

Monthly Indicators



January 2025

U.S. existing-home sales fell for the first time since September, slipping 4.9% month-over-month to a seasonally adjusted annual rate of 4.08 million units, according to the National Association of REALTORS® (NAR), as elevated home prices and higher interest rates continue to impact buyer activity. Despite the drop, sales were up 2% compared to the same period last year, marking the fourth consecutive monthly year-over-year increase.

New Listings were up 15.0 percent to 621. Pending Sales decreased 10.7 percent to 392. Inventory grew 25.2 percent to 1,679 units.

Prices moved lower as Median Sales Price was down 4.7 percent to \$547,900. Days on Market increased 35.3 percent to 69 days. Months Supply of Inventory was up 29.0 percent to 4.0 months.

The limited number of properties for sale has continued to push home prices higher nationwide. At last measure, the national median existing-home price was \$396,900, a 4.8% increase from one year earlier, with prices up in all four regions, according to NAR. Meanwhile, total housing inventory heading into February stood at 1.18 million units, up 3.5% month-over-month and 16.8% year-over-year, for a 3.5-month supply at the current sales pace.

Quick Facts

+ 14.2%	- 4.7%	+ 29.0%
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.

Market Overview	2
New Listings	3
Pending Sales	4
Closed Sales	5
Days on Market Until Sale	6
Median Sales Price	7
Average Sales Price	8
Percent of List Price Received	9
Housing Affordability Index	10
Inventory of Homes for Sale	11
Months Supply of Inventory	12

Market Overview

Key market metrics for the current month and year-to-date figures.



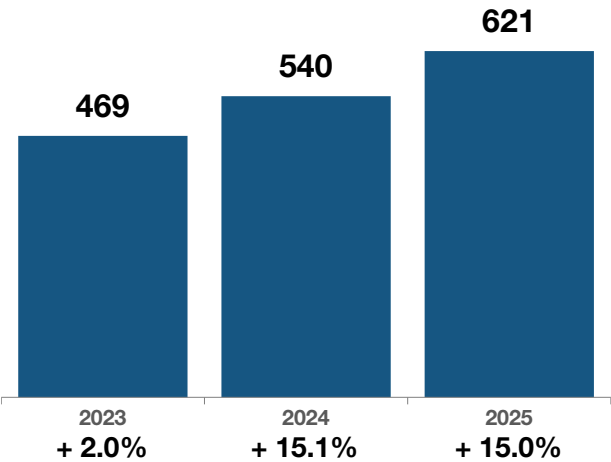
Key Metrics	Historical Sparkbars	01-2024	01-2025	Percent Change	YTD 2024	YTD 2025	Percent Change
New Listings		540	621	+ 15.0%	540	621	+ 15.0%
Pending Sales		439	392	- 10.7%	439	392	- 10.7%
Closed Sales		310	354	+ 14.2%	310	354	+ 14.2%
Days on Market		51	69	+ 35.3%	51	69	+ 35.3%
Median Sales Price		\$574,907	\$547,900	- 4.7%	\$574,907	\$547,900	- 4.7%
Average Sales Price		\$780,490	\$845,348	+ 8.3%	\$780,490	\$845,348	+ 8.3%
Pct. of List Price Received		97.1%	97.2%	+ 0.1%	97.1%	97.2%	+ 0.1%
Housing Affordability Index		57	59	+ 3.5%	57	59	+ 3.5%
Inventory of Homes for Sale		1,341	1,679	+ 25.2%	--	--	--
Months Supply of Inventory		3.1	4.0	+ 29.0%	--	--	--

New Listings

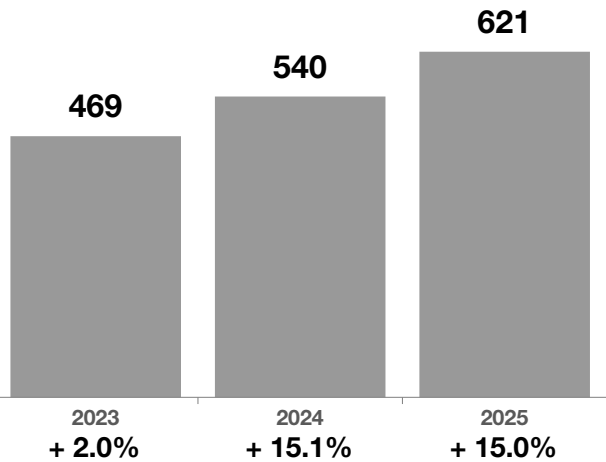
A count of the properties that have been newly listed on the market in a given month.



January

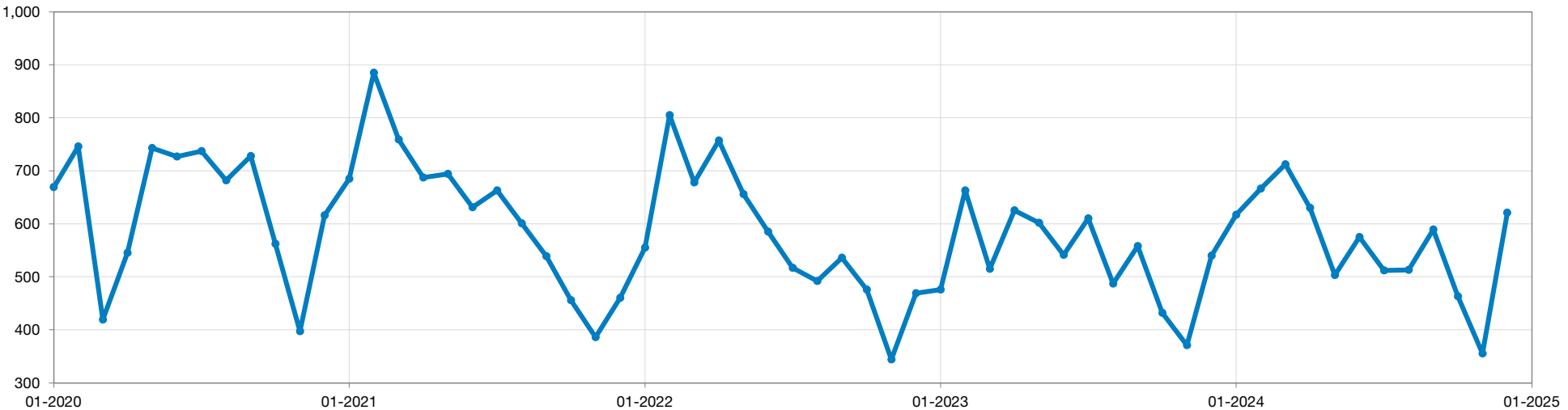


Year to Date



New Listings		Prior Year	Percent Change
February 2024	617	476	+29.6%
March 2024	666	663	+0.5%
April 2024	712	515	+38.3%
May 2024	630	625	+0.8%
June 2024	503	602	-16.4%
July 2024	575	541	+6.3%
August 2024	512	610	-16.1%
September 2024	513	487	+5.3%
October 2024	589	558	+5.6%
November 2024	463	432	+7.2%
December 2024	355	371	-4.3%
January 2025	621	540	+15.0%
12-Month Avg	563	535	+5.2%

Historical New Listings by Month

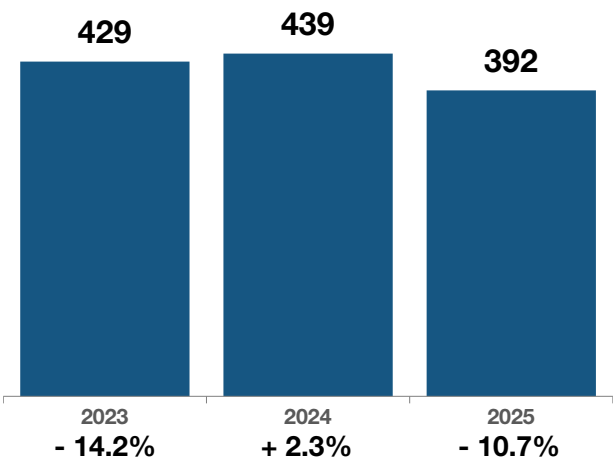


Pending Sales

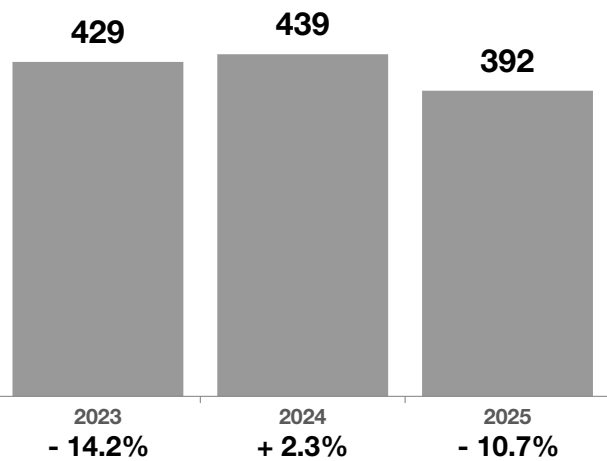
A count of the properties on which offers have been accepted in a given month.



January

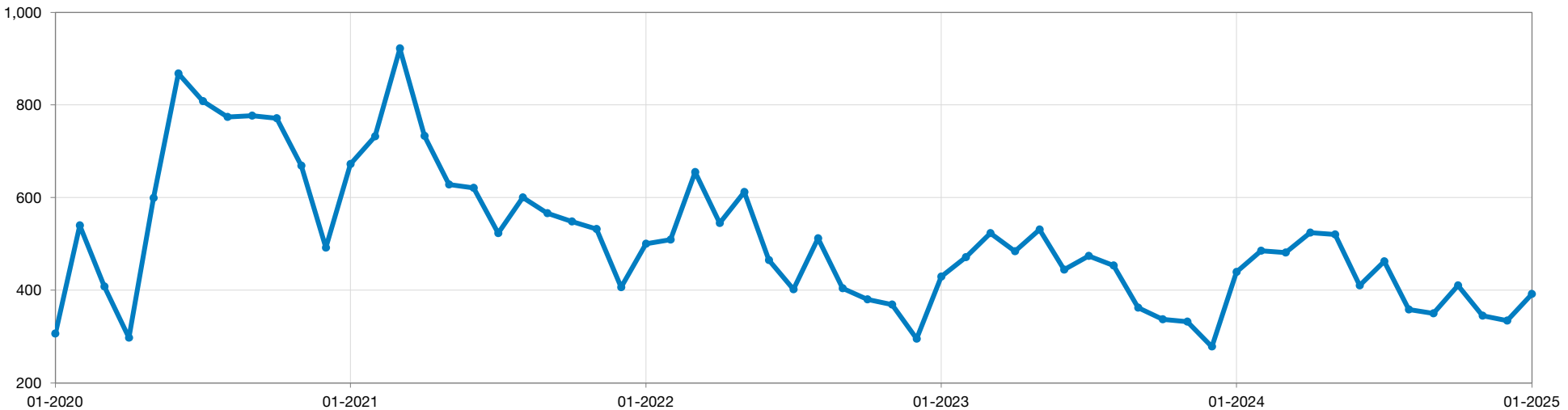


Year to Date



Pending Sales		Prior Year	Percent Change
February 2024	485	471	+3.0%
March 2024	481	523	-8.0%
April 2024	524	484	+8.3%
May 2024	520	531	-2.1%
June 2024	410	444	-7.7%
July 2024	462	474	-2.5%
August 2024	358	453	-21.0%
September 2024	350	362	-3.3%
October 2024	410	337	+21.7%
November 2024	345	332	+3.9%
December 2024	334	278	+20.1%
January 2025	392	439	-10.7%
12-Month Avg	423	427	-1.1%

Historical Pending Sales by Month

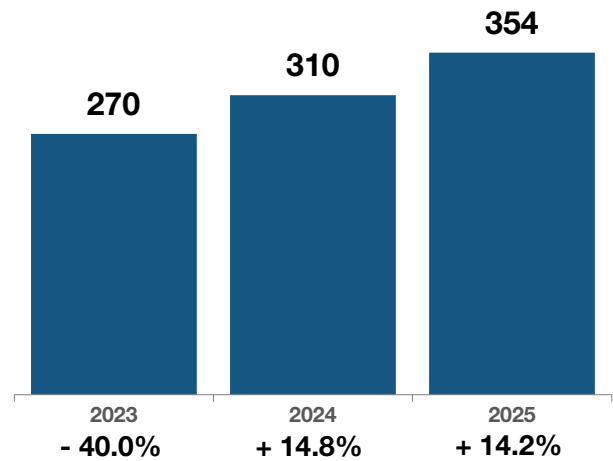


Closed Sales

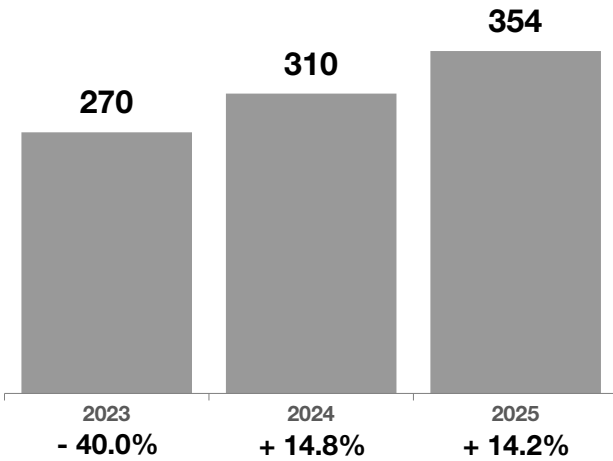
A count of the actual sales that closed in a given month.



January

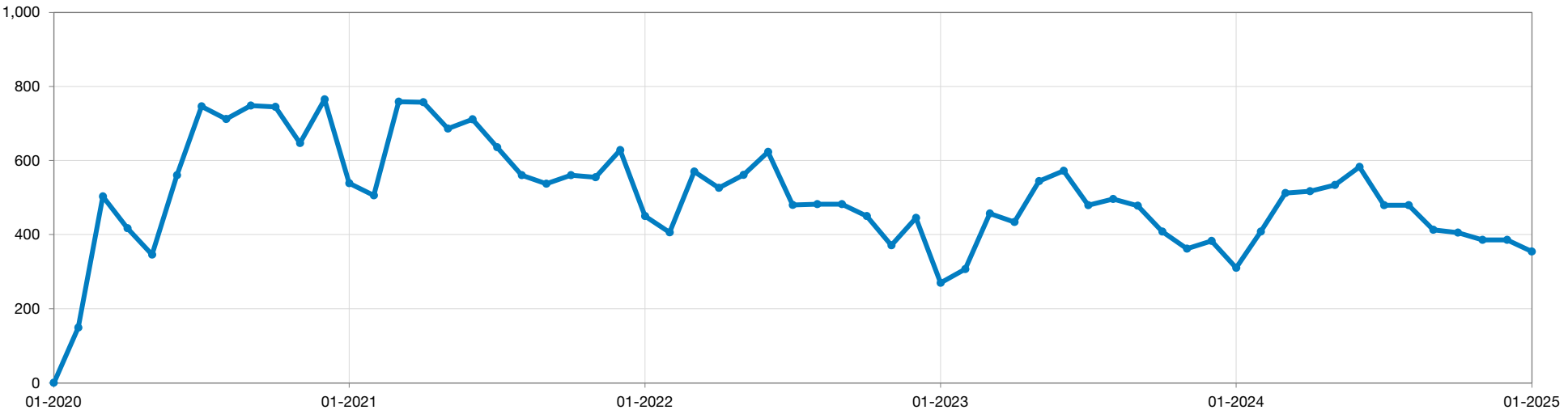


Year to Date



Closed Sales		Prior Year	Percent Change
February 2024	408	307	+32.9%
March 2024	512	457	+12.0%
April 2024	517	434	+19.1%
May 2024	534	544	-1.8%
June 2024	583	572	+1.9%
July 2024	479	479	0.0%
August 2024	479	496	-3.4%
September 2024	413	478	-13.6%
October 2024	405	408	-0.7%
November 2024	386	362	+6.6%
December 2024	386	383	+0.8%
January 2025	354	310	+14.2%
12-Month Avg	455	436	+4.3%

Historical Closed Sales by Month

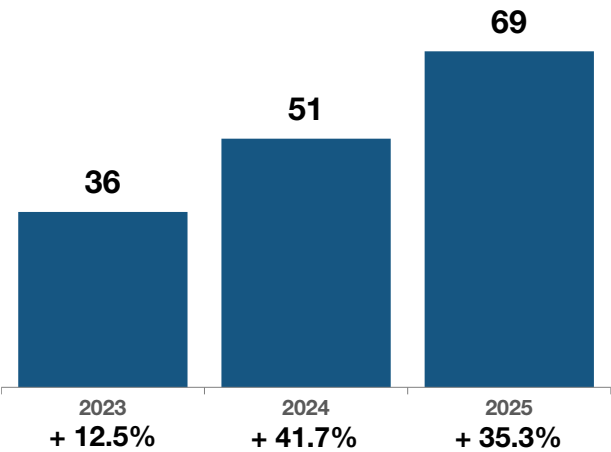


Days on Market Until Sale

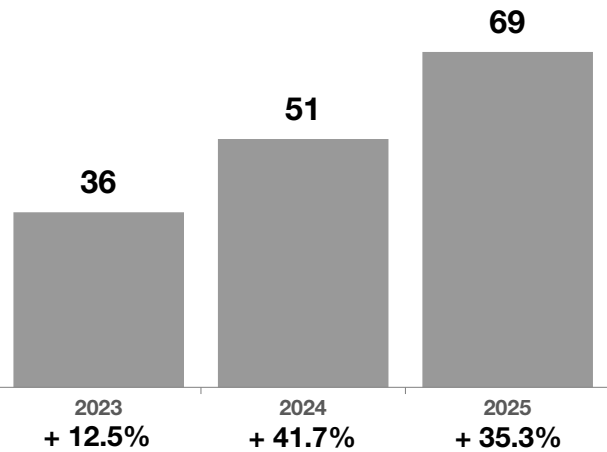
Average number of days between when a property is listed and when an offer is accepted in a given month.



January



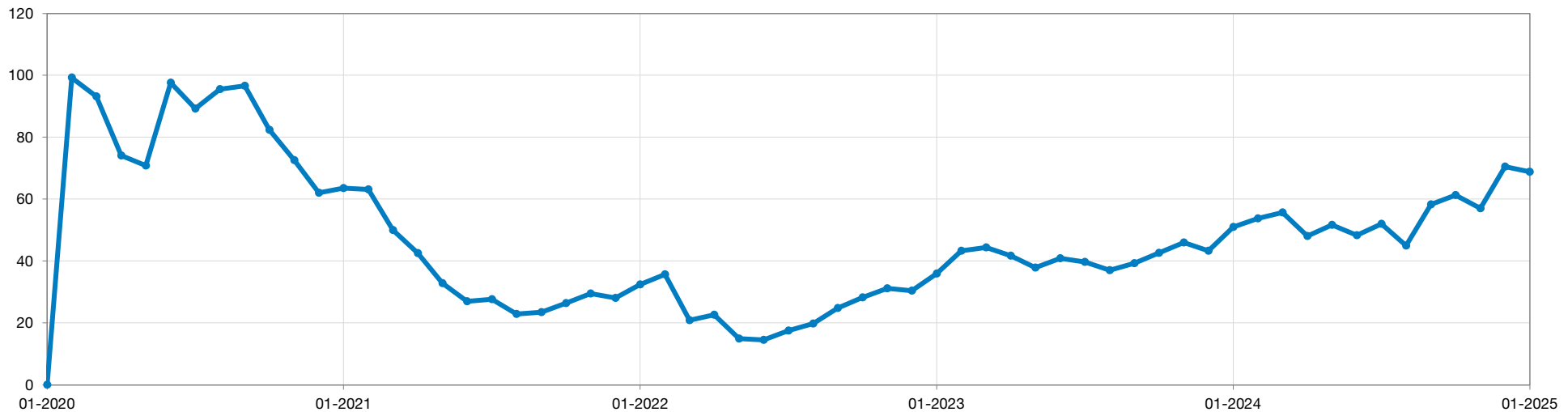
Year to Date



Days on Market		Prior Year	Percent Change
February 2024	54	43	+25.6%
March 2024	56	44	+27.3%
April 2024	48	42	+14.3%
May 2024	52	38	+36.8%
June 2024	48	41	+17.1%
July 2024	52	40	+30.0%
August 2024	45	37	+21.6%
September 2024	58	39	+48.7%
October 2024	61	43	+41.9%
November 2024	57	46	+23.9%
December 2024	70	43	+62.8%
January 2025	69	51	+35.3%
12-Month Avg*	55	42	+31.0%

* Average Days on Market of all properties from February 2024 through January 2025. This is not the average of the individual figures above.

Historical Days on Market Until Sale by Month

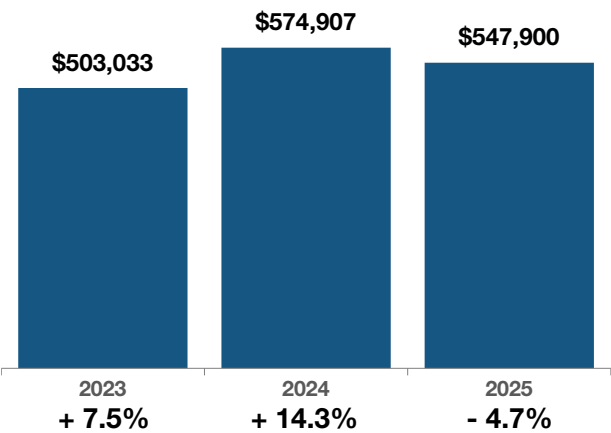


Median Sales Price

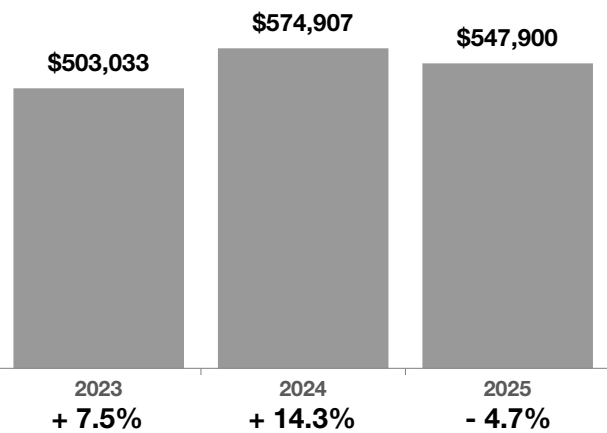
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



January



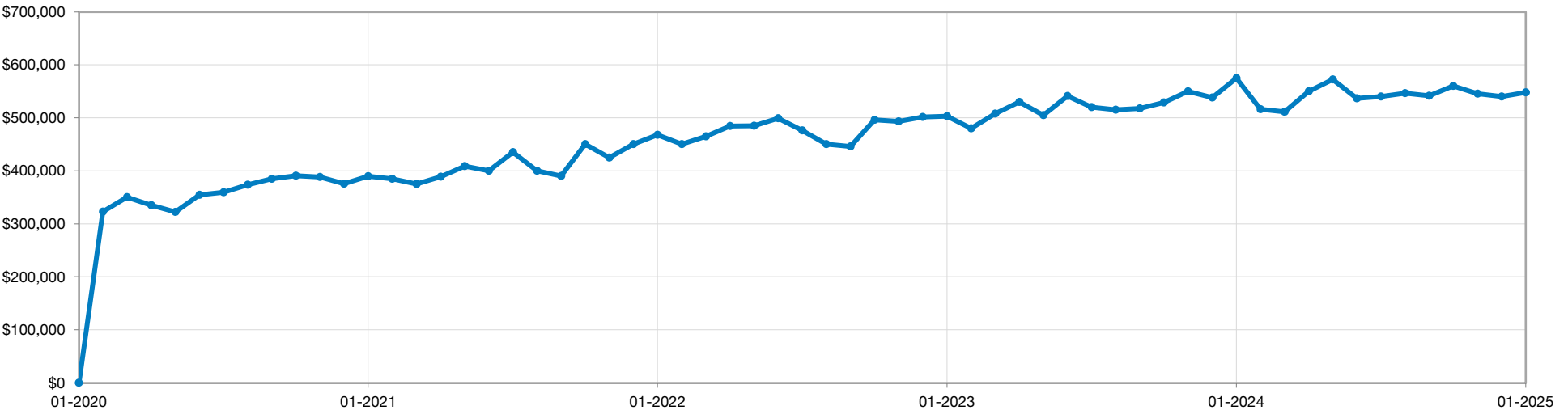
Year to Date



Median Sales Price		Prior Year	Percent Change
February 2024	\$516,063	\$480,000	+7.5%
March 2024	\$511,250	\$507,983	+0.6%
April 2024	\$549,900	\$530,000	+3.8%
May 2024	\$572,500	\$505,000	+13.4%
June 2024	\$536,755	\$541,133	-0.8%
July 2024	\$540,000	\$520,000	+3.8%
August 2024	\$546,386	\$515,000	+6.1%
September 2024	\$541,500	\$517,500	+4.6%
October 2024	\$560,000	\$529,000	+5.9%
November 2024	\$545,195	\$550,000	-0.9%
December 2024	\$540,000	\$538,000	+0.4%
January 2025	\$547,900	\$574,907	-4.7%
12-Month Med*	\$540,700	\$525,000	+3.0%

* Median Sales Price of all properties from February 2024 through January 2025. This is not the median of the individual figures above.

Historical Median Sales Price by Month

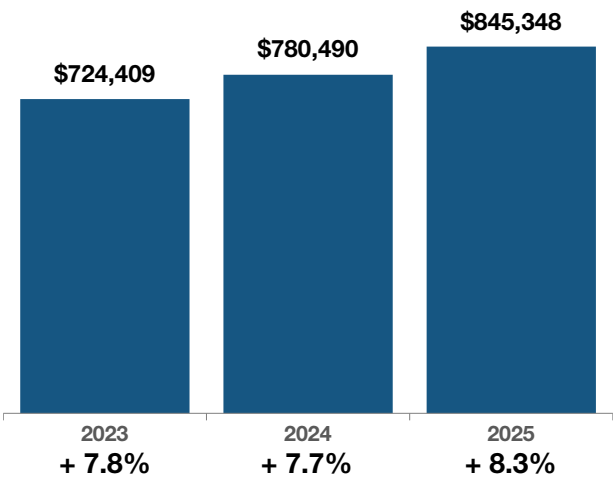


Average Sales Price

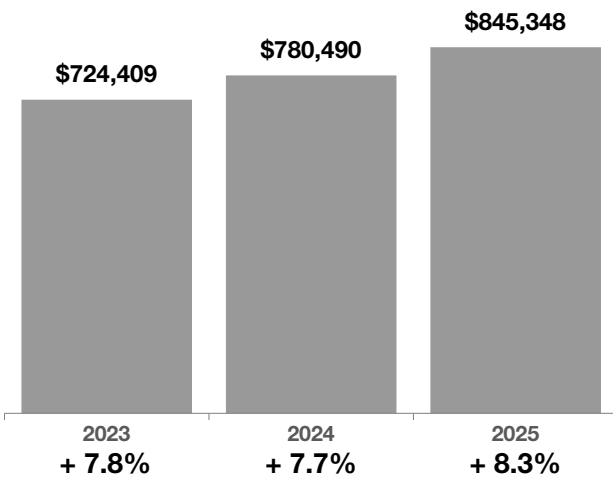
Average sales price for all closed sales, not accounting for seller concessions, in a given month.



January



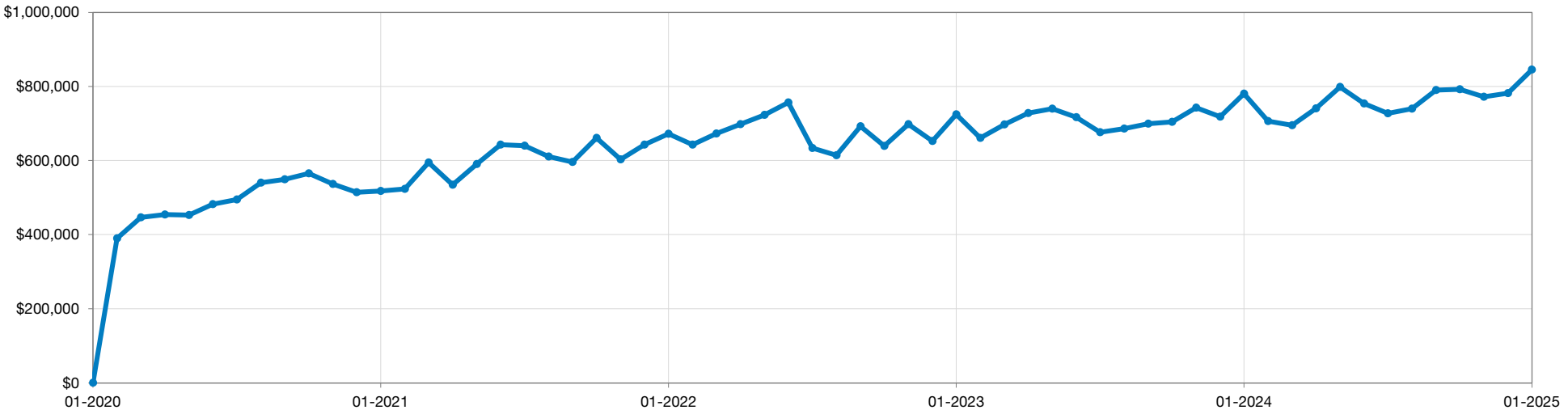
Year to Date



Avg. Sales Price		Prior Year	Percent Change
February 2024	\$706,028	\$660,783	+6.8%
March 2024	\$695,288	\$697,429	-0.3%
April 2024	\$740,484	\$727,983	+1.7%
May 2024	\$798,323	\$739,991	+7.9%
June 2024	\$753,700	\$716,705	+5.2%
July 2024	\$726,965	\$676,071	+7.5%
August 2024	\$739,625	\$686,286	+7.8%
September 2024	\$790,472	\$699,471	+13.0%
October 2024	\$791,894	\$704,241	+12.4%
November 2024	\$772,131	\$742,744	+4.0%
December 2024	\$781,954	\$717,912	+8.9%
January 2025	\$845,348	\$780,490	+8.3%
12-Month Avg*	\$761,851	\$712,509	+6.9%

* Avg. Sales Price of all properties from February 2024 through January 2025. This is not the average of the individual figures above.

Historical Average Sales Price by Month

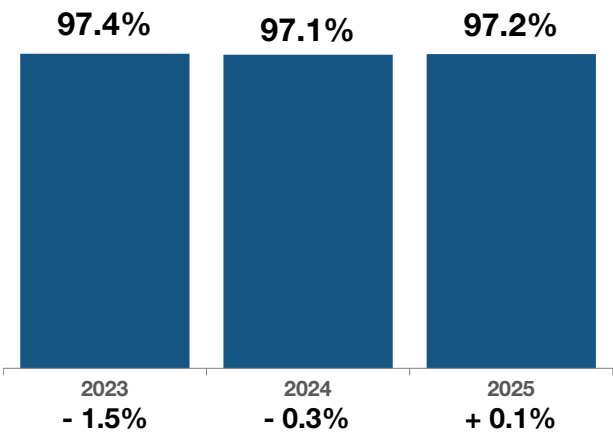


Percent of List Price Received

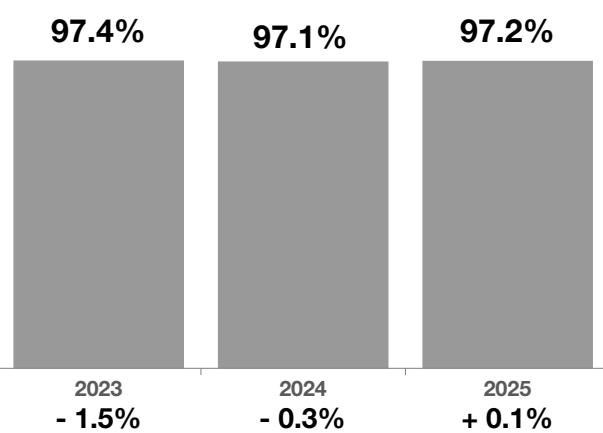
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



January



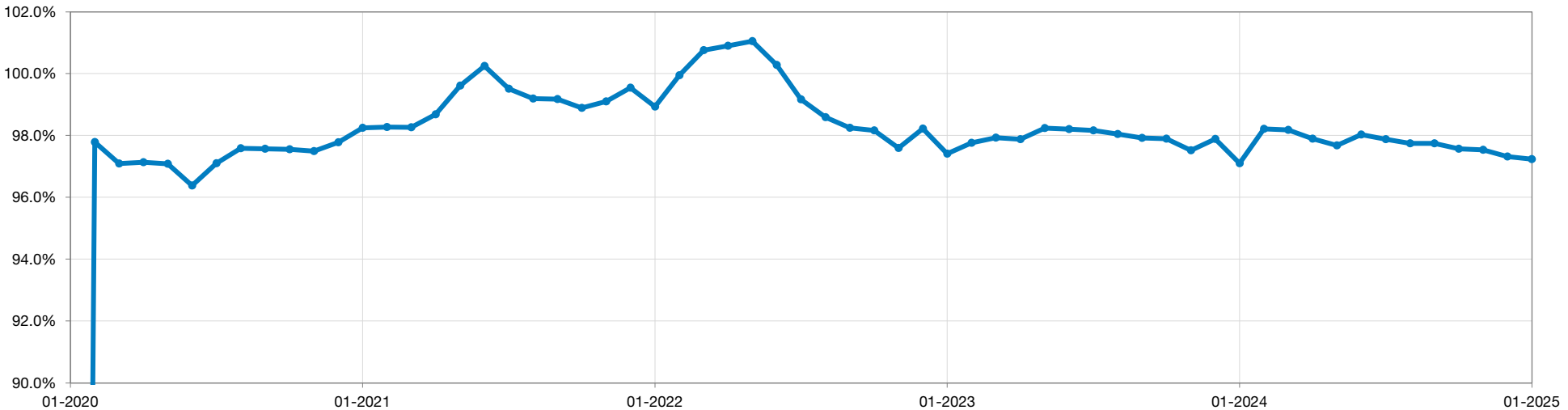
Year to Date



	Pct. of List Price Received	Prior Year	Percent Change
February 2024	98.2%	97.8%	+0.4%
March 2024	98.2%	97.9%	+0.3%
April 2024	97.9%	97.9%	0.0%
May 2024	97.7%	98.2%	-0.5%
June 2024	98.0%	98.2%	-0.2%
July 2024	97.9%	98.2%	-0.3%
August 2024	97.7%	98.0%	-0.3%
September 2024	97.7%	97.9%	-0.2%
October 2024	97.6%	97.9%	-0.3%
November 2024	97.5%	97.5%	0.0%
December 2024	97.3%	97.9%	-0.6%
January 2025	97.2%	97.1%	+0.1%
12-Month Avg*	97.8%	97.9%	-0.1%

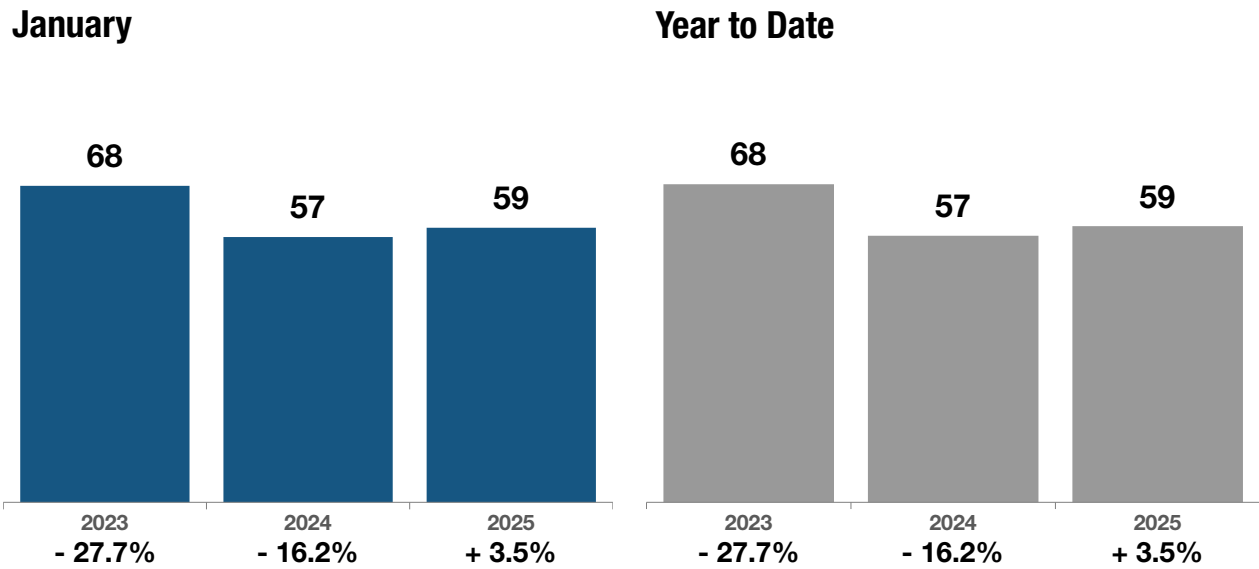
* Average Pct. of List Price Received for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

Historical Percent of List Price Received by Month



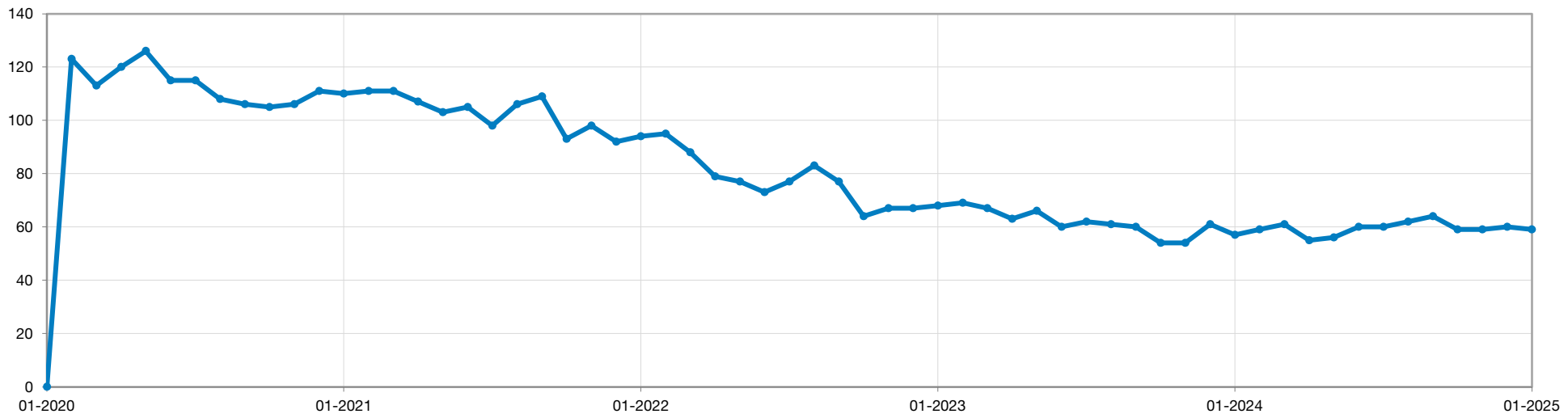
Housing Affordability Index

This index measures housing affordability for the region. For example, an index of 120 means the median household income is 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. A higher number means greater affordability.



Affordability Index		Prior Year	Percent Change
February 2024	59	69	-14.5%
March 2024	61	67	-9.0%
April 2024	55	63	-12.7%
May 2024	56	66	-15.2%
June 2024	60	60	0.0%
July 2024	60	62	-3.2%
August 2024	62	61	+1.6%
September 2024	64	60	+6.7%
October 2024	59	54	+9.3%
November 2024	59	54	+9.3%
December 2024	60	61	-1.6%
January 2025	59	57	+3.5%
12-Month Avg		60	-2.7%

Historical Housing Affordability Index by Month

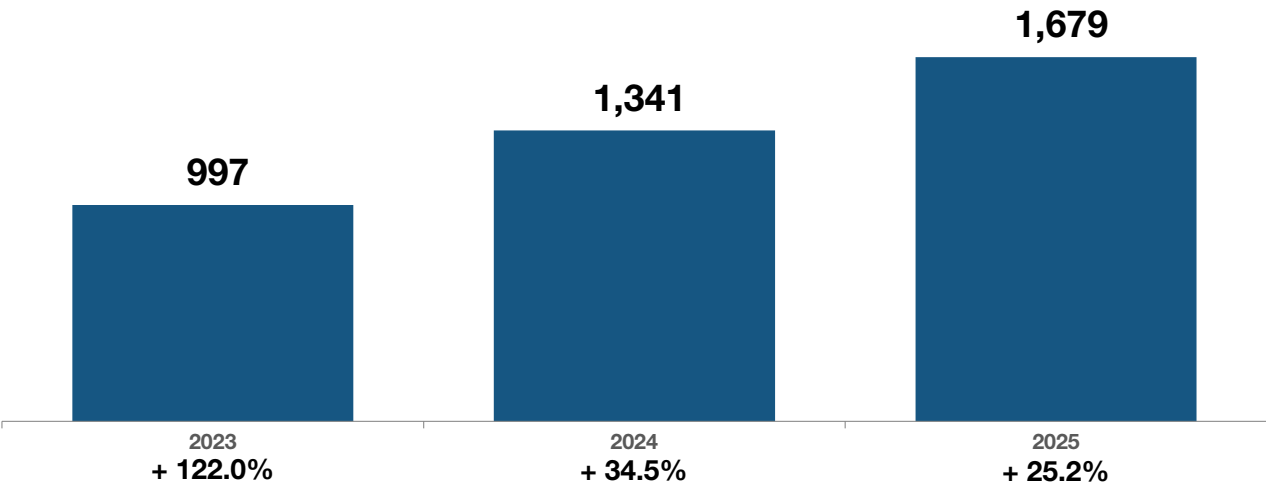


Inventory of Homes for Sale

The number of properties available for sale in active status at the end of a given month.



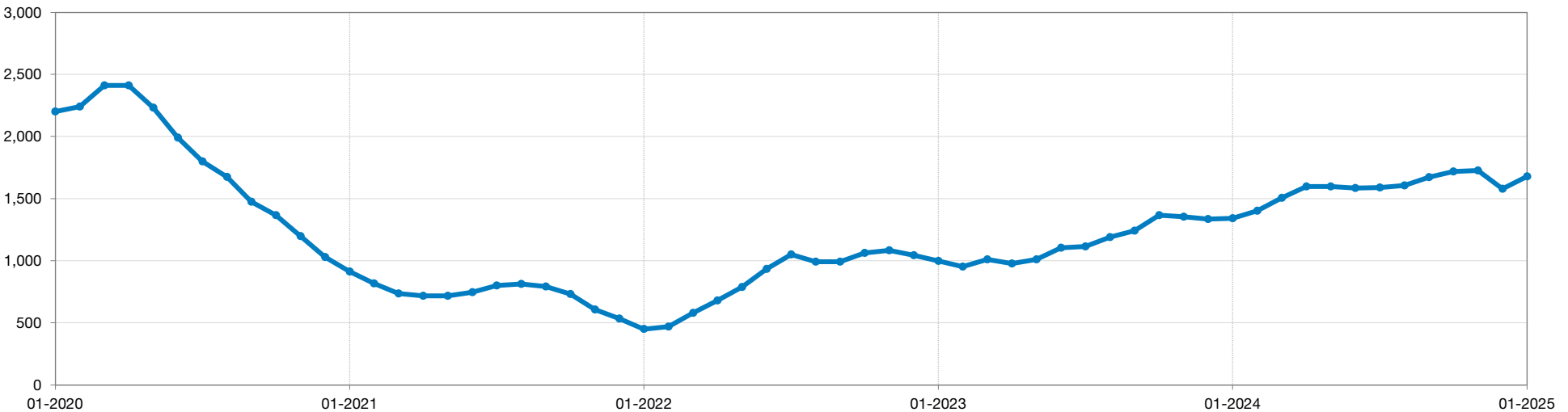
January



Homes for Sale		Prior Year	Percent Change
February 2024	1,401	952	+47.2%
March 2024	1,505	1,010	+49.0%
April 2024	1,597	977	+63.5%
May 2024	1,598	1,009	+58.4%
June 2024	1,585	1,104	+43.6%
July 2024	1,589	1,114	+42.6%
August 2024	1,605	1,188	+35.1%
September 2024	1,671	1,241	+34.6%
October 2024	1,718	1,366	+25.8%
November 2024	1,726	1,354	+27.5%
December 2024	1,578	1,335	+18.2%
January 2025	1,679	1,341	+25.2%
12-Month Avg*	1,604	1,166	+37.6%

* Homes for Sale for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

Historical Inventory of Homes for Sale by Month

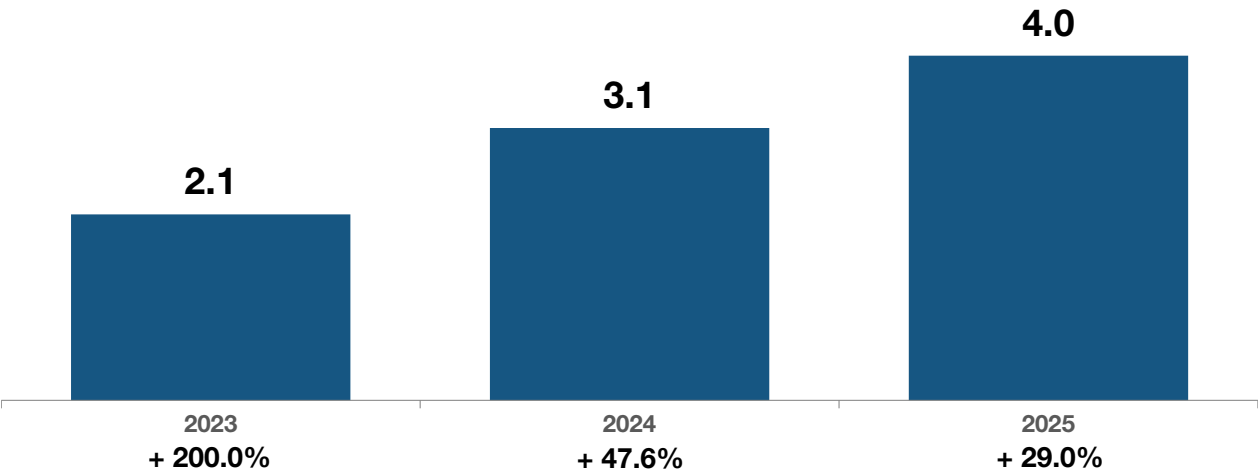


Months Supply of Inventory

The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.



January



Months Supply		Prior Year	Percent Change
February 2024	3.3	2.1	+57.1%
March 2024	3.5	2.2	+59.1%
April 2024	3.7	2.2	+68.2%
May 2024	3.7	2.3	+60.9%
June 2024	3.7	2.5	+48.0%
July 2024	3.8	2.5	+52.0%
August 2024	3.9	2.7	+44.4%
September 2024	4.0	2.9	+37.9%
October 2024	4.1	3.2	+28.1%
November 2024	4.1	3.2	+28.1%
December 2024	3.7	3.1	+19.4%
January 2025	4.0	3.1	+29.0%
12-Month Avg*	3.8	2.7	+40.7%

* Months Supply for all properties from February 2024 through January 2025. This is not the average of the individual figures above.

Historical Months Supply of Inventory by Month

