

# Annual Report on the Hilton Head Housing Market

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A FREE RESEARCH TOOL FROM THE HILTON HEAD AREA ASSOCIATION OF REALTORS®



# 2021

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**Fervent buyer demand**, driven by pandemic-induced changes to housing needs and preferences, reached extraordinary levels in 2021. The inventory of homes for sale remained low, as home seller activity did not rise proportionally to meet this demand. New construction activity, while strong, remains limited by a combination of material and labor shortages, rising material costs, and a regulatory and operational environment that makes it difficult to scale quickly.

The strong seller's market of 2020 continued and even strengthened in 2021, with inventory levels remaining low and multiple offer situations common across much of the housing market both locally and nationally. Multiple offers again drove prices significantly higher for the year.

**Sales:** Pending sales increased 1.2 percent, finishing 2021 at 7,469. Closed sales were up 7.4 percent to end the year at 7,299.

**Listings:** Comparing 2020 to the prior year, the number of homes available for sale was lower by 50.8 percent. There were 483 active listings at the end of 2021. New listings increased by 1.4 percent to finish the year at 7,607.

**Prices:** Home prices were up compared to last year. The overall median sales price increased 11.7 percent to \$410,000 for the year. Detached home prices were up 11.9 percent compared to last year, and Attached home prices were up 18.2 percent.

**List Price Received:** Sellers received, on average, 99.2 percent of their original list price at sale, a year-over-year improvement of 1.8 percent.

The 2021 housing market was once again strong both locally and nationally. Inventory shortages and high buyer demand continued to push home prices higher, with multiple offers on a limited number of homes the common theme in most market segments.

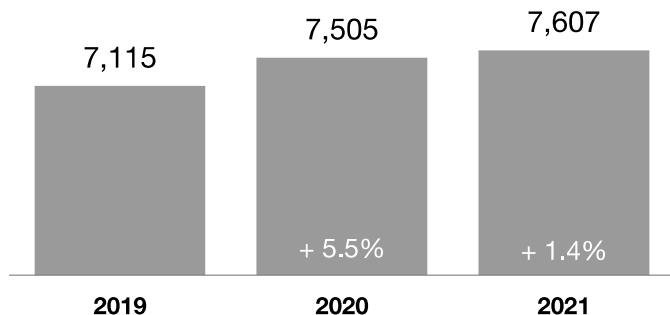
This year looks to continue the trends seen in the last 18 months, pushing home prices higher still. As mortgage rates are likely to continue to rise over the year as well, housing affordability will remain an important factor to watch.

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# Quick Facts

## New Listings



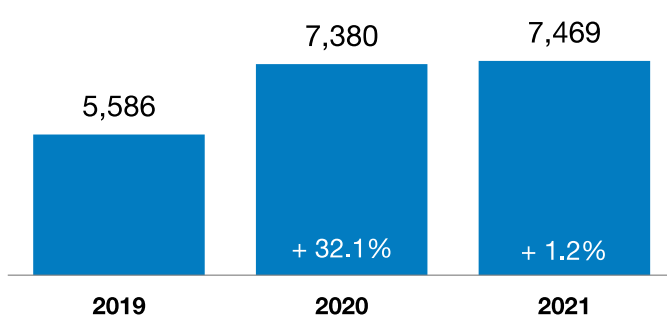
### Top 5 Areas: Change in New Listings from 2020

43: Colleton County	+ 200.0%
28: Beaufort Co - S of Broad River	+ 75.0%
44: Hampton County	+ 42.9%
5: Long Cove	+ 24.4%
20: Rose Hill	+ 23.9%

### Bottom 5 Areas: Change in New Listings from 2020

17: Moss Creek	- 35.5%
26: Spring Island	- 35.7%
18: Colleton River	- 39.1%
4: Wexford	- 42.4%
35: Fripp Island	- 42.9%

## Pending Sales



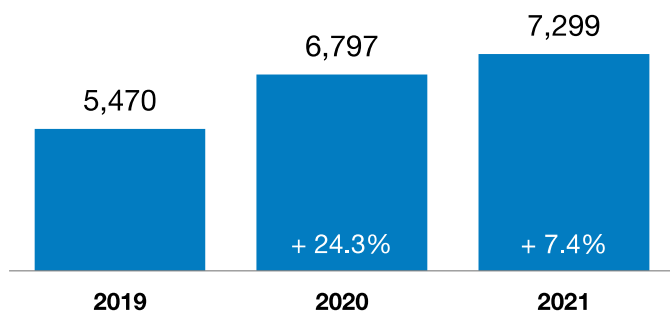
### Top 5 Areas: Change in Pending Sales from 2020

43: Colleton County	+ 400.0%
28: Beaufort Co - S of Broad River	+ 100.0%
33: Hilton Head Lakes	+ 85.7%
13: Windmill Harbour	+ 39.5%
26: Spring Island	+ 28.6%

### Bottom 5 Areas: Change in Pending Sales from 2020

19: Belfair	- 23.4%
35: Fripp Island	- 30.6%
17: Moss Creek	- 38.8%
18: Colleton River	- 42.9%
10: Palmetto Hall	- 47.6%

## Closed Sales



### Top 5 Areas: Change in Closed Sales from 2020

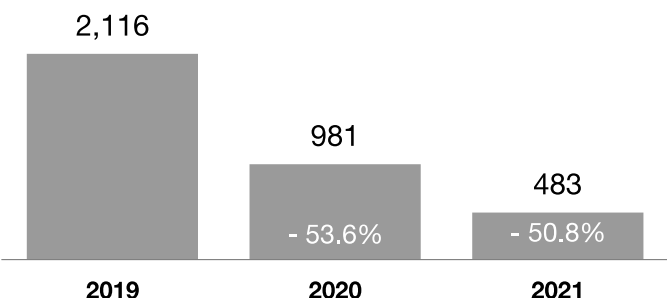
43: Colleton County	+ 300.0%
28: Beaufort Co - S of Broad River	+ 250.0%
26: Spring Island	+ 100.0%
25: Callawassie Island	+ 92.1%
12: Spanish Wells	+ 46.2%

### Bottom 5 Areas: Change in Closed Sales from 2020

8: Port Royal	- 23.3%
35: Fripp Island	- 29.4%
18: Colleton River	- 30.6%
17: Moss Creek	- 32.1%
10: Palmetto Hall	- 43.8%

## Inventory of Homes for Sale

At the end of the year.



### Top 5 Areas: Change in Homes for Sale from 2020

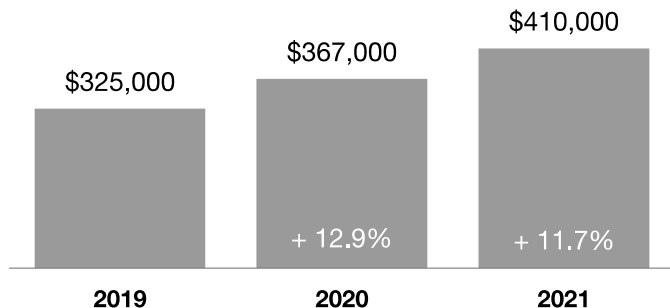
32: Hampton Pointe	+ 200.0%
43: Colleton County	+ 100.0%
44: Hampton County	+ 66.7%
28: Beaufort Co - S of Broad River	+ 20.0%
41: Allendale County	0.0%

### Bottom 5 Areas: Change in Homes for Sale from 2020

34: Hampton Lake	- 81.8%
33: Hilton Head Lakes	- 82.4%
20: Rose Hill	- 87.5%
4: Wexford	- 93.3%
13: Windmill Harbour	- 94.1%

# Quick Facts

## Median Sales Price



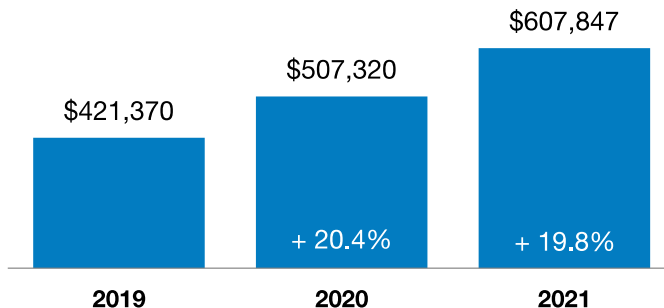
### Top 5 Areas: Change in Median Sales Price from 2020

43: Colleton County	+ 255.1%
44: Hampton County	+ 175.7%
32: Hampton Pointe	+ 46.2%
5: Long Cove	+ 41.8%
15: Daufuskie Island	+ 39.0%

### Bottom 5 Areas: Change in Median Sales Price from 2020

26: Spring Island	+ 13.6%
11: Indigo Run	+ 7.1%
24: Oldfield	+ 5.6%
18: Colleton River	- 3.9%
35: Fripp Island	- 14.2%

## Average Sales Price



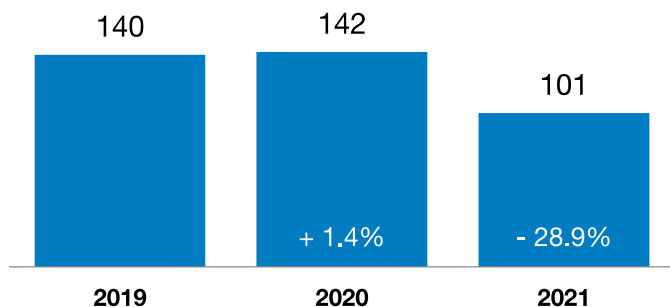
### Top 5 Areas: Change in Avg. Sales Price from 2020

43: Colleton County	+ 245.9%
44: Hampton County	+ 120.7%
26: Spring Island	+ 57.9%
13: Windmill Harbour	+ 43.9%
22: Palmetto Bluff	+ 42.8%

### Bottom 5 Areas: Change in Avg. Sales Price from 2020

21: Berkeley Hall	+ 15.7%
8: Port Royal	+ 14.5%
11: Indigo Run	+ 13.7%
18: Colleton River	- 6.3%
12: Spanish Wells	- 9.2%

## Days on Market Until Sale



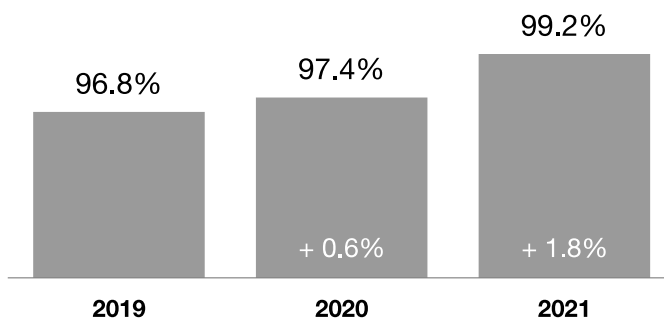
### Top 5 Areas: Change in Days on Market from 2020

28: Beaufort Co - S of Broad River	+ 58.0%
32: Hampton Pointe	+ 56.8%
33: Hilton Head Lakes	+ 39.7%
26: Spring Island	+ 32.9%
43: Colleton County	+ 7.1%

### Bottom 5 Areas: Change in Days on Market from 2020

11: Indigo Run	- 45.3%
20: Rose Hill	- 49.0%
10: Palmetto Hall	- 50.9%
21: Berkeley Hall	- 56.3%
44: Hampton County	- 67.7%

## Percent of List Price Received



### Top 5 Areas: Change in Pct. of List Price Received from 2020

17: Moss Creek	+ 4.2%
35: Fripp Island	+ 3.4%
18: Colleton River	+ 3.4%
11: Indigo Run	+ 3.3%
22: Palmetto Bluff	+ 3.2%

### Bottom 5 Areas: Change in Pct. of List Price Received from 2020

40: Jasper County	+ 0.7%
34: Hampton Lake	+ 0.6%
32: Hampton Pointe	+ 0.1%
28: Beaufort Co - S of Broad River	- 3.8%
44: Hampton County	- 4.1%

# Price Range Review

**\$100,001 to \$225,000**

Price Range with Shortest Average Market Time

**\$650,001 and Above**

Price Range with Longest Average Market Time

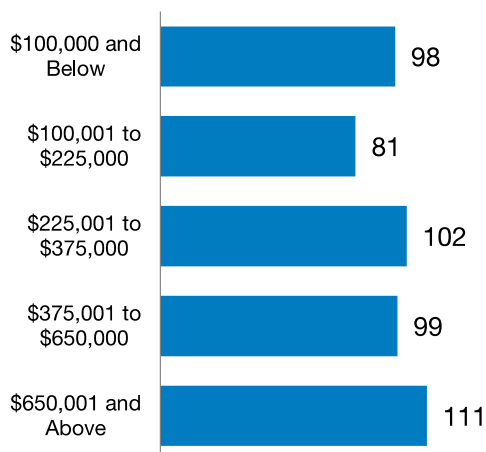
**3.5%**

Homes for Sale at Year End Priced \$100,000 and Below

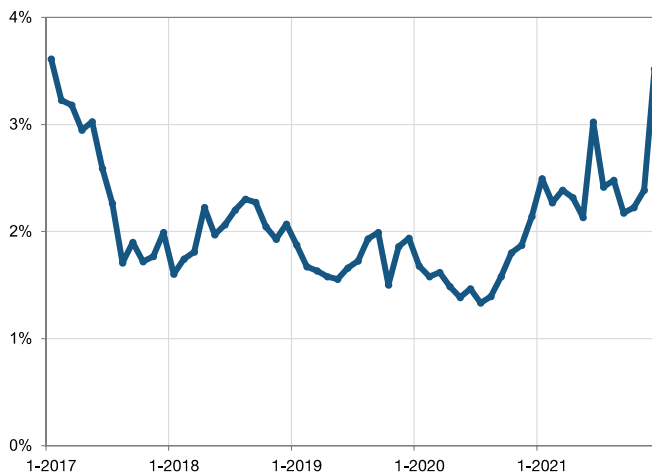
**- 19.0%**

One-Year Change in Homes for Sale Priced \$100,000 and Below

## Days on Market Until Sale by Price Range



## Share of Homes for Sale \$100,000 and Below



**\$225,001 to \$375,000**

Price Range with the Most Closed Sales

**+ 12.7%**

Price Range with Strongest One-Year Change in Sales: 375,001 to 650,000

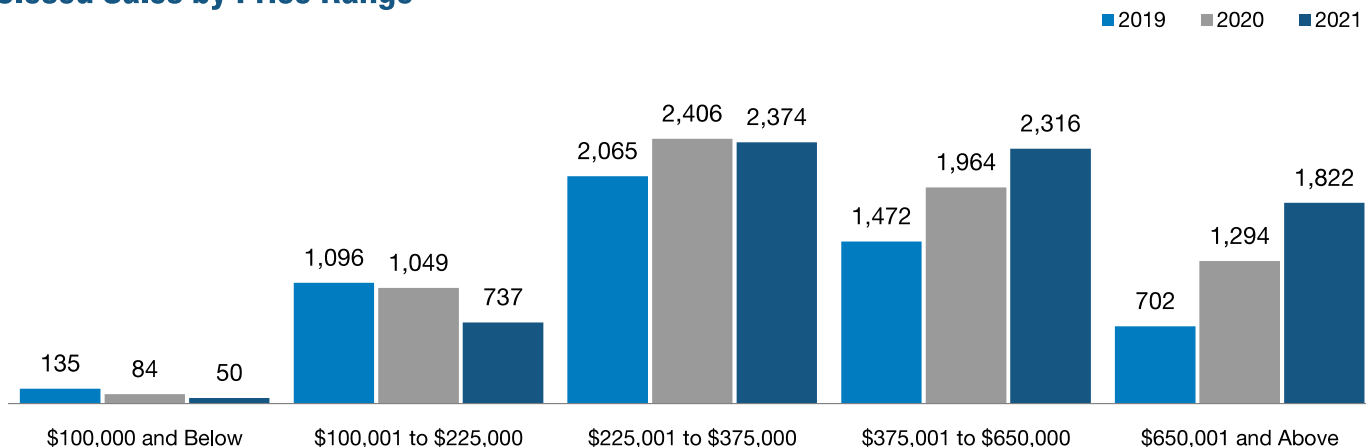
**\$100,000 and Below**

Price Range with the Fewest Closed Sales

**- 40.5%**

Price Range with Weakest One-Year Change in Sales: \$100,000 and Below

## Closed Sales by Price Range



# Property Type Review

# 109

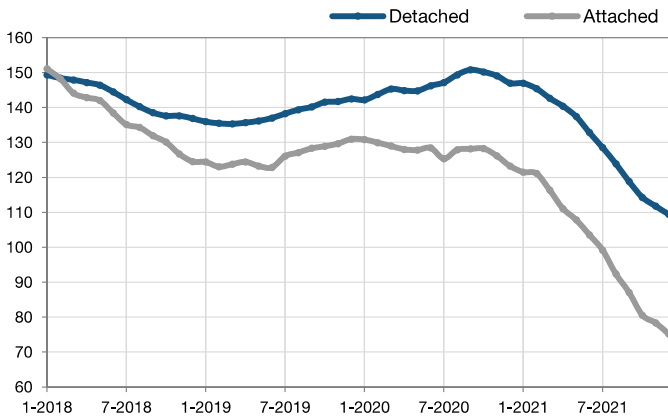
Average Days on Market  
Detached

# 75

Average Days on Market  
Attached

## Days on Market Until Sale

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



## Top Areas: Attached Market Share in 2021

45: Orangeburg County	100.0%
7: Folly Field	90.5%
3: Shipyard	89.1%
2: Forest Beach	85.4%
6: Palmetto Dunes	67.3%
14: HH General	63.0%
1: Sea Pines	31.8%
8: Port Royal	26.1%
35: Fripp Island	12.5%
16: Bluffton General	12.4%
13: Windmill Harbour	11.8%
32: Hampton Pointe	10.0%
15: Daufuskie Island	9.6%
34: Hampton Lake	8.9%

# + 11.9%

One-Year Change in Price  
Detached

# + 18.2%

One-Year Change in Price  
Attached

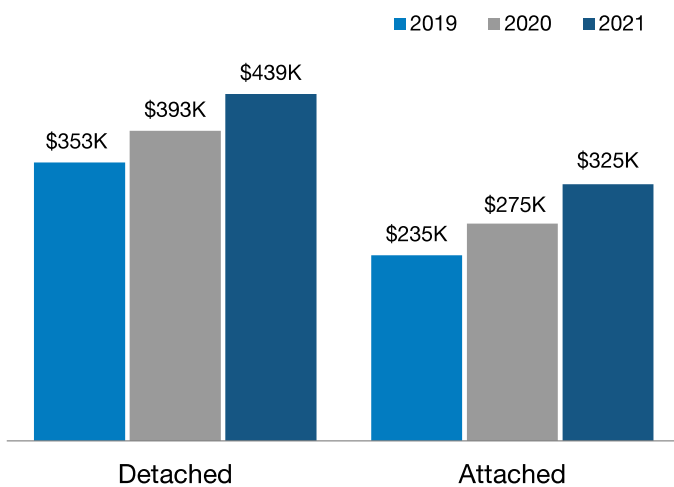
# 99.3%

Pct. of List Price Received  
Detached

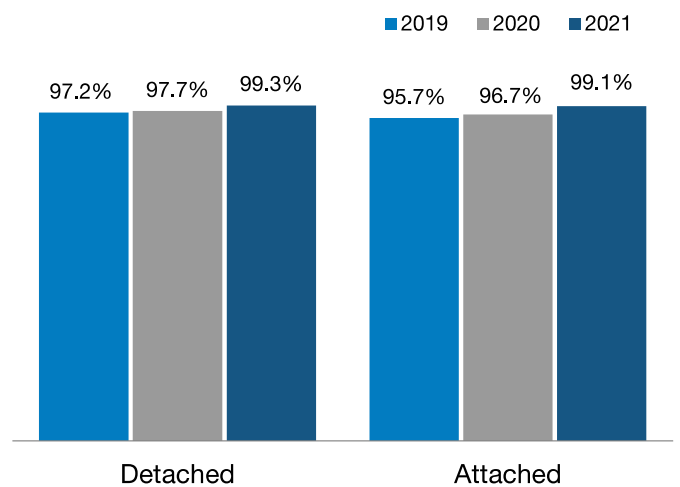
# 99.1%

Pct. of List Price Received  
Attached

## Median Sales Price



## Percent of List Price Received



# Area Overviews

	Total Closed Sales	Change from 2020	Percent Attached	Percent Distressed	Months Supply of Inventory	Days on Market	Pct. of List Price Received
1: Sea Pines	493	--	31.8%	0.0%	0.6	94	98.4%
2: Forest Beach	412	+ 26.8%	85.4%	0.0%	1.2	87	98.6%
3: Shipyard	128	- 3.8%	89.1%	0.0%	0.9	56	100.2%
4: Wexford	46	- 17.9%	0.0%	0.0%	0.3	133	96.0%
5: Long Cove	53	+ 15.2%	0.0%	0.0%	1.0	92	98.4%
6: Palmetto Dunes	388	- 0.3%	67.3%	0.0%	0.5	81	99.6%
7: Folly Field	189	+ 23.5%	90.5%	0.0%	1.7	71	98.9%
8: Port Royal	69	- 23.3%	26.1%	0.0%	1.3	94	97.9%
9: Hilton Head Plantation	304	- 11.9%	6.3%	0.0%	0.4	77	99.9%
10: Palmetto Hall	36	- 43.8%	0.0%	0.0%	1.0	79	98.5%
11: Indigo Run	68	- 5.6%	1.5%	0.0%	0.8	82	100.0%
12: Spanish Wells	19	+ 46.2%	0.0%	0.0%	1.3	142	97.0%
13: Windmill Harbour	51	+ 30.8%	11.8%	0.0%	0.2	115	96.6%
14: HH General (Condos / Villas)	416	+ 11.8%	100.0%	0.0%	0.7	72	98.5%
14: HH General (Detached)	244	+ 9.9%	0.0%	0.0%	1.0	114	98.8%
15: Daufuskie Island	83	20.3%	9.6%	0.0%	1.7	158	95.6%
16: Bluffton General	1,468	8.1%	12.4%	0.0%	0.5	89	99.7%
17: Moss Creek	76	-32.1%	3.9%	0.0%	0.5	80	99.4%
18: Colleton River	43	-30.6%	0.0%	0.0%	2.1	132	98.3%
19: Belfair	60	-13.0%	0.0%	0.0%	1.0	156	97.9%
20: Rose Hill	93	27.4%	0.0%	0.0%	0.1	101	98.6%
21: Berkeley Hall	61	24.5%	0.0%	0.0%	0.8	101	99.0%
22: Palmetto Bluff	112	9.8%	0.0%	0.0%	1.2	139	98.8%
23: Sun City / Riverbend	776	12.3%	0.0%	0.0%	0.5	76	100.6%
24: Oldfield	57	23.9%	0.0%	0.0%	1.1	114	98.4%
25: Callawassie Island	73	92.1%	0.0%	0.0%	1.8	172	97.9%
26: Spring Island	20	--	0.0%	0.0%	1.8	194	95.7%
27: Beaufort Co - N of Broad River	0	--	0.0%	0.0%	0.0	0	0.0%
28: Beaufort Co - S of Broad River	14	250.0%	0.0%	0.0%	3.4	128	93.9%
31: Hampton Hall	102	10.9%	0.0%	0.0%	0.7	105	99.5%
32: Hampton Pointe	10	-23.1%	10.0%	0.0%	1.6	185	97.0%
33: Hilton Head Lakes	31	10.7%	0.0%	0.0%	0.7	218	98.8%
34: Hampton Lake	112	-10.4%	8.9%	0.0%	0.4	116	98.7%
35: Fripp Island	24	-29.4%	12.5%	0.0%	0.9	195	96.9%
40: Jasper County	234	10.9%	4.7%	0.0%	1.3	110	98.0%
41: Allendale County	1	--	0.0%	0.0%	1.0	618	100.0%
42: Barnwell County	0	--	0.0%	0.0%	0.0	0	0.0%
43: Colleton County	4	300.0%	0.0%	0.0%	1.2	90	97.6%
44: Hampton County	12	-7.7%	0.0%	0.0%	2.9	51	93.8%
45: Orangeburg County	1	--	100.0%	0.0%	1.0	119	83.6%
46: Bamberg County	0	--	0.0%	0.0%	0.0	0	0.0%
Mainland	2,990	9.8%	6.4%	0.0%	0.6	95	99.6%

# Area Historical Median Prices



	2018	2019	2020	2021	Change From 2020	Change From 2017
1: Sea Pines	\$573,500	\$570,000	\$687,000	\$865,000	+ 25.9%	+ 51.8%
2: Forest Beach	\$250,000	\$265,000	\$305,000	\$385,000	+ 26.2%	+ 45.3%
3: Shipyard	\$306,250	\$330,000	\$360,000	\$465,500	+ 29.3%	+ 41.1%
4: Wexford	\$1,005,000	\$887,500	\$1,072,500	\$1,390,750	+ 29.7%	+ 56.7%
5: Long Cove	\$585,000	\$615,000	\$670,000	\$950,000	+ 41.8%	+ 54.5%
6: Palmetto Dunes	\$459,500	\$495,900	\$545,000	\$710,000	+ 30.3%	+ 43.2%
7: Folly Field	\$167,500	\$176,250	\$204,900	\$275,000	+ 34.2%	+ 56.0%
8: Port Royal	\$590,000	\$610,000	\$693,500	\$827,700	+ 19.4%	+ 35.7%
9: Hilton Head Plantation	\$450,000	\$456,550	\$492,000	\$628,500	+ 27.7%	+ 37.7%
10: Palmetto Hall	\$540,000	\$559,000	\$577,250	\$784,500	+ 35.9%	+ 40.3%
11: Indigo Run	\$680,000	\$669,150	\$717,000	\$768,000	+ 7.1%	+ 14.8%
12: Spanish Wells	\$1,015,000	\$1,175,000	\$1,425,000	\$1,900,000	+ 33.3%	+ 61.7%
13: Windmill Harbour	\$565,000	\$600,000	\$680,001	\$899,000	+ 32.2%	+ 49.8%
14: HH General (Condos / Villas)	\$139,500	\$152,000	\$178,575	\$216,500	+ 21.2%	+ 42.4%
14: HH General (Detached)	\$340,000	\$335,000	\$386,000	\$454,516	+ 17.8%	+ 35.7%
15: Daufuskie Island	\$325,000	\$404,000	\$395,000	\$549,000	+ 39.0%	+ 35.9%
16: Bluffton General	\$254,000	\$269,995	\$286,900	\$330,745	+ 15.3%	+ 22.5%
17: Moss Creek	\$450,000	\$401,000	\$392,500	\$467,500	+ 19.1%	+ 16.6%
18: Colleton River	\$801,750	\$877,500	\$1,020,000	\$980,000	- 3.9%	+ 11.7%
19: Belfair	\$550,500	\$562,500	\$660,000	\$879,000	+ 33.2%	+ 56.3%
20: Rose Hill	\$345,000	\$400,000	\$410,000	\$505,000	+ 23.2%	+ 26.3%
21: Berkeley Hall	\$390,000	\$417,000	\$705,000	\$879,000	+ 24.7%	+ 110.8%
22: Palmetto Bluff	\$1,265,000	\$1,231,250	\$1,377,500	\$1,805,000	+ 31.0%	+ 46.6%
23: Sun City / Riverbend	\$284,950	\$300,000	\$309,450	\$370,000	+ 19.6%	+ 23.3%
24: Oldfield	\$675,000	\$662,500	\$750,000	\$791,900	+ 5.6%	+ 19.5%
25: Callawassie Island	\$375,000	\$386,950	\$399,950	\$469,000	+ 17.3%	+ 21.2%
26: Spring Island	\$1,080,000	\$0	\$1,307,500	\$1,485,000	+ 13.6%	--
27: Beaufort Co - N of Broad River	\$210,200	\$0	\$0	\$0	--	--
28: Beaufort Co - S of Broad River	\$627,500	\$705,000	\$453,750	\$552,500	+ 21.8%	- 21.6%
31: Hampton Hall	\$560,000	\$579,500	\$563,000	\$724,000	+ 28.6%	+ 24.9%
32: Hampton Pointe	\$275,500	\$369,900	\$318,000	\$465,000	+ 46.2%	+ 25.7%
33: Hilton Head Lakes	\$328,000	\$335,900	\$295,015	\$354,775	+ 20.3%	+ 5.6%
34: Hampton Lake	\$529,281	\$549,000	\$547,500	\$670,000	+ 22.4%	+ 22.0%
35: Fripp Island	\$534,500	\$307,500	\$542,450	\$465,650	- 14.2%	+ 51.4%
40: Jasper County	\$183,250	\$175,750	\$218,114	\$250,000	+ 14.6%	+ 42.2%
41: Allendale County	\$0	\$22,000	\$0	\$625,000	--	+ 2,740.9%
42: Barnwell County	\$0	\$0	\$0	\$0	--	--
43: Colleton County	\$145,000	\$18,000	\$70,112	\$249,000	+ 255.1%	+ 1,283.3%
44: Hampton County	\$72,550	\$120,000	\$72,000	\$198,500	+ 175.7%	+ 65.4%
45: Orangeburg County	\$0	\$0	\$0	\$46,000	--	--
46: Bamberg County	\$0	\$0	\$85,000	\$0	- 100.0%	--
Mainland	\$288,165	\$307,000	\$335,000	\$385,115	+ 15.0%	+ 25.4%