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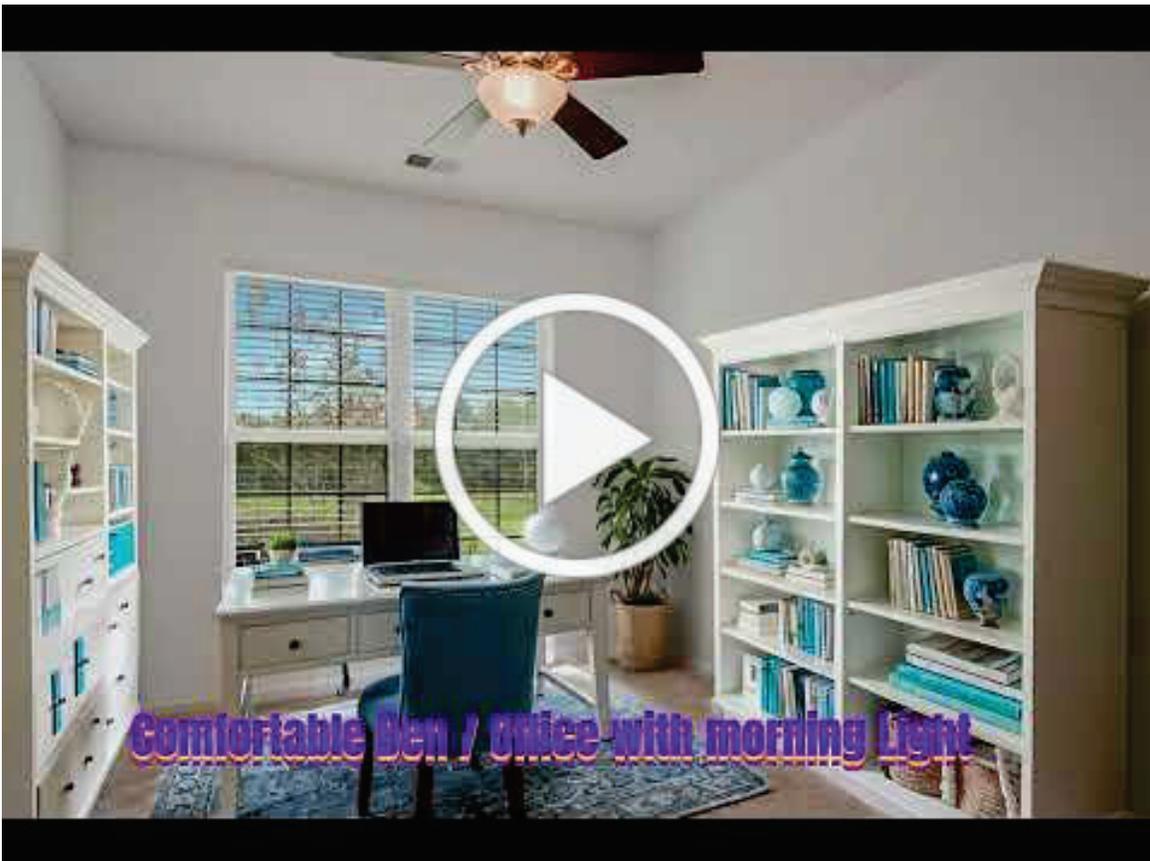
\$408,900





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CHECK OUT THE VIDEO BELOW.



Serving Hilton Head, Bluffton, and Surrounding Areas

Monthly Indicators



January 2026

U.S. existing-home sales climbed 5.1% month-over-month and 1.4% year-over-year to a seasonally adjusted annual rate of 4.35 million units, the strongest pace in nearly three years, according to the National Association of REALTORS® (NAR). Lower mortgage rates and slower home price growth helped spur buyer activity, and sales increased month-over-month in every region. On an annual basis, sales rose in the South, held steady in the West and Midwest, and declined in the Northeast.

New Listings were up 1.8 percent to 635. Pending Sales increased 18.6 percent to 485. Inventory grew 6.2 percent to 1,847 units.

Median Sales Price was up 11.3 percent to \$609,965. Days on Market increased 111.6 percent to 146 days. Months Supply of Inventory remained flat at 4.1.

Nationally, there were 1.18 million homes for sale heading into January, an 18.1% decline from the previous month but 3.5% higher compared to the same period last year, representing a 3.3-month supply at the current sales pace, according to NAR. Meanwhile, the median existing-home price rose 0.4% from a year ago to \$405,400, reflecting a continued moderation in national price growth.

Quick Facts

- 1.1% **+ 11.3%** **0.0%**

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

Features Homes in Port Royal HHI

BERKELEY HALL

[Featured Homes in Berkeley Hall- Click Here](#)

BELFAIR

[Featured Homes in Belfair-Click Here](#)

SEA PINES

[Sea Pines up to \\$1m](#)

[Sea Pines Over \\$1M](#)

Hilton Head Plantation

[Home search at Hilton Head Plantation](#)

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

Hilton Head Island Homes - December 2025

Median Price *up 20%* from November 2025

Local Market Update – January 2026

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



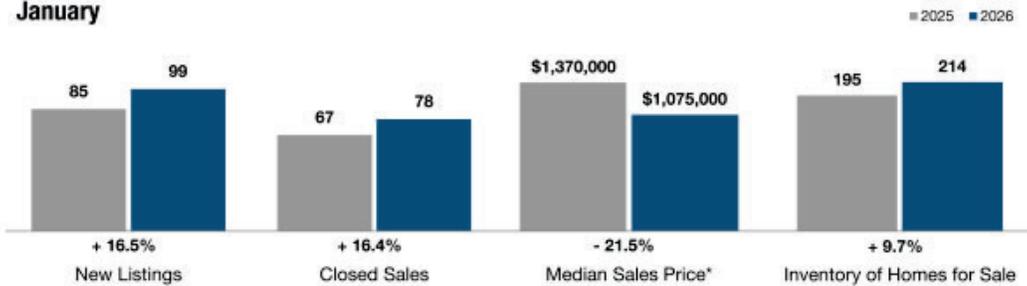
Hilton Head Totals

Detached Homes Only

Key Metrics	January			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	85	99	+ 16.5%	85	99	+ 16.5%
Closed Sales	67	78	+ 16.4%	67	78	+ 16.4%
Median Sales Price*	\$1,370,000	\$1,075,000	- 21.5%	\$1,370,000	\$1,075,000	- 21.5%
Percent of List Price Received*	97.2%	95.4%	- 1.8%	97.2%	95.4%	- 1.8%
Days on Market Until Sale	62	123	+ 98.6%	62	123	+ 98.6%
Inventory of Homes for Sale	195	214	+ 9.7%	--	--	--

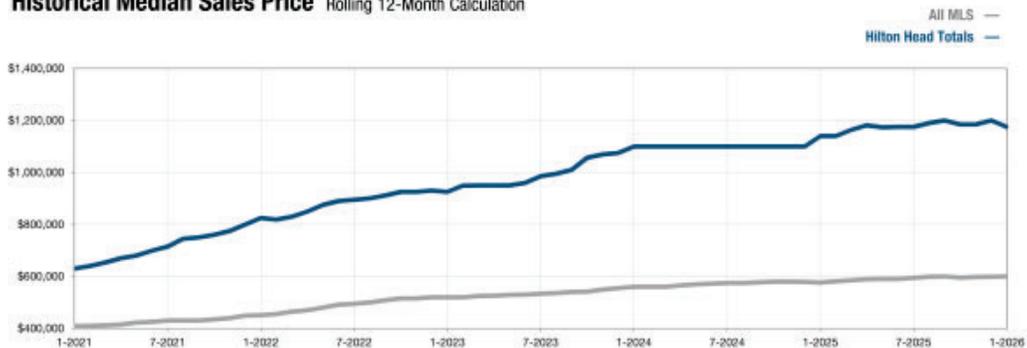
* Does not account for sale concessions and/or downpayment assistance. † Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample sizes.

January



Historical Median Sales Price

Rolling 12-Month Calculation



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Hilton Head Island Villas/Condo December 2025

Local Market Update – January 2026

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



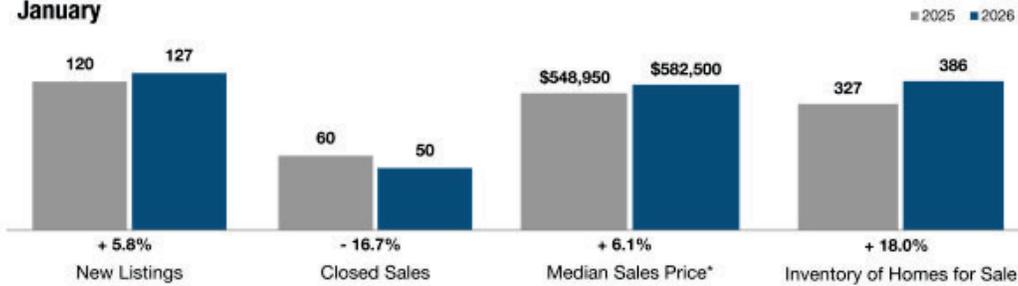
Hilton Head Totals

Condos / Villas Only

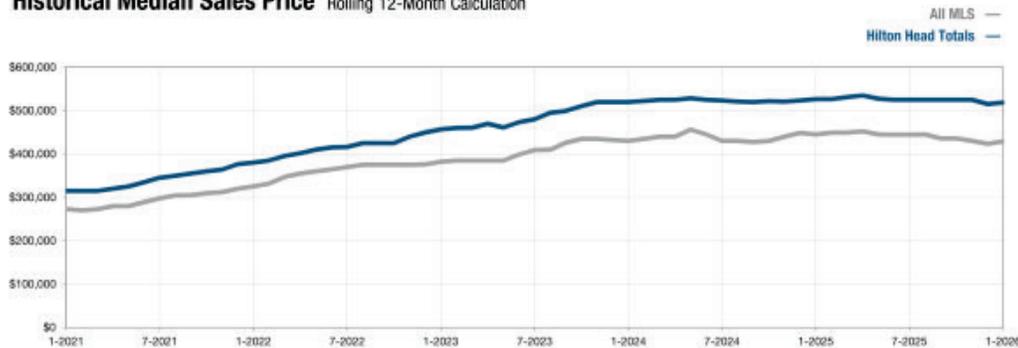
Key Metrics	January			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	120	127	+ 5.8%	120	127	+ 5.8%
Closed Sales	60	50	- 16.7%	60	50	- 16.7%
Median Sales Price*	\$548,950	\$582,500	+ 6.1%	\$548,950	\$582,500	+ 6.1%
Percent of List Price Received*	96.2%	96.4%	+ 0.3%	96.2%	96.4%	+ 0.3%
Days on Market Until Sale	90	128	+ 42.4%	90	128	+ 42.4%
Inventory of Homes for Sale	327	386	+ 18.0%	--	--	--

* 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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SunCity Hilton Head - December 2025
 Median price **up .5%** for November 2025

Local Market Update – January 2026

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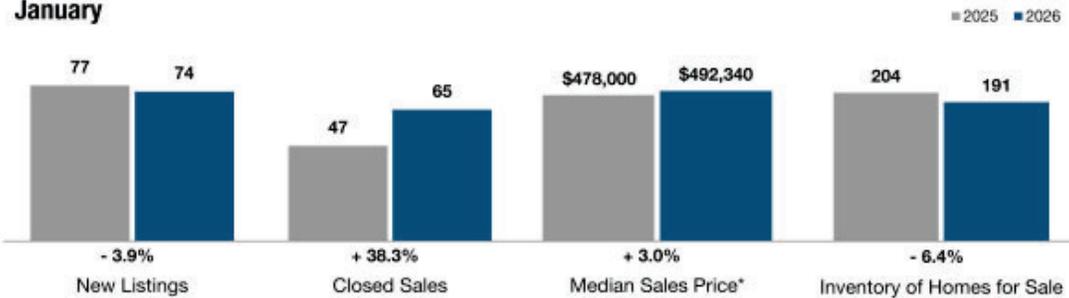


Sun City / Riverbend

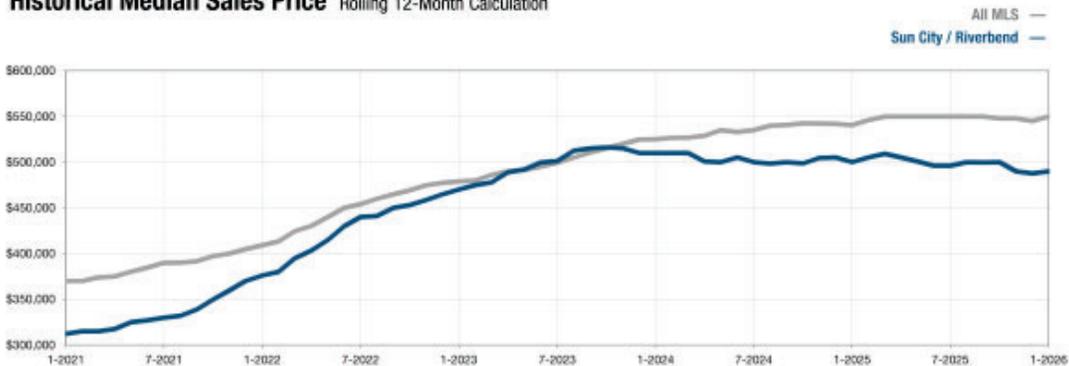
Key Metrics	January			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	77	74	- 3.9%	77	74	- 3.9%
Closed Sales	47	65	+ 38.3%	47	65	+ 38.3%
Median Sales Price*	\$478,000	\$492,340	+ 3.0%	\$478,000	\$492,340	+ 3.0%
Percent of List Price Received*	97.6%	98.7%	+ 1.1%	97.6%	98.7%	+ 1.1%
Days on Market Until Sale	57	182	+ 219.3%	57	182	+ 219.3%
Inventory of Homes for Sale	204	191	- 6.4%	--	--	--

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January



Historical Median Sales Price Rolling 12-Month Calculation



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Bluffton Market Report December 2025

Median Price **down .1%** compared to November 2025

Local Market Update – January 2026

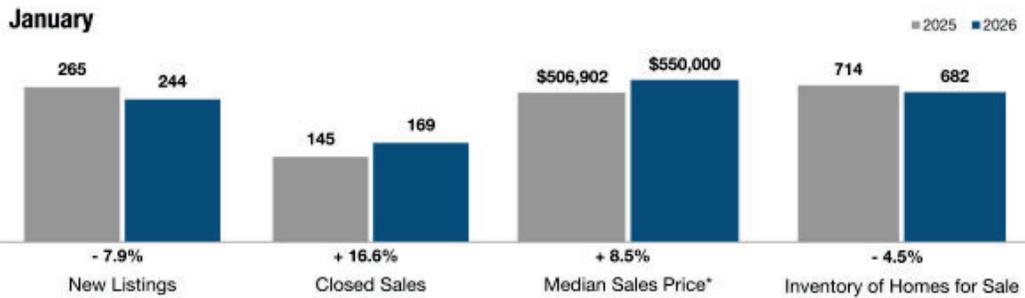
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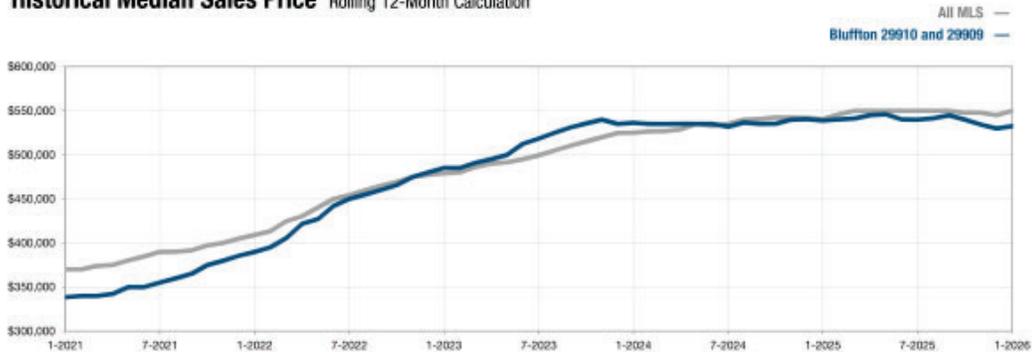
Bluffton 29910 and 29909

Key Metrics	January			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	265	244	- 7.9%	265	244	- 7.9%
Closed Sales	145	169	+ 16.6%	145	169	+ 16.6%
Median Sales Price*	\$506,902	\$550,000	+ 8.5%	\$506,902	\$550,000	+ 8.5%
Percent of List Price Received*	97.2%	97.0%	- 0.2%	97.2%	97.0%	- 0.2%
Days on Market Until Sale	63	162	+ 157.1%	63	162	+ 157.1%
Inventory of Homes for Sale	714	682	- 4.5%	--	--	--

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Historical Median Sales Price Rolling 12-Month Calculation



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