

JANUARY 2026

# Charleston Real Estate

*Your Real Estate & Community Update*



## **Sales Activity:**

Charleston real estate activity is tracking closely with last year. Year to date, total transactions are up 0.8% compared to the same period in 2024. Home values remain strong, with the median sales price increasing 2.3% year over year, bringing the current median to approximately \$440,000.

Mortgage rates have dipped back below the 6.3% range, and the Federal Reserve issued another rate cut in early December. These factors have contributed to improved buyer confidence, and we've seen a noticeable uptick in showing and contract activity in recent weeks.

## **Charleston Economic & Community Highlights:**

Charleston's local economy continues to show strong momentum, with several notable developments across the region:

- A new 24-hour medical pavilion recently opened on Johns Island, expanding access to emergency care, imaging, and specialty services for Sea Island communities.
- Downtown Charleston is welcoming a new all-day dining concept in the French Quarter, offering coffee, lunch, dinner, and cocktails with French-inspired cuisine.
- A major lithium-ion battery recycling facility has begun operations at Camp Hall Commerce Park, marking the largest economic development project in South Carolina's history and paving the way for more than 1,500 new jobs over the next decade.
- North Charleston is seeing continued growth as a technology consulting firm invests in an expansion that will support 80 new jobs and a new Cloud Innovation Lab.

As always, we're keeping a close eye on local market trends and economic drivers that impact home values. If you have questions about how this activity relates to your home—or your plans for the year ahead—we're here to help.

# Local Events

January is here and a new year is upon us!

Restaurant Week and Comedy Week are two favorites in January.

Ice-skating is available at the Charleston Harbor Resort through January 19.

Dock Street Theatre will be performing Sense and Sensibility from Jan 21-Feb 8.

The Stingrays are back on the ice on Jan 4,16,17,23,24,25,30.

## January Events:

- 1: Bill Murray Polar Plunge, Folly Beach OR Plunge out on Sullivan's Island
- 8-18: Charleston Restaurant Week
- 9,10: Professional Bull Riders Pendleton Whisky Velocity Tour, N Chas Coliseum
- 9,10,23,34: Comedy on Queen, Queen Street Playhouse
- 10: Mex 1 Rail Jam, Firefly Distillery
- 11: 2nd Sunday on King Street
- 11: Chamber Music with Geneva Lewis, Dock Street Theatre
- 11: Grand Kyiv Ballet Presents Snow Queen, Chas Music Hall
- 11: We Three Kings-A Choral Celebration, The Cathedral of St John the Baptist
- 14: Guerilla Shakespeare, Charleston Library Society
- 15: Pink Floyd Laser Spectacular, Chas Music Hall
- 15: Regency Romance Reimagined with the Charleston Symphony Orchestra, Seabrook Island Clubhouse
- 16,17: Taste of Folly, Center Street Folly Beach
- 18: An Evening with Larry the Cable Guy, N Chas PAC
- 19: MLK Parade, downtown Charleston
- 21: The Royal Philharmonic Orchestra with Ray Chen, Gaillard
- 21: Leo Kottke, Chas Music Hall
- 22: A Night of the Macabre, Charleston Library Society
- 22,23: Cirque Musica Heroes and Villains, Gaillard
- 22: Oysters by the Battery, Capt James Missroon House
- 23,24: The Italian Hurricane Vic DiBitetto, Queen Street Playhouse
- 23-25: Charleston Boat Show, Charleston Area Convention Center
- 24: Stargazing on the Ashley, Drayton Hall
- 24: The Royal Hounds, Turtle Point Clubhouse Kiawah
- 24,25: 74th Camellia Flower Show, Magnolia Plantation
- 24-31 2nd Annual Charleston Comedy Week
- 25: Sunday Oyster Roast, Firefly Distillery
- 31: The Music of Elton John N Chas POPS!, N Chas PAC



See enclosed for "readable" image.

Happy New Year! We hope that you and your family had a wonderful holiday season.

Now that the festivities have wrapped up, many of us are setting fresh goals for the year ahead. As you do, it's worth taking a moment to think about your home. Does it still fit your lifestyle? If not, what possibilities might the new year hold—perhaps a move, or maybe a renovation? This month's flyer includes a few helpful tips to guide your thinking.

The real estate market is continually changing at a rapid pace, with more buyers and sellers ready to make a move. We stay on top of our local trends and data and are always happy to help answer any questions you may have. And if a new home is part of your plans for the year ahead, we would be honored to guide you through the process.

Warm regards,

*Sarah & Danny*



Jan-Nov	2024	includes SFD, SFA, and mobile homes	Jan-Nov	2025		
# of	Median	Residential	# of	Median	% change	% change
Sales	Sales Price	Area	Sales	Sales Price	in number	in price
408	\$546,250	11 - West of the Ashley Inside I-526	437	\$585,000	7.1%	7.1%
658	\$461,450	12 - West of the Ashley Outside I-526	727	\$482,715	10.5%	4.6%
124	\$641,500	13 - West of the Ashley beyond Rantowles Creek	283	\$405,000	128.2%	-36.9%
538	\$625,000	21 - James Island	590	\$615,000	9.7%	-1.6%
88	\$970,000	22 - Folly Beach to Battery Island	94	\$960,000	6.8%	-1.0%
681	\$613,000	23 - Johns Island	667	\$650,000	-2.1%	6.0%
19	\$1,100,000	24 - Wadmalaw Island	20	\$1,300,000	5.3%	18.2%
134	\$1,672,500	25 - Kiawah	102	\$1,675,000	-23.9%	0.1%
21	\$820,000	26 - Edisto Island	31	\$945,000	47.6%	15.2%
89	\$825,000	27 - CLN - Edisto Beach	95	\$805,000	6.7%	-2.4%
7	\$1,475,000	28 - CLN - Edisto Island	3	\$642,000	-57.1%	-56.5%
158	\$955,000	30 - Seabrook	162	\$867,925	2.5%	-9.1%
370	\$367,500	31 - North Charleston Inside I-526	355	\$390,000	-4.1%	6.1%
750	\$315,250	32 - N.Charleston, Summerville, Ladson, Outside I-526	645	\$320,000	-14.0%	1.5%
912	\$851,000	41 - Mt Pleasant N of IOP Connector	970	\$885,000	6.4%	4.0%
766	\$890,000	42 - Mt Pleasant S of IOP Connector	772	\$988,750	0.8%	11.1%
38	\$4,150,000	43 - Sullivan's Island	30	\$4,100,000	-21.1%	-1.2%
92	\$1,920,000	44 - Isle of Palms	88	\$2,540,000	-4.3%	32.3%
101	\$1,245,000	45 - Wild Dunes	100	\$1,372,500	-1.0%	10.2%
2	\$1,085,000	46 - Dewees Island	5	\$925,000	150.0%	-14.7%
93	\$750,000	47 - Awendaw/McClellanville	72	\$817,500	-22.6%	9.0%
333	\$1,215,000	51 - Peninsula Charleston Inside of Crosstown	354	\$1,250,000	6.3%	2.9%
149	\$855,000	52 - Peninsula Charleston Outside of Crosstown	163	\$895,000	9.4%	4.7%
646	\$349,450	61 - N. Chas/Summerville/Ladson-Dor	681	\$349,000	5.4%	-0.1%
511	\$350,000	62 - Summerville/Ladson/Ravenel to Hwy 165	439	\$347,000	-14.1%	-0.9%
1,912	\$385,436	63 - Summerville/Ridgeville	1,766	\$397,050	-7.6%	3.0%
95	\$293,000	64 - St. George, Harleyville, Reevesville, Dorchester	99	\$300,000	4.2%	2.4%
239	\$410,000	71 - Hanahan	239	\$425,000	0.0%	3.7%
735	\$348,764	72 - G.Cr/M. Cor. Hwy 52-Oakley-Cooper River	699	\$350,000	-4.9%	0.4%
517	\$354,900	73 - G. Cr./M. Cor. Hwy 17A-Oakley-Hwy 52	464	\$351,695	-10.3%	-0.9%
2,295	\$407,000	74 - Summerville, Ladson, Berkeley Cty	2,501	\$411,000	9.0%	1.0%
319	\$355,000	75 - Cross, St.Stephen, Bonneau, Rural Berkeley Cty	344	\$396,870	7.8%	11.8%
420	\$334,617	76 - Moncks Corner Above Oakley Rd	447	\$371,398	6.4%	11.0%
288	\$1,607,500	77 - Daniel Island	240	\$1,537,500	-16.7%	-4.4%
310	\$614,514	78 - Wando/Cainhoy	259	\$615,000	-16.5%	0.1%
14,818	\$429,945	Totals	14,943	\$440,000	0.8%	2.3%
11,716	\$455,000	Single Family Detached(SFD) Only(Totals)	11,820	\$472,856	0.9%	3.9%

  

1,224	\$429,995	Nov 24 (left) vs Nov 25 (right) SFD,SFA,mh	1,132	\$438,250	-7.5%	1.9%
1,257	\$439,291	Oct 25(left) vs Nov 25(right) SFD,SFA,mh	1,132	\$438,250	-9.9%	-0.2%



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Oh, by the way...if you know of someone who would appreciate the level of service I provide, please call me with their name and contact information. I'll be happy to follow up and take great care of them in a way that is healthy and safe.



# New Year, New Home Goals

A new year is a traditional time to review and set new goals.  
It's also a great time to take stock and ask yourself,  
"Does my home still suit my needs?"

Homeowners have  
**43x the wealth**  
of non-homeowners.

Most homeowners  
have at least  
**\$307,000**  
in equity.

Over the last  
40 years, the  
median price of  
houses grew by  
**408%.**

Home values  
continue to grow  
in spite of market  
valuations  
(in most areas).

When goals become reality

RENOVATE

NEW HOME

Start with  
these questions:

1. What works?
2. What doesn't?
3. What can you easily change?
4. Is a major renovation worth the time and cost?

Knowing what your  
home is worth today

This can help you plan  
upgrades, refinancing, or  
future goals. I'd be happy  
to run a free, no-pressure  
comparative market  
analysis for you!



# The Perfect Time to Make a Move...

...is when it's right for you. As rates start to shift, more buyers and sellers will enter the market. If you're thinking about making a move in 2026, it's worth it to start the process now.

## Take These 4 Steps:

1. **Assess your finances**
2. **Clear up any credit issues**
3. **Research home buying options**
  - First-time buyer programs
  - Government-sponsored enterprises Fannie Mae and Freddie Mac
  - Specialized loan programs such as the V.A. Loans or the Good Neighbor Next Door program
  - Homebuilder buydowns
  - Loans or gifts from family members
4. **Ask me!**

No matter where you are in the process, I'd be happy to meet with you and offer some advice.

#### SOURCES:

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If you need a referral for any other type of professional, I can connect you to a great one in my network. And oh, by the way...I'm never too busy for any of your referrals!