

Local Market Update – January 2026

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



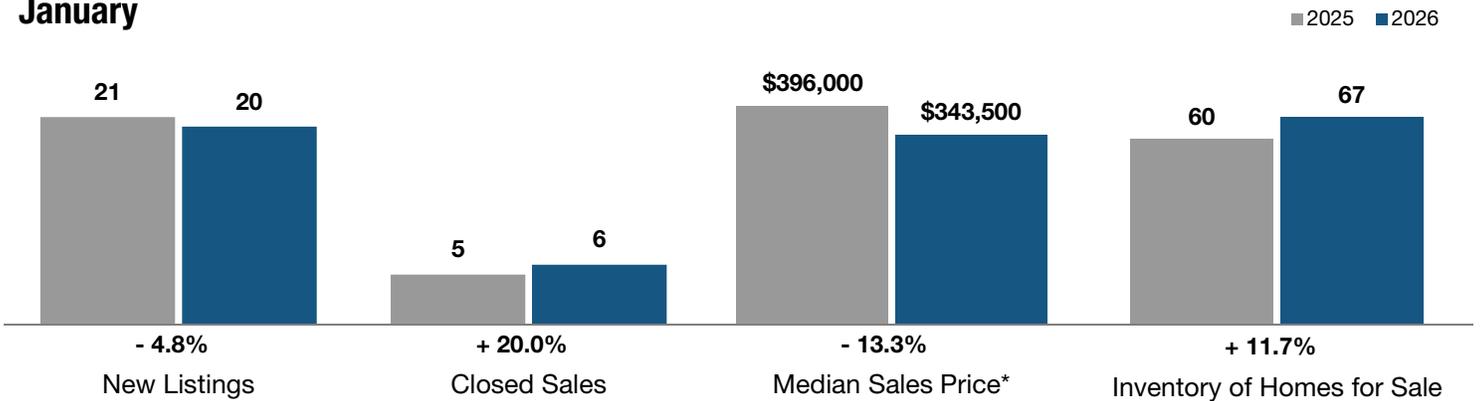
Folly Field

Condos / Villas Only

Key Metrics	January			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	21	20	- 4.8%	21	20	- 4.8%
Closed Sales	5	6	+ 20.0%	5	6	+ 20.0%
Median Sales Price*	\$396,000	\$343,500	- 13.3%	\$396,000	\$343,500	- 13.3%
Percent of List Price Received*	96.1%	97.5%	+ 1.5%	96.1%	97.5%	+ 1.5%
Days on Market Until Sale	130	170	+ 30.6%	130	170	+ 30.6%
Inventory of Homes for Sale	60	67	+ 11.7%	--	--	--

* 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

