591,666 YTD
- Average Sold Price  
\$583,333 YTD
- Inventory - 146 Active  
Commercial/Industrial listings as of 4/3/19

- 2019 Economic Growth to continue
- Positive housing indicators
  - Available Inventory
- Buyer demand remains strong
- Buyer pool increasing
  - Robust Tourism
  - Growing Market Awareness





Laura Crowther, RCE  
Chief Executive Officer