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**CENTURY 21**

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Serving Hilton Head, Bluffton, and Surrounding Areas



# Monthly Indicators



## January 2024

U.S. existing-home sales slipped 1.0% month-over-month and were down 6.2% year-over-year as of last measure, while pending sales jumped 8.3% from the previous month, marking the largest gain since June 2020, according to the National Association of REALTORS® (NAR). Mortgage rates have dropped significantly from their peak last fall, and homebuyers are beginning to come out of the woodwork, with NAR forecasting a 13% increase in existing-home sales this year compared to 2023.

New Listings were up 17.1 percent to 555. Pending Sales increased 7.8 percent to 468. Inventory grew 30.8 percent to 1,307 units.

Prices moved higher as Median Sales Price was up 16.0 percent to \$579,784. Days on Market increased 14.5 percent to 158 days. Months Supply of Inventory was up 42.9 percent to 3.0 months.

Despite tepid sales activity, the persistent shortage of housing supply has helped prop up home values nationwide, with the median existing-home price rising 4.4% year-over-year to \$382,600, according to NAR. Total unsold inventory was at 1 million units heading into January, an 11.5% decline from the previous month, for a 3.2 months' supply at the current sales pace. Nationally, listing activity has started to pick up, and with mortgage rates stabilizing and housing completions on the rise, inventory is expected to improve in the coming months.

## Quick Facts

**+ 11.8%**    **+ 16.0%**    **+ 42.9%**

One-Year Change in Closed Sales    One-Year Change in Median Sales Price    One-Year Change in Months Supply

A research tool provided by the Hilton Head Association of REALTORS®. Percent changes are calculated using rounded figures.

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## Port Royal HHI

Port Royal HHI Up to \$1M

Port Royal HHI over \$1M

## SEA PINES

Sea Pines up to  
\$1m

Sea Pines Over \$1M

## Hilton Head Plantation

Home search at Hilton Head Plantation

## Hilton Head

# Lakes

Hilton Head Lakes Home  
Search

## Bluffton General

Bluffton Homes up to \$500k

Bluffton Homes \$501k-\$1M+

## SUNCITY HILTON HEAD

SunCity Homes up to \$500k

SunCity Homes \$500k to over \$1M

## SHIPYARD HOMES

SHIPYARD HOMES \$500 TO OVER \$1M

Hardeeville, Ridgeland, and  
Yemassee - [click here](#)

# HAMPTON HALL

HAMPTON HALL HOMES \$500-\$1M

HAMPTON HOMES OVER \$1M

## HILTON HEAD LAKES

HILTON HEAD LAKE HOMES -CLICK  
HERE

For all Marketing Reports click here

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Hilton Head Island Homes - January 2024  
*Median Price **down** 10% from December 2023*

# Local Market Update – January 2024

A Research Tool Provided by REsides, Inc. and the Hilton Head Area Association of REALTORS®



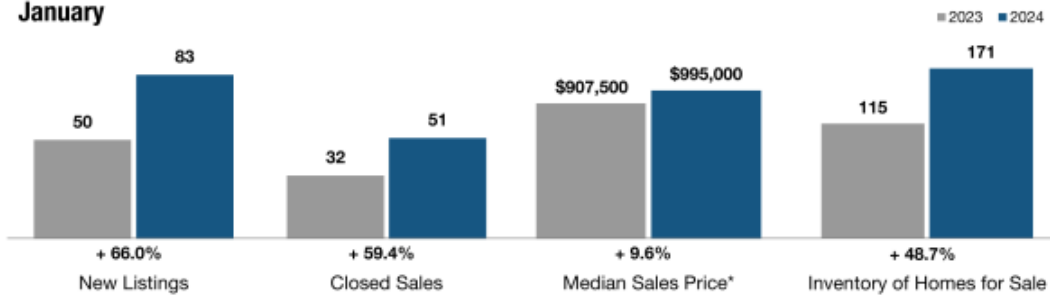
## Hilton Head Totals

Detached Homes Only

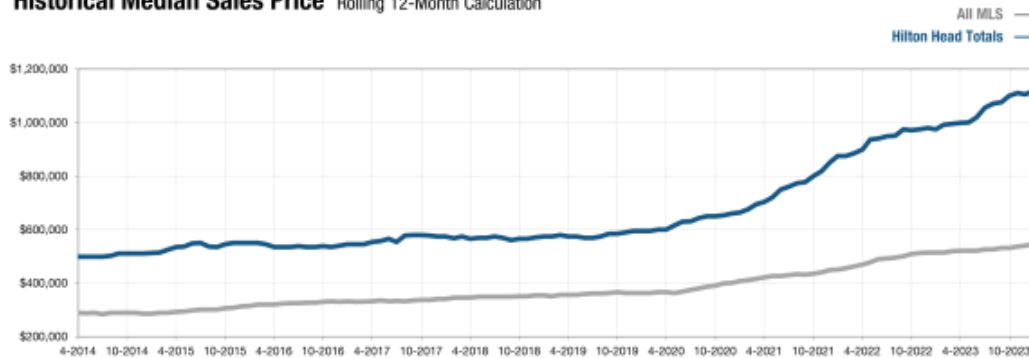
Key Metrics	January			Year to Date		
	2023	2024	Percent Change	2023	2024	Percent Change
New Listings	50	83	+ 66.0%	50	83	+ 66.0%
Closed Sales	32	51	+ 59.4%	32	51	+ 59.4%
Median Sales Price*	\$907,500	\$995,000	+ 9.6%	\$907,500	\$995,000	+ 9.6%
Percent of List Price Received*	97.0%	95.6%	- 1.5%	97.0%	95.6%	- 1.5%
Days on Market Until Sale	85	125	+ 47.3%	85	125	+ 47.3%
Inventory of Homes for Sale	115	171	+ 48.7%	--	--	--

\* Does not account for sale concessions and/or downpayment assistance. † Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

### January



### Historical Median Sales Price Rolling 12-Month Calculation



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**Hilton Head Island Villas/Condo January 2024**  
*Median Price flat from December 2023*

# Local Market Update – January 2024

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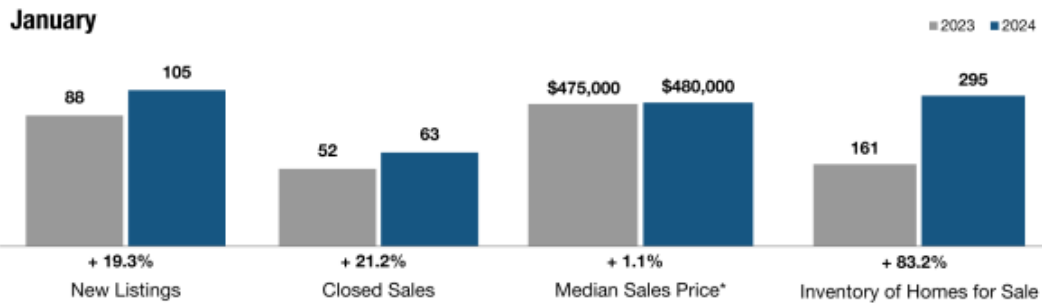


## Hilton Head Totals

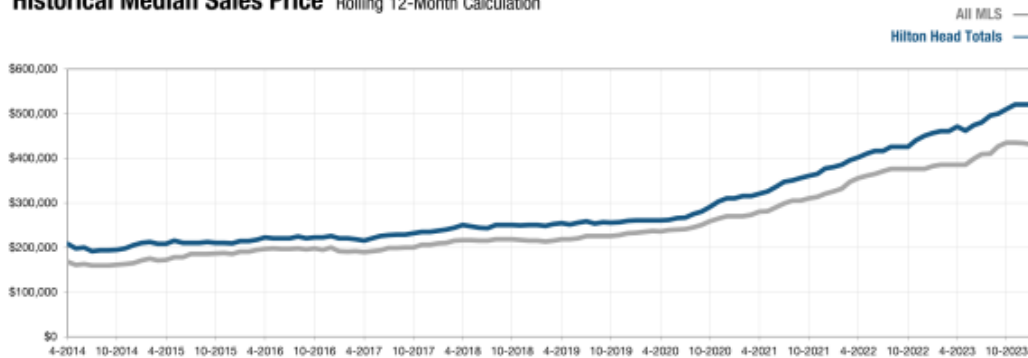
Condos / Villas Only

Key Metrics	January			Year to Date		
	2023	2024	Percent Change	2023	2024	Percent Change
New Listings	88	105	+ 19.3%	88	105	+ 19.3%
Closed Sales	52	63	+ 21.2%	52	63	+ 21.2%
Median Sales Price*	\$475,000	\$480,000	+ 1.1%	\$475,000	\$480,000	+ 1.1%
Percent of List Price Received*	96.9%	95.9%	- 1.1%	96.9%	95.9%	- 1.1%
Days on Market Until Sale	101	93	- 7.7%	101	93	- 7.7%
Inventory of Homes for Sale	161	295	+ 83.2%	--	--	--

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### Historical Median Sales Price Rolling 12-Month Calculation



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**SunCity Hilton Head - January 2024**  
 Median price **up 5.5%** from December 2023



# Local Market Update – January 2024

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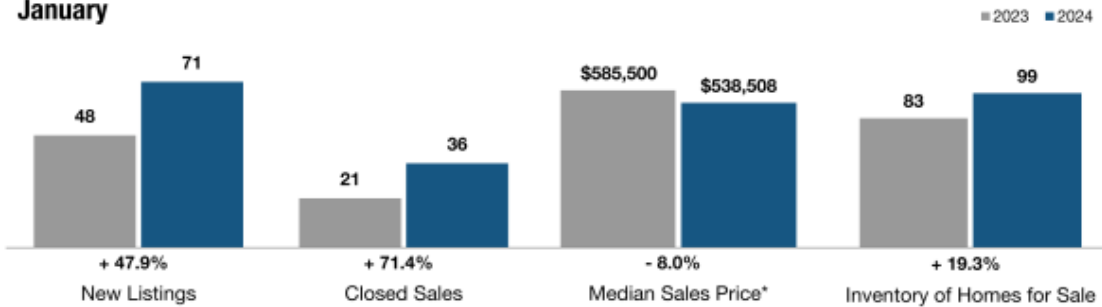


## Sun City / Riverbend

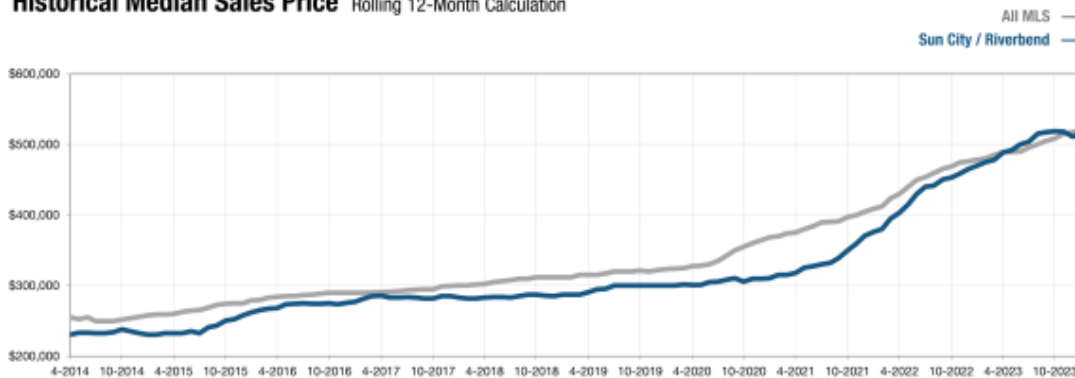
Key Metrics	January			Year to Date		
	2023	2024	Percent Change	2023	2024	Percent Change
New Listings	48	71	+ 47.9%	48	71	+ 47.9%
Closed Sales	21	36	+ 71.4%	21	36	+ 71.4%
Median Sales Price*	\$585,500	\$538,508	- 8.0%	\$585,500	\$538,508	- 8.0%
Percent of List Price Received*	98.5%	98.4%	- 0.1%	98.5%	98.4%	- 0.1%
Days on Market Until Sale	117	138	+ 17.9%	117	138	+ 17.9%
Inventory of Homes for Sale	83	99	+ 19.3%	--	--	--

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### January



### Historical Median Sales Price Rolling 12-Month Calculation



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**Bluffton Market Report January 2024**  
**Median Price up 15.6 % from December 2023**

# Local Market Update – January 2024

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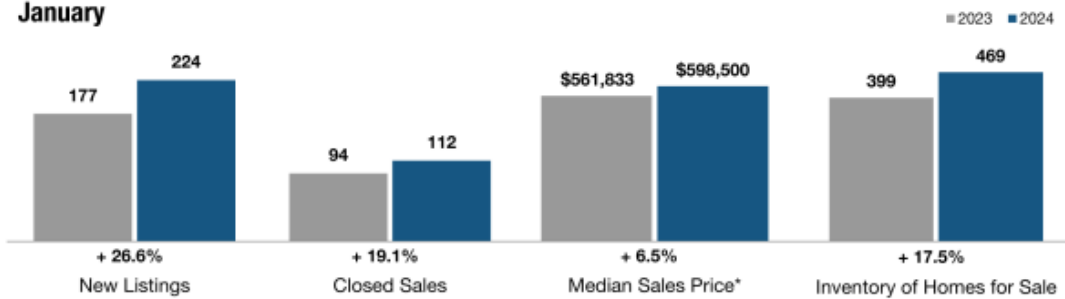


## Bluffton 29910 and 29909

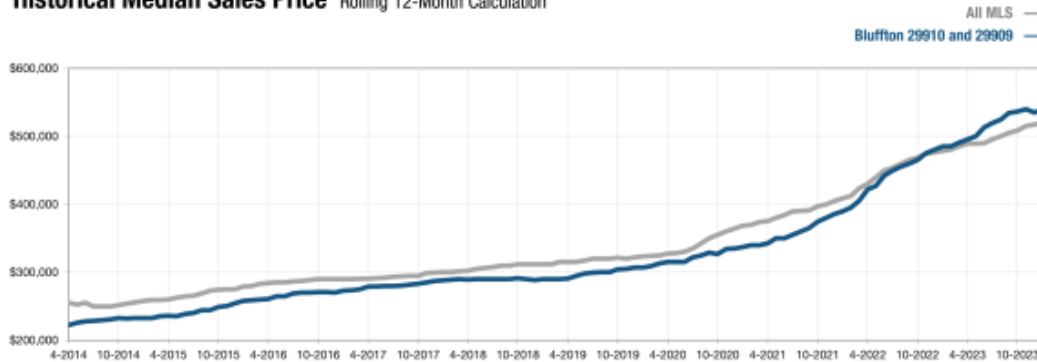
Key Metrics	January			Year to Date		
	2023	2024	Percent Change	2023	2024	Percent Change
New Listings	177	224	+ 26.6%	177	224	+ 26.6%
Closed Sales	94	112	+ 19.1%	94	112	+ 19.1%
Median Sales Price*	\$561,833	\$598,500	+ 6.5%	\$561,833	\$598,500	+ 6.5%
Percent of List Price Received*	97.1%	97.3%	+ 0.2%	97.1%	97.3%	+ 0.2%
Days on Market Until Sale	110	146	+ 32.7%	110	146	+ 32.7%
Inventory of Homes for Sale	399	469	+ 17.5%	--	--	--

\* Does not account for sale concessions and/or downpayment assistance. † Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

### January



### Historical Median Sales Price Rolling 12-Month Calculation



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