

Annual Report on the South Carolina Housing Market

FOR RESIDENTIAL REAL ESTATE ACTIVITY FROM THE STATE OF SOUTH CAROLINA



2025

The U.S. housing market navigated a challenging landscape throughout 2025. Mortgage rates remained elevated compared with recent years, and home prices continued to rise nationwide. Demand for affordable housing far outpaced supply, and with fewer buyers able to keep up with rising costs, sales of previously owned homes were subdued. Younger buyers faced steep hurdles as high rents, inflation, and student loan debt limited their ability to save for a down payment. By mid-2025, first-time buyers accounted for just 21% of all home purchases, while the typical age of a first-time buyer reached a record high of 40, according to the National Association of REALTORS® (NAR). This aging trend extended across the broader market, as the median age of all homebuyers reached 59. NAR data show that homeowners also set a record, staying in their homes a median of 11 years before selling.

With sales activity down, inventory continued to edge higher, and homes spent more time on the market compared with the previous year, signaling a shift toward more balanced market conditions. The rise in supply has given buyers more options and reduced the sense of urgency that characterized the post-pandemic market, while sellers have rediscovered the importance of strategic pricing, especially in areas where inventory growth is strongest. Although price appreciation has slowed, home values remain roughly 50% higher than pre-pandemic levels, stretching budgets and prompting many would-be buyers to delay their home search until affordability increases.

Sales: Pending sales increased 3.7 percent, finishing 2025 at 91,532. Closed sales were up 3.5 percent to end the year at 91,372.

Listings: Comparing 2025 to the prior year, the number of homes available for sale increased 15.7 percent. There were 27,641 active listings at the end of the year. New listings rose by 9.2 percent to finish the year at 131,223.

Bedroom Count: In 2025, properties with 2 Bedrooms or Fewer saw a decline in closed sales at 5.2 percent, ending the year with 11,962 units sold. Meanwhile, homes with 4 Bedrooms or More saw 5.9 percent more homes sold, ending 2025 with 34,509 sales. The highest percent of list price received was in homes with 4 Bedrooms or more at 98.2 percent.

Prices: Home prices were up compared to last year. The overall median sales price increased 1.5 percent to \$339,975 for the year. Single Family home prices rose 1.3 percent compared to last year, while Condo home prices fell 4.1 percent.

List Price Received: Sellers received, on average, 97.9 percent of their list price at sale, which was down 0.1 percent from last year. Single Family homes received 98.0 percent of their list price, while Condos received 97.4 percent

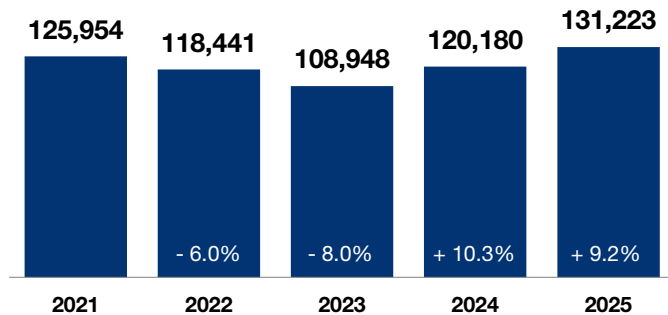
Looking ahead to 2026, experts are forecasting an improvement in market activity. Mortgage rates declined through the second half of 2025 and are expected to stay in the 6% range in the year ahead, supporting incremental gains in affordability. As inventory builds, sales volume is projected to increase. Economists anticipate modest increases in home prices, well below the rapid appreciation of recent years. While conditions should become somewhat more favorable for buyers, affordability constraints and the effects of a decade-long supply shortfall will continue to shape the market. Taken together, these trends suggest 2026 will be a year of stabilization and recovery, rather than dramatic change.

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Quick Facts

New Listings



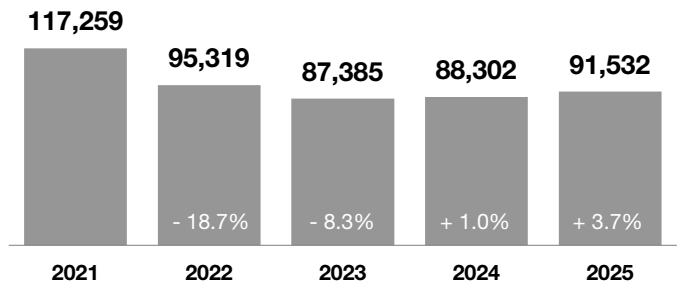
Top 5 Areas: Change in New Listings from 2024

Spartanburg	+ 25.5%
Cherokee	+ 20.1%
Central Carolina	+ 19.7%
Beaufort	+ 18.7%
Greater Greenville	+ 16.1%

Bottom 5 Areas: Change in New Listings from 2024

Charleston Trident	+ 7.3%
Greater Augusta	+ 6.5%
Coastal Carolinas	+ 4.5%
Pee Dee	+ 2.0%
Sumter	+ 1.2%

Pending Sales



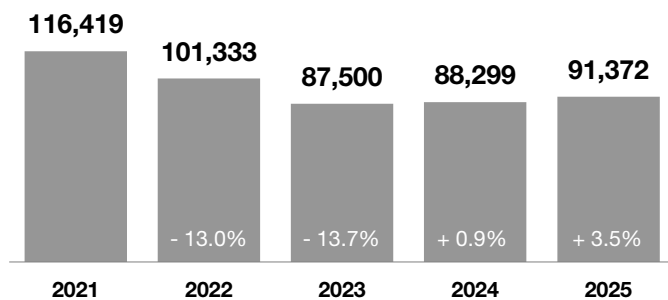
Top 5 Areas: Change in Pending Sales from 2024

Spartanburg	+ 12.3%
Greenwood	+ 12.2%
Beaufort	+ 11.7%
Cherokee	+ 11.3%
Central Carolina	+ 8.0%

Bottom 5 Areas: Change in Pending Sales from 2024

Charleston Trident	+ 2.5%
Coastal Carolinas	+ 0.7%
Sumter	- 2.3%
Greater Augusta	- 3.3%
Pee Dee	- 4.0%

Closed Sales



Top 5 Areas: Change in Closed Sales from 2024

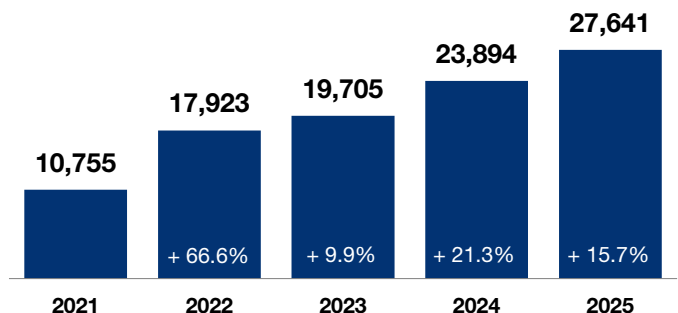
Spartanburg	+ 12.9%
Beaufort	+ 11.9%
Greater Greenville	+ 8.5%
Greenwood	+ 7.9%
Western Upstate	+ 7.6%

Bottom 5 Areas: Change in Closed Sales from 2024

Charleston Trident	+ 1.7%
Coastal Carolinas	+ 1.5%
Hilton Head	+ 1.1%
Greater Augusta	- 0.9%
Sumter	- 4.9%

Inventory of Homes for Sale

At the end of the year.



Top 5 Areas: Change in Homes for Sale from 2024

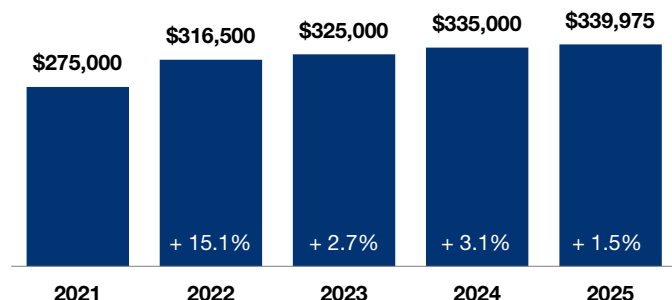
Charleston Trident	+ 56.0%
Beaufort	+ 44.2%
Greater Augusta	+ 43.9%
Western Upstate	+ 43.8%
Pee Dee	+ 34.6%

Bottom 5 Areas: Change in Homes for Sale from 2024

Hilton Head	+ 11.3%
Greenwood	+ 6.9%
Coastal Carolinas	+ 2.3%
Cherokee	- 1.9%
Sumter	- 3.4%

Quick Facts

Median Sales Price



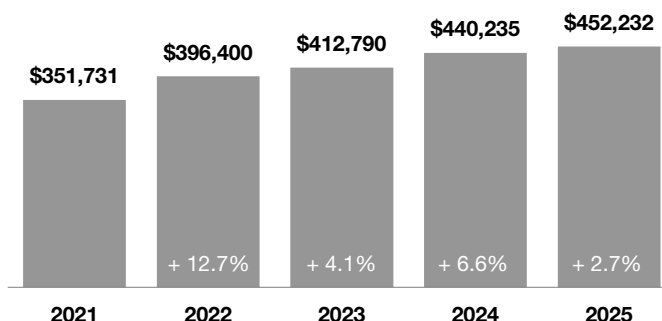
Top 5 Areas: Change in Median Sales Price from 2024

Cherokee	+ 4.6%
Piedmont	+ 4.3%
Pee Dee	+ 3.6%
Aiken	+ 3.1%
Greater Augusta	+ 3.1%

Bottom 5 Areas: Change in Median Sales Price from 2024

Spartanburg	+ 1.0%
Hilton Head	+ 0.6%
Sumter	+ 0.1%
Coastal Carolinas	- 0.6%
Central Carolina	- 5.7%

Average Sales Price



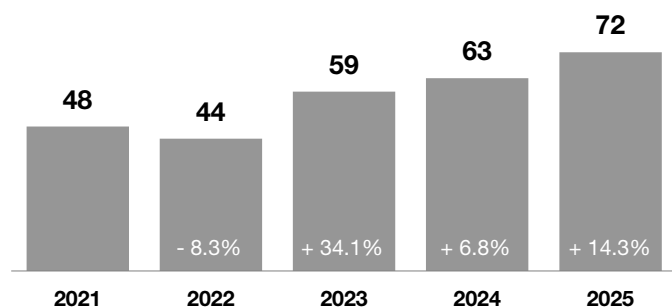
Top 5 Areas: Change in Avg. Sales Price from 2024

Pee Dee	+ 4.6%
Hilton Head	+ 4.2%
Aiken	+ 3.9%
Western Upstate	+ 3.8%
Greater Greenville	+ 3.6%

Bottom 5 Areas: Change in Avg. Sales Price from 2024

Sumter	+ 1.0%
Coastal Carolinas	+ 0.7%
Spartanburg	+ 0.4%
Central Carolina	- 0.8%
Greenwood	- 4.5%

Days on Market Until Sale



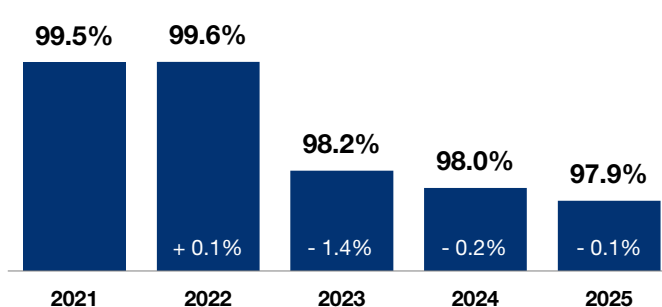
Top 5 Areas: Change in Days on Market from 2024

Hilton Head	+ 77.8%
Piedmont	+ 30.0%
Charleston Trident	+ 25.0%
Pee Dee	+ 15.8%
Cherokee	+ 13.4%

Bottom 5 Areas: Change in Days on Market from 2024

Western Upstate	+ 7.7%
Coastal Carolinas	+ 6.8%
Sumter	+ 5.1%
Central Carolina	+ 5.1%
Greater Augusta	+ 0.9%

Percent of List Price Received



Top 5 Areas: Change in Pct. of List Price Received from 2024

Central Carolina	+ 0.8%
Sumter	+ 0.1%
Aiken	+ 0.1%
CMLS	0.0%
Spartanburg	0.0%

Bottom 5 Areas: Change in Pct. of List Price Received from 2024

Pee Dee	- 0.3%
Greenwood	- 0.3%
Cherokee	- 0.3%
Piedmont	- 0.5%
Hilton Head	- 0.6%

Property Type Review

69

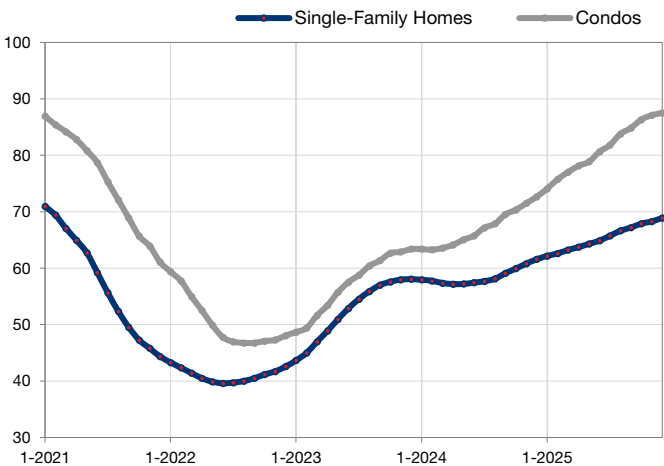
Average Days on Market
Single-Family Homes

88

Average Days on Market
Condos

Days on Market Until Sale

This chart uses a rolling 12-month average for each data point.



Top Areas: Condos Market Share in 2025

Coastal Carolinas	30.5%
Hilton Head	23.1%
Charleston Trident	13.9%
Piedmont	13.9%
Beaufort	13.0%
Greater Greenville	11.9%
Sumter	10.7%
CMLS	10.2%
Greater Augusta	9.3%
Western Upstate	8.7%
Aiken	8.5%
Spartanburg	7.9%
Central Carolina	4.3%
Pee Dee	3.9%
Greenwood	0.6%

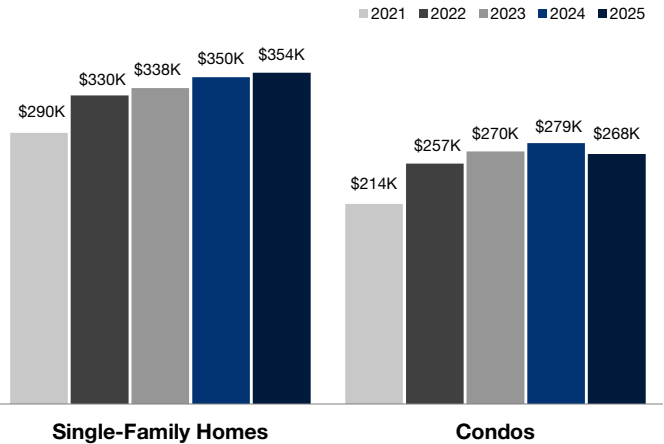
+ 1.3%

One-Year Change in Price
Single-Family Homes

- 4.1%

One-Year Change in Price
Condos

Median Sales Price



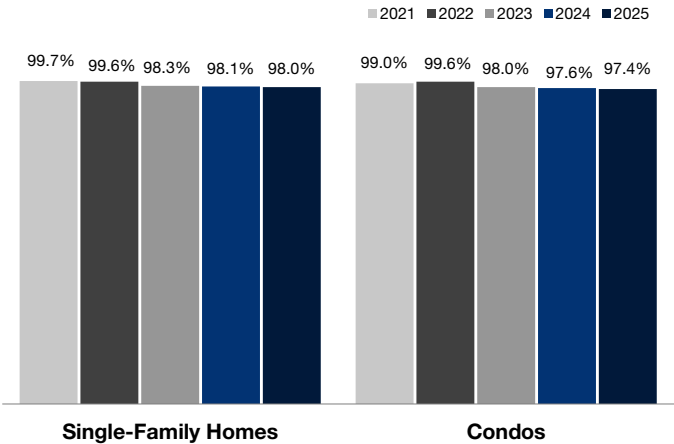
98.0%

Pct. of List Price Received
Single-Family Homes

97.4%

Pct. of List Price Received
Condos

Percent of List Price Received



Bedroom Count Review



Price Range Review

**\$150,001 -
\$250,000**

Price Range with
Shortest Average
Market Time

**\$150,000 and
Below**

Price Range with
Longest Average
Market Time

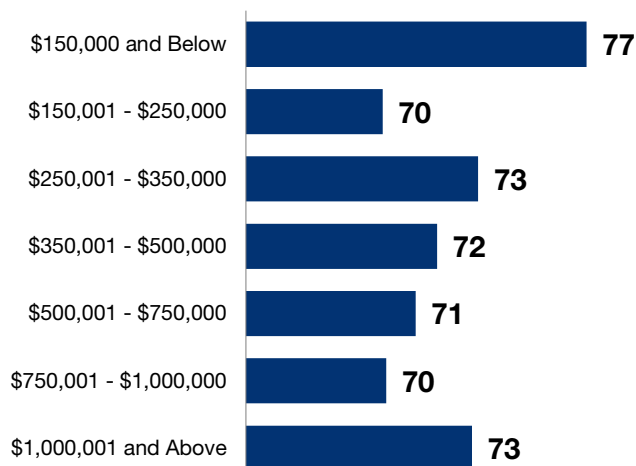
6.2%

of Homes for Sale
at Year End Priced
\$150,000 and Below

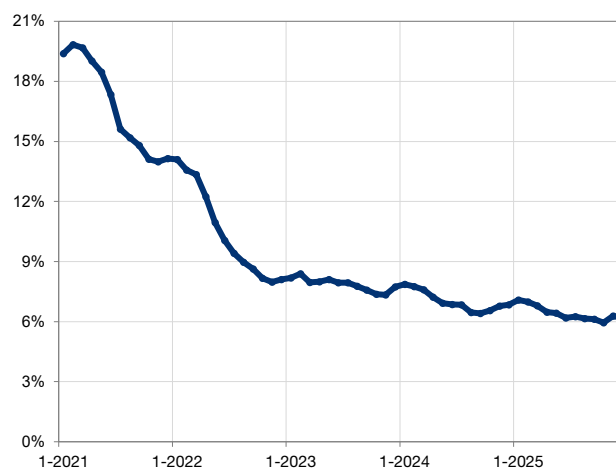
+ 4.4%

One-Year Change
in Homes for Sale Priced
\$150,000 and Below

Days on Market Until Sale by Price Range



Share of Homes for Sale Priced at \$150,000 and Below



**\$250,001 -
\$350,000**

Price Range with the
Most Closed Sales

+ 12.1%

Growth for Price Range with
Strongest 1-Year Change in
Sales: \$1,000,001 and Above

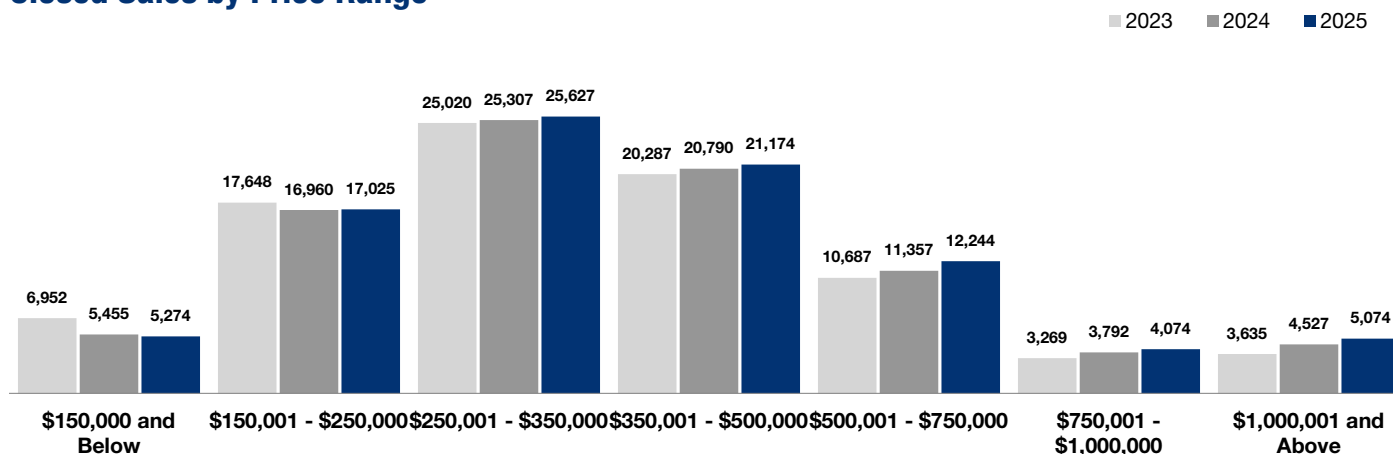
**\$750,001 -
\$1,000,000**

Price Range with the
Fewest Closed Sales

- 3.3%

Growth for Price Range with
Weakest 1-Year Change in
Sales: \$150,000 and Below

Closed Sales by Price Range



Area Overviews

	Total Closed Sales	Change from 2024	Percent Condos	Percent 2 Beds or Fewer	Percent \$100K or Less	Days on Market	Pct. of List Price Received
Aiken	3,474	+ 3.8%	8.5%	10.1%	2.7%	110	98.3%
Beaufort	2,952	+ 11.9%	13.0%	16.0%	1.2%	119	97.4%
Charleston Trident	17,776	- 1.7%	17.7%	12.1%	0.8%	50	96.0%
Cherokee	200	+ 2.6%	0.0%	15.5%	10.0%	93	96.8%
CMLS	13,733	+ 4.0%	10.2%	8.8%	3.6%	50	98.3%
Coastal Carolinas	16,128	+ 1.5%	30.5%	20.1%	2.6%	126	96.9%
Greater Greenville	17,869	+ 8.5%	11.9%	8.0%	1.2%	53	98.3%
Greenwood	1,000	+ 7.9%	0.6%	15.7%	6.1%	104	96.9%
Hilton Head	5,475	+ 1.1%	23.1%	30.1%	1.5%	96	97.2%
Greater Augusta	7,553	- 0.9%	9.3%	9.2%	4.3%	107	98.4%
Pee Dee	2,585	+ 3.5%	3.9%	10.1%	10.1%	66	97.0%
Piedmont	6,643	+ 7.4%	13.9%	10.8%	1.6%	52	98.2%
Central Carolina	768	+ 5.2%	4.3%	11.8%	7.4%	83	97.1%
Spartanburg	6,831	+ 12.9%	7.9%	7.3%	2.3%	45	98.2%
Sumter	1,639	- 4.9%	10.7%	6.5%	4.9%	62	97.5%
Western Upstate	6,465	+ 7.6%	8.7%	10.6%	2.4%	70	97.7%
State Totals**	91,372	+ 3.5%	16.3%	13.1%	2.4%	72	97.9%

** State Totals are not a summation of the areas in the table. This is done so as not to double-count any listings that may be found in more than one MLS.

2025 Annual Report on the South Carolina Housing Market

Area Historical Median Prices



	2021	2022	2023	2024	2025	Change From 2024	Change From 2021
Aiken	\$240,000	\$269,900	\$276,533	\$289,900	\$299,000	+ 3.1%	+ 24.6%
Beaufort	\$318,000	\$379,000	\$410,000	\$429,995	\$435,195	+ 1.2%	+ 36.9%
Charleston Trident	\$349,000	\$395,000	\$400,000	\$416,805	\$426,708	+ 2.4%	+ 22.3%
Cherokee	\$188,450	\$210,000	\$225,000	\$219,990	\$230,000	+ 4.6%	+ 22.0%
CMLS	\$228,330	\$265,000	\$269,900	\$272,900	\$278,877	+ 2.2%	+ 22.1%
Coastal Carolinas	\$250,000	\$309,900	\$322,000	\$330,000	\$328,000	- 0.6%	+ 31.2%
Greater Greenville	\$265,000	\$302,255	\$310,900	\$314,500	\$319,900	+ 1.7%	+ 20.7%
Greenwood	\$194,900	\$217,000	\$240,000	\$254,745	\$258,900	+ 1.6%	+ 32.8%
Hilton Head	\$314,200	\$325,500	\$524,775	\$542,000	\$545,000	+ 0.6%	+ 73.5%
Greater Augusta	\$240,000	\$269,000	\$275,000	\$281,300	\$290,000	+ 3.1%	+ 20.8%
Pee Dee	\$177,000	\$199,900	\$209,900	\$222,000	\$229,900	+ 3.6%	+ 29.9%
Piedmont	\$330,000	\$382,000	\$375,000	\$383,500	\$399,990	+ 4.3%	+ 21.2%
Central Carolina	\$190,000	\$225,000	\$237,450	\$262,000	\$246,945	- 5.7%	+ 30.0%
Spartanburg	\$227,490	\$260,000	\$280,000	\$289,900	\$292,900	+ 1.0%	+ 28.8%
Sumter	\$195,000	\$221,000	\$234,000	\$250,000	\$250,245	+ 0.1%	+ 28.3%
Western Upstate	\$235,900	\$270,000	\$289,000	\$303,995	\$310,000	+ 2.0%	+ 31.4%
State Totals**	\$275,000	\$316,500	\$325,000	\$335,000	\$339,975	+ 1.5%	+ 23.6%

* The Percent of List Price Price Received noted for Charleston Trident and Greater Pee Dee is actually a calculation of the Percent of Original List Price Received.

** State Totals are not a summation of the areas in the table. This is done so as not to double-count any listings that may be found in more than one MLS.