

Monthly Indicators



July 2025

U.S. existing-home sales fell 2.7% from the previous month to a seasonally adjusted annual rate of 3.93 million, according to the National Association of REALTORS® (NAR). Sales were unchanged from one year earlier. Regionally, monthly sales declined in the Midwest, Northeast, and South but rose in the West. Year-over-year, sales decreased in the Northeast and West but increased in the South and Midwest.

New Listings were down 0.7 percent to 571. Pending Sales increased 6.3 percent to 490. Inventory grew 27.7 percent to 2,031 units.

Prices moved higher as Median Sales Price was up 3.7 percent to \$559,900. Days on Market increased 82.7 percent to 95 days. Months Supply of Inventory was up 23.7 percent to 4.7 months.

Nationally, the median existing-home sales price rose 2.0% year-over-year to \$435,300, a new monthly high and the 24th consecutive month of annual price gains, according to NAR. Slower sales activity has contributed to rising inventory this year, with 1.53 million properties listed for sale heading into July, a 15.9% increase from the same time last year and equivalent to a 4.7-month supply at the current sales pace.

Quick Facts

+ 12.9%	+ 3.7%	+ 23.7%
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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Market Overview

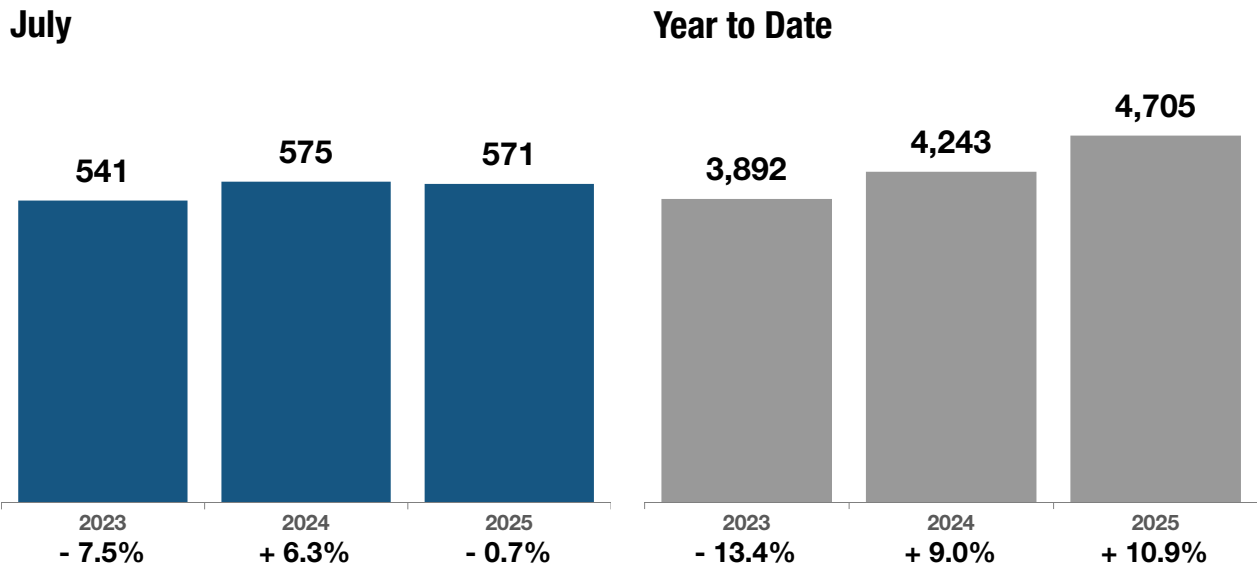
Key market metrics for the current month and year-to-date figures.



Key Metrics	Historical Sparkbars	07-2024	07-2025	Percent Change	YTD 2024	YTD 2025	Percent Change
New Listings		575	571	- 0.7%	4,243	4,705	+ 10.9%
Pending Sales		461	490	+ 6.3%	3,320	3,356	+ 1.1%
Closed Sales		479	541	+ 12.9%	3,343	3,232	- 3.3%
Days on Market		52	95	+ 82.7%	51	73	+ 43.1%
Median Sales Price		\$540,000	\$559,900	+ 3.7%	\$540,837	\$555,000	+ 2.6%
Average Sales Price		\$726,965	\$783,559	+ 7.8%	\$742,673	\$802,635	+ 8.1%
Pct. of List Price Received		97.9%	97.4%	- 0.5%	97.9%	97.5%	- 0.4%
Housing Affordability Index		60	58	- 3.3%	60	59	- 1.7%
Inventory of Homes for Sale		1,591	2,031	+ 27.7%	--	--	--
Months Supply of Inventory		3.8	4.7	+ 23.7%	--	--	--

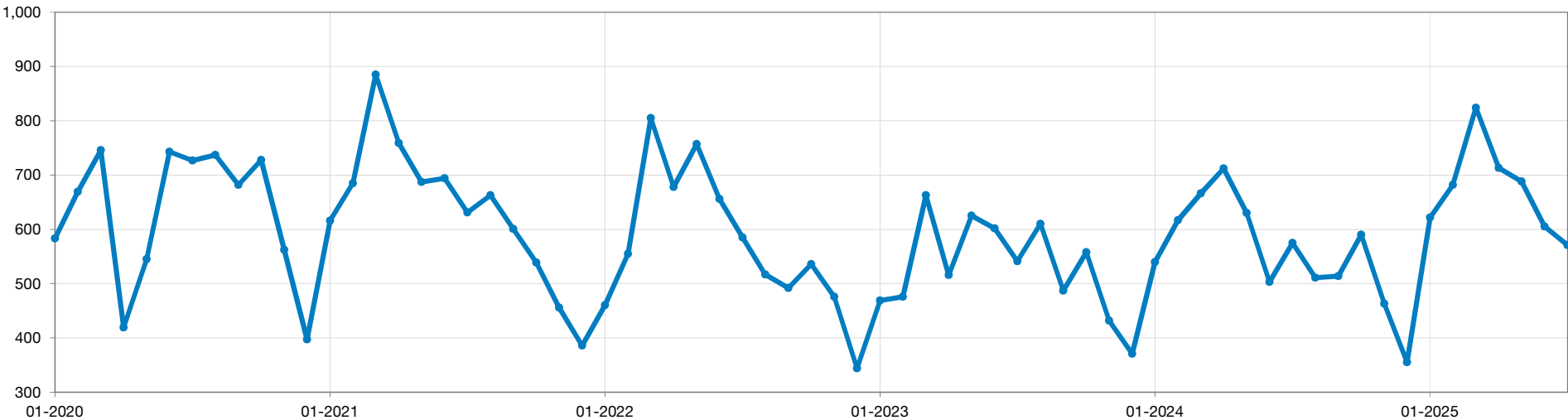
New Listings

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



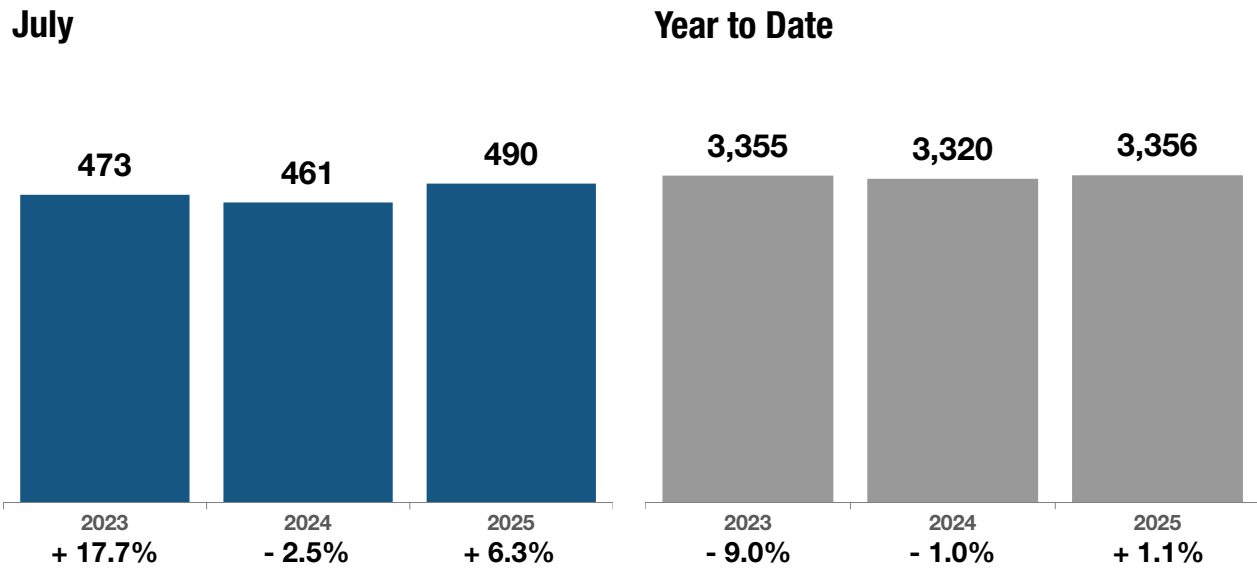
	New Listings	Prior Year	Percent Change
August 2024	511	610	-16.2%
September 2024	514	487	+5.5%
October 2024	590	558	+5.7%
November 2024	463	432	+7.2%
December 2024	355	371	-4.3%
January 2025	622	540	+15.2%
February 2025	682	617	+10.5%
March 2025	824	666	+23.7%
April 2025	713	712	+0.1%
May 2025	688	630	+9.2%
June 2025	605	503	+20.3%
July 2025	571	575	-0.7%
12-Month Avg	595	558	+6.5%

Historical New Listings by Month



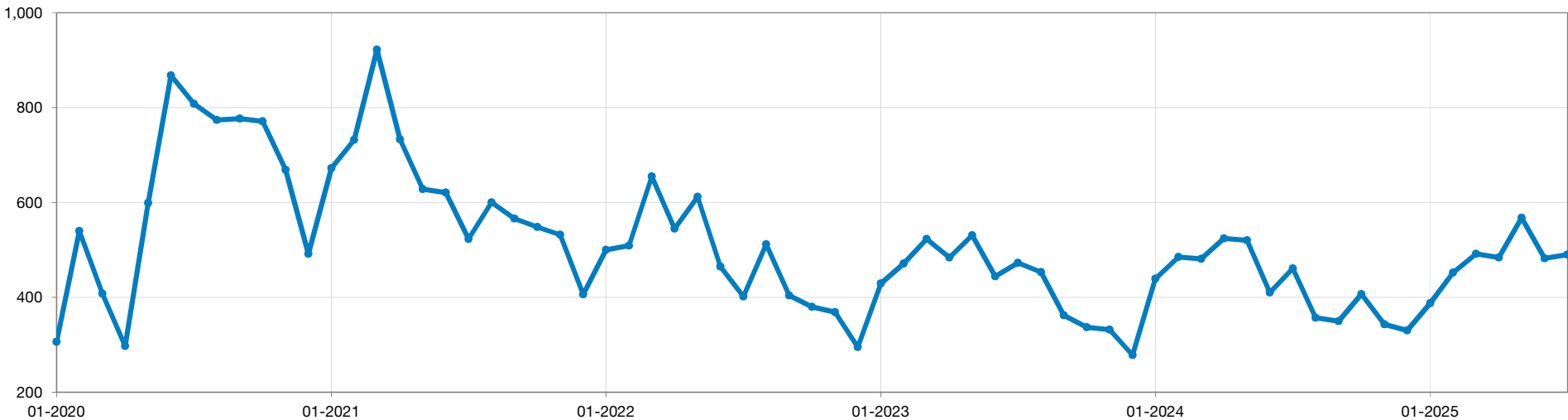
Pending Sales

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



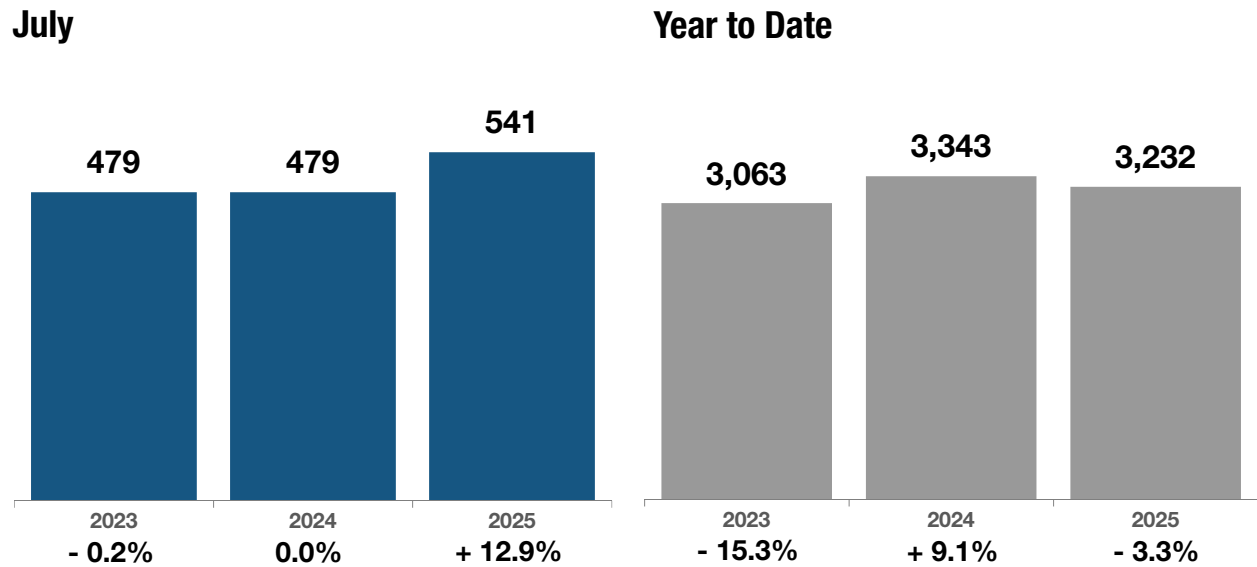
Pending Sales		Prior Year	Percent Change
August 2024	357	453	-21.2%
September 2024	350	362	-3.3%
October 2024	407	337	+20.8%
November 2024	343	332	+3.3%
December 2024	330	278	+18.7%
January 2025	388	439	-11.6%
February 2025	452	485	-6.8%
March 2025	492	481	+2.3%
April 2025	484	524	-7.6%
May 2025	568	520	+9.2%
June 2025	482	410	+17.6%
July 2025	490	461	+6.3%
12-Month Avg	429	424	+1.2%

Historical Pending Sales by Month



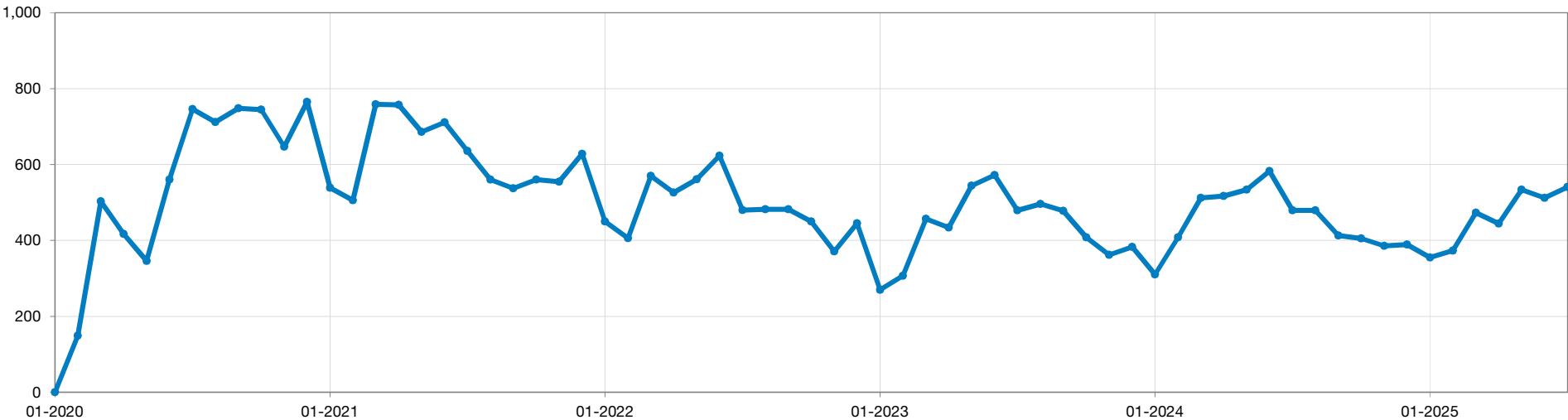
Closed Sales

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



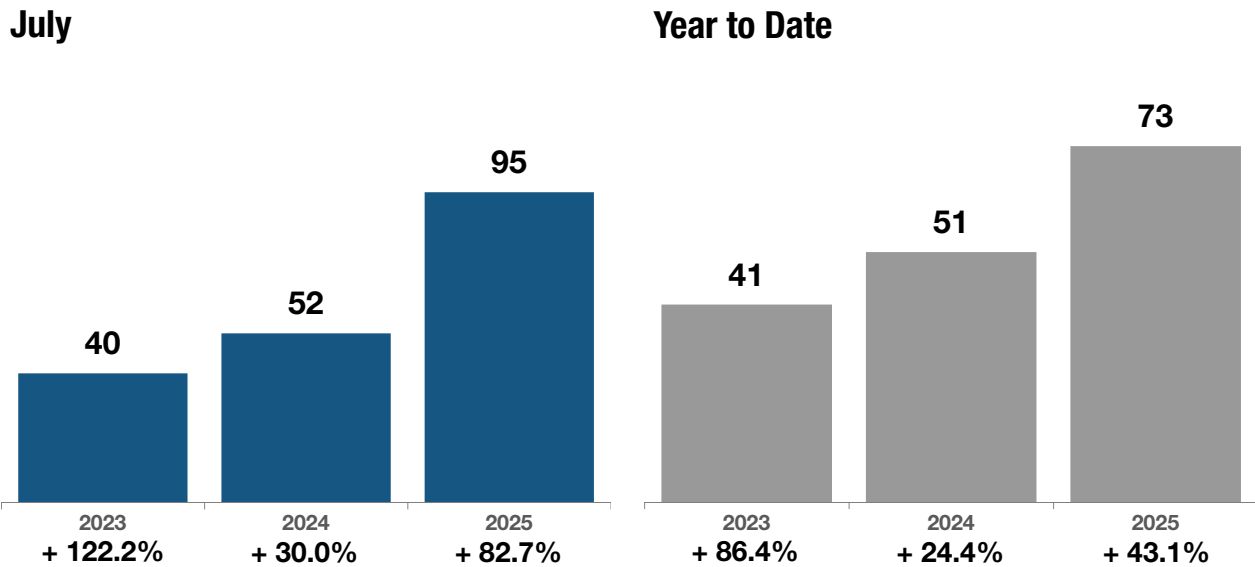
Closed Sales		Prior Year	Percent Change
August 2024	479	496	-3.4%
September 2024	413	478	-13.6%
October 2024	405	408	-0.7%
November 2024	386	362	+6.6%
December 2024	389	383	+1.6%
January 2025	355	310	+14.5%
February 2025	373	408	-8.6%
March 2025	473	512	-7.6%
April 2025	444	517	-14.1%
May 2025	534	534	0.0%
June 2025	512	583	-12.2%
July 2025	541	479	+12.9%
12-Month Avg	442	456	-3.0%

Historical Closed Sales by Month



Days on Market Until Sale

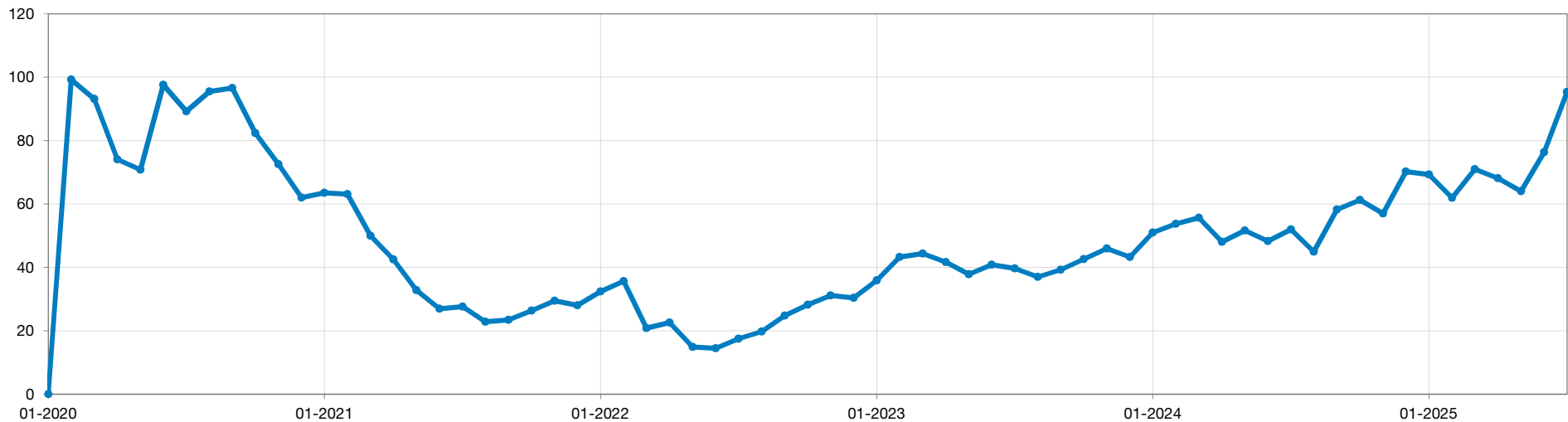
Average number of days between when a property is listed and when an offer is accepted in a given month.



Days on Market		Prior Year	Percent Change
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%
February 2025	62	54	+14.8%
March 2025	71	56	+26.8%
April 2025	68	48	+41.7%
May 2025	64	52	+23.1%
June 2025	76	48	+58.3%
July 2025	95	52	+82.7%
12-Month Avg*	67	47	+42.6%

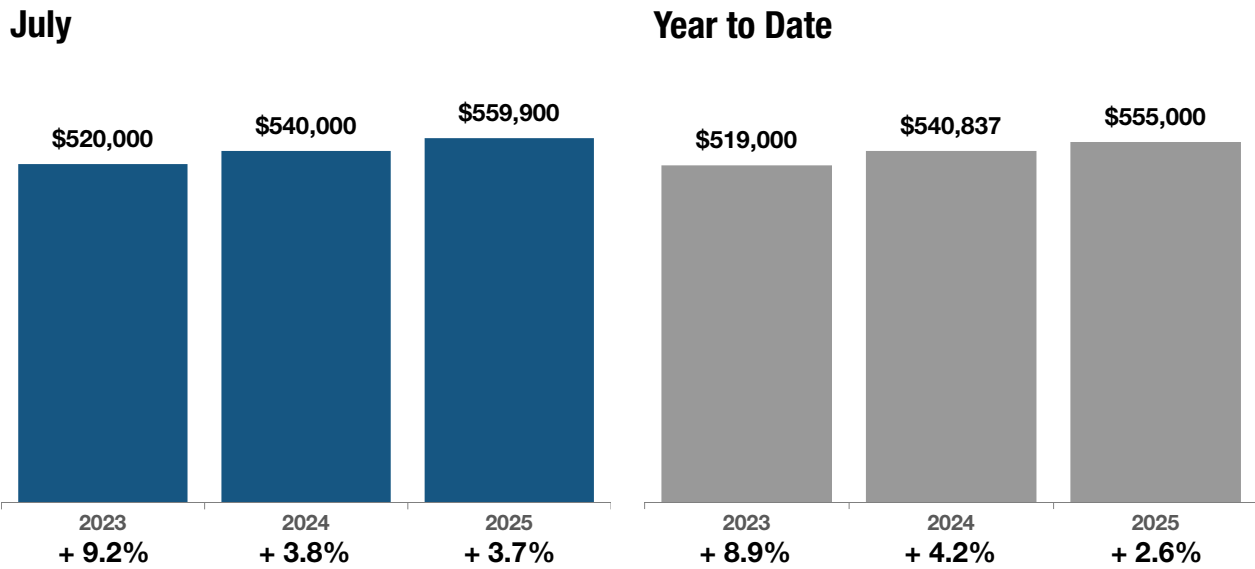
* Average Days on Market of all properties from August 2024 through July 2025. This is not the average of the individual figures above.

Historical Days on Market Until Sale by Month



Median Sales Price

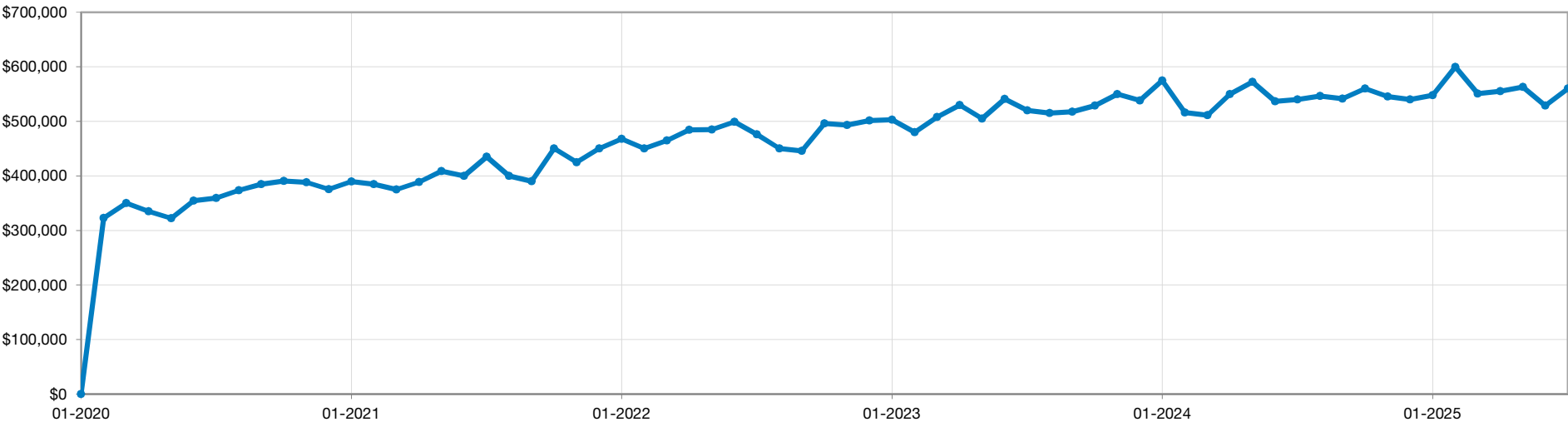
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



	Median Sales Price	Prior Year	Percent Change
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%
February 2025	\$599,725	\$516,063	+16.2%
March 2025	\$550,665	\$511,250	+7.7%
April 2025	\$555,000	\$549,900	+0.9%
May 2025	\$562,950	\$572,500	-1.7%
June 2025	\$529,000	\$536,755	-1.4%
July 2025	\$559,900	\$540,000	+3.7%
12-Month Med*	\$550,000	\$535,000	+2.8%

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

Historical Median Sales Price by Month

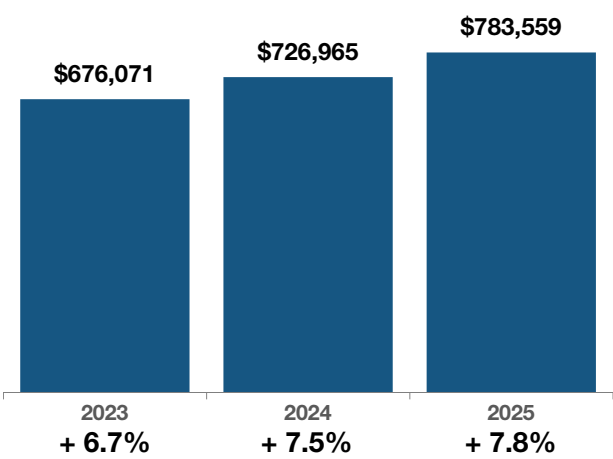


Average Sales Price

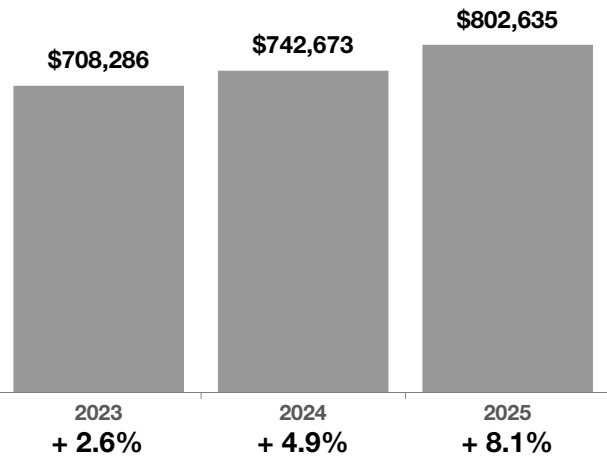
Average sales price for all closed sales, not accounting for seller concessions, in a given month.



July



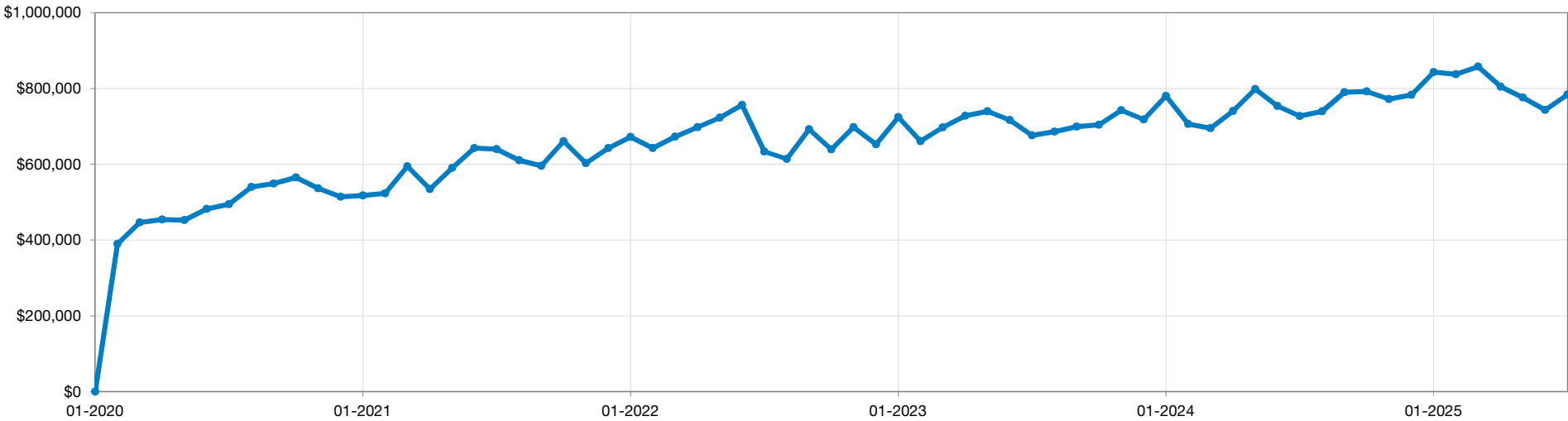
Year to Date



Avg. Sales Price		Prior Year	Percent Change
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	\$783,354	\$717,912	+9.1%
January 2025	\$843,279	\$780,490	+8.0%
February 2025	\$837,616	\$706,028	+18.6%
March 2025	\$857,753	\$695,288	+23.4%
April 2025	\$805,061	\$740,484	+8.7%
May 2025	\$776,381	\$798,323	-2.7%
June 2025	\$743,553	\$753,700	-1.3%
July 2025	\$783,559	\$726,965	+7.8%
12-Month Avg*	\$793,723	\$729,328	+8.8%

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

Historical Average Sales Price by Month

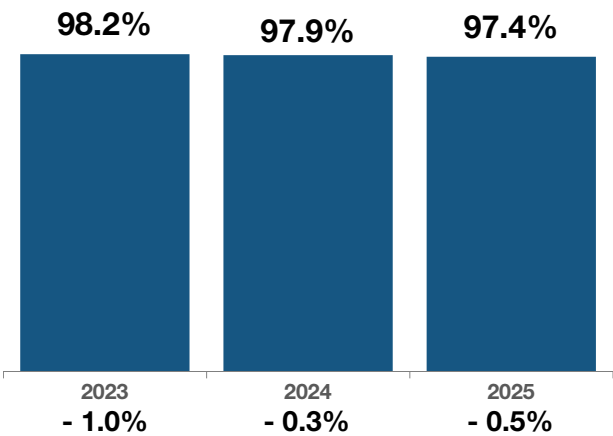


Percent of List Price Received

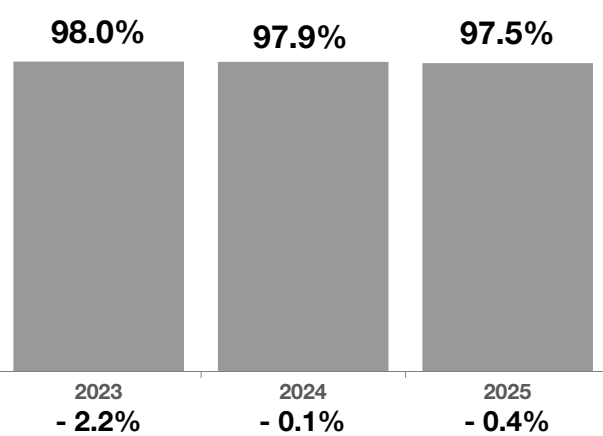
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



July



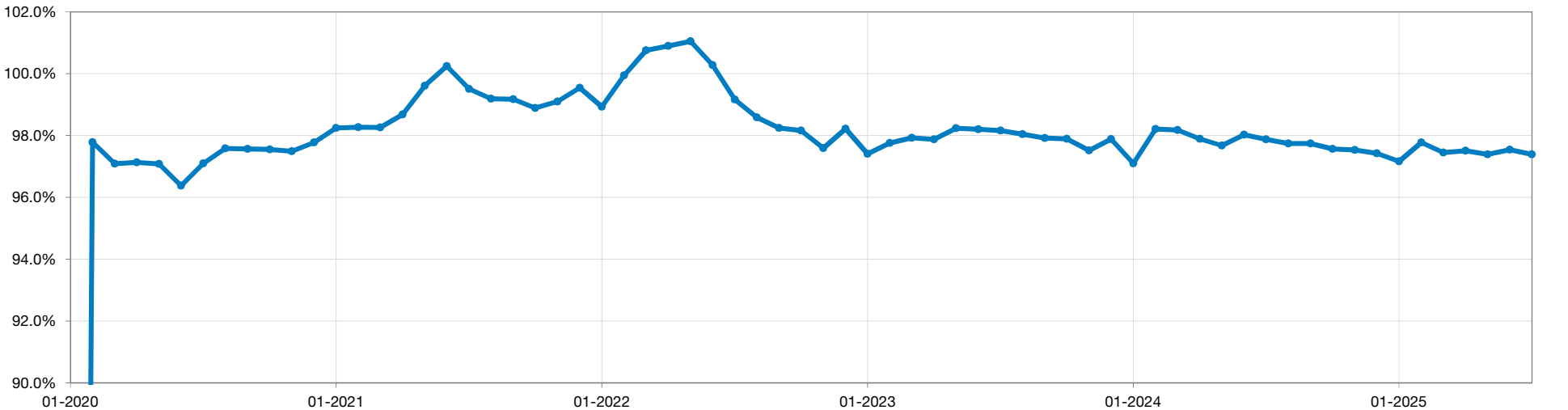
Year to Date



Pct. of List Price Received		Prior Year	Percent Change
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	97.4%	97.9%	-0.5%
January 2025	97.2%	97.1%	+0.1%
February 2025	97.8%	98.2%	-0.4%
March 2025	97.5%	98.2%	-0.7%
April 2025	97.5%	97.9%	-0.4%
May 2025	97.4%	97.7%	-0.3%
June 2025	97.5%	98.0%	-0.5%
July 2025	97.4%	97.9%	-0.5%
12-Month Avg*	97.5%	97.9%	-0.4%

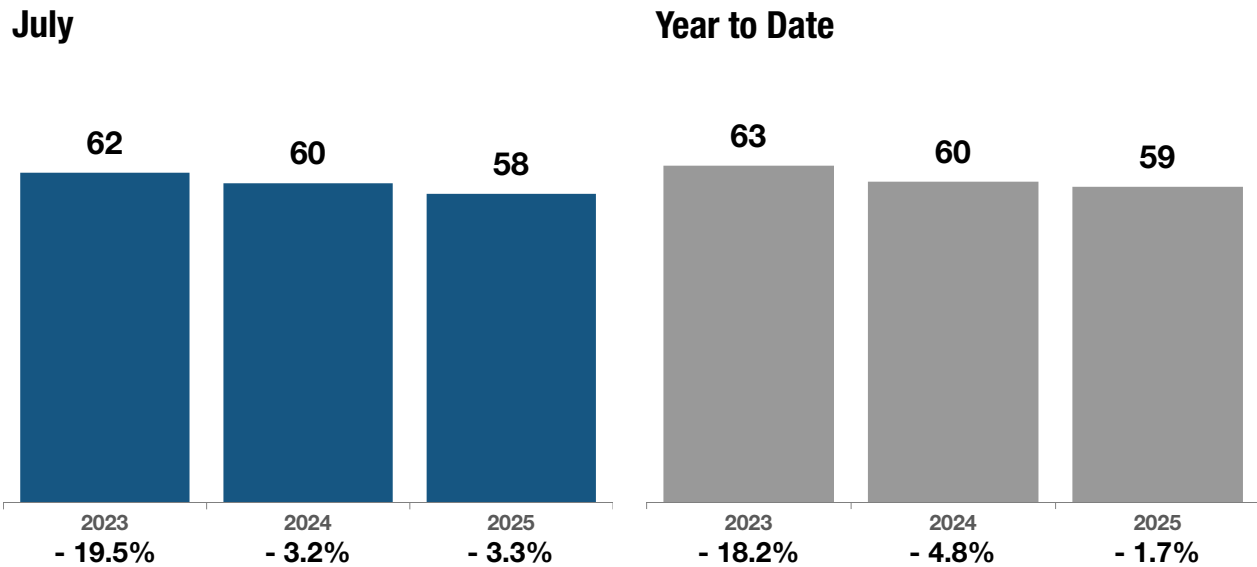
* Average Pct. of List Price Received for all properties from August 2024 through July 2025. This is not the average of the individual figures above.

Historical Percent of List Price Received by Month



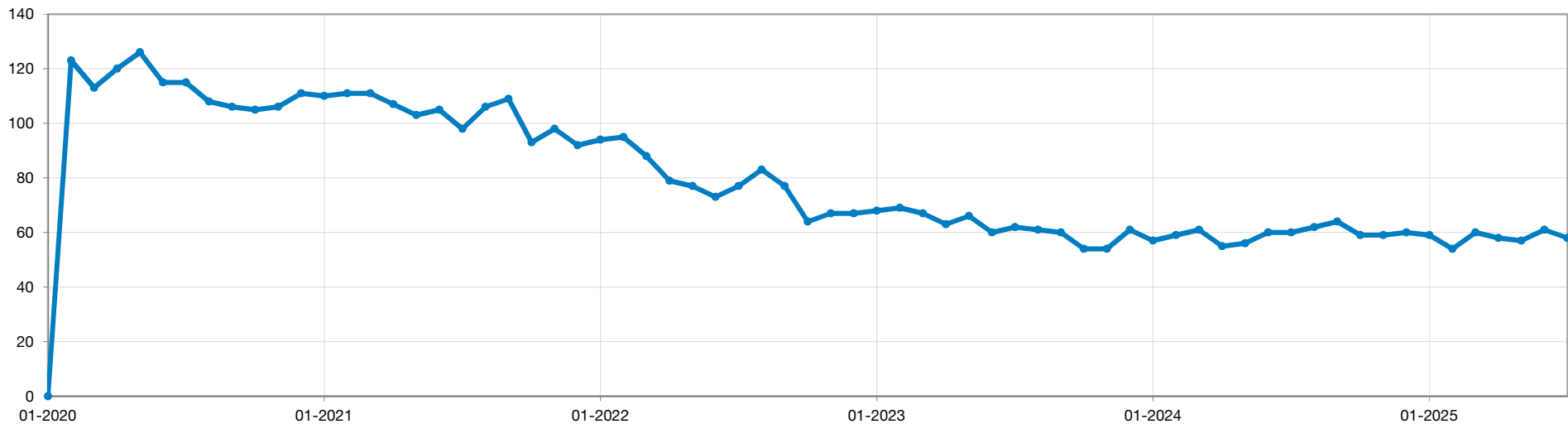
Housing Affordability Index

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
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%
February 2025	54	59	-8.5%
March 2025	60	61	-1.6%
April 2025	58	55	+5.5%
May 2025	57	56	+1.8%
June 2025	61	60	+1.7%
July 2025	58	60	-3.3%
12-Month Avg	59	58	+1.9%

Historical Housing Affordability Index by Month

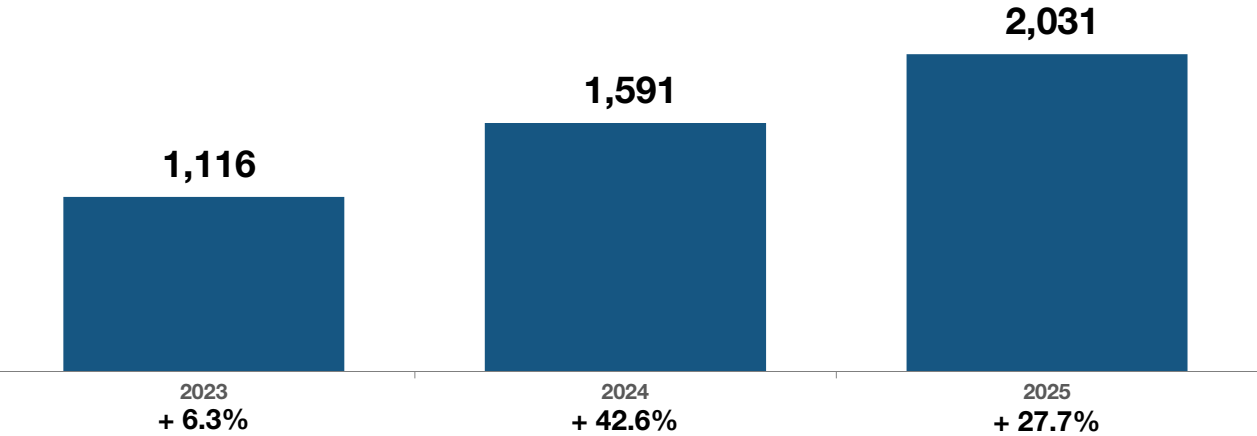


Inventory of Homes for Sale

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



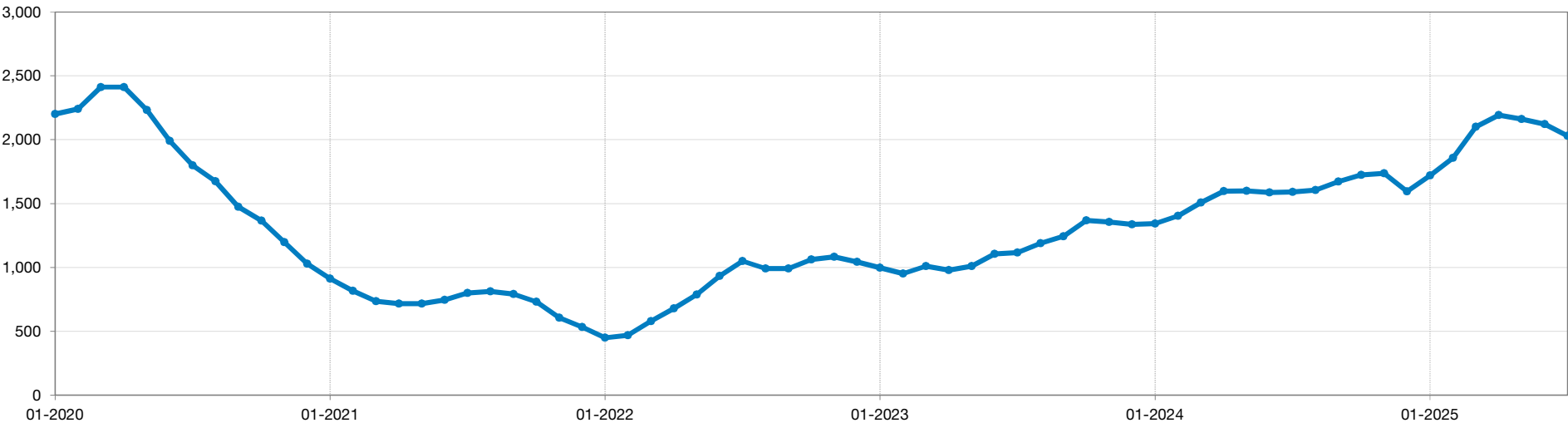
July



Homes for Sale		Prior Year	Percent Change
August 2024	1,605	1,190	+34.9%
September 2024	1,673	1,243	+34.6%
October 2024	1,724	1,368	+26.0%
November 2024	1,736	1,356	+28.0%
December 2024	1,595	1,337	+19.3%
January 2025	1,719	1,343	+28.0%
February 2025	1,858	1,403	+32.4%
March 2025	2,101	1,507	+39.4%
April 2025	2,192	1,598	+37.2%
May 2025	2,162	1,599	+35.2%
June 2025	2,122	1,586	+33.8%
July 2025	2,031	1,591	+27.7%
12-Month Avg*	1,877	1,427	+31.5%

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

Historical Inventory of Homes for Sale by Month

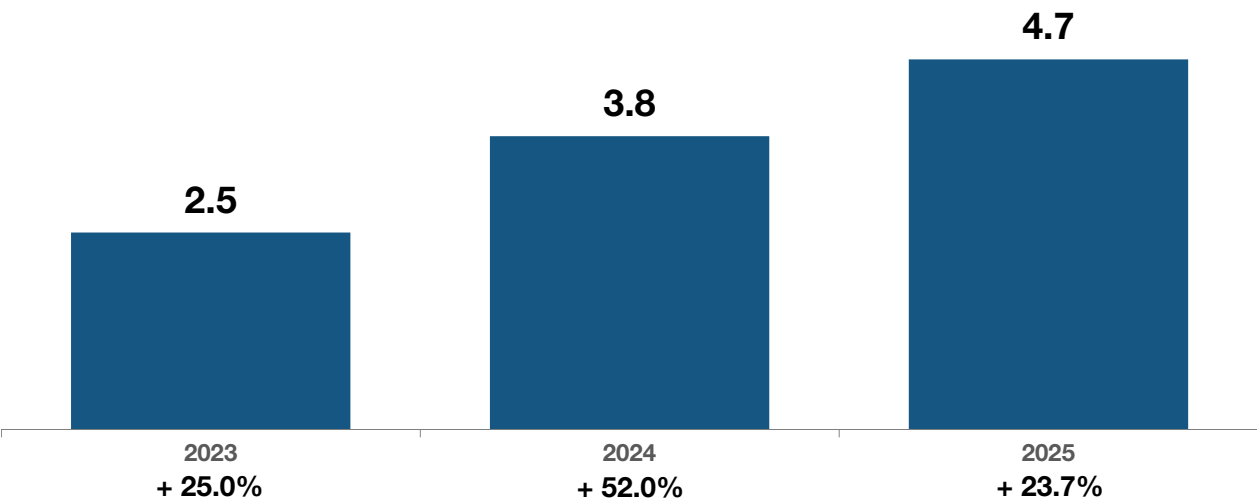


Months Supply of Inventory

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.



July



Months Supply		Prior Year	Percent Change
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	4.1	3.1	+32.3%
February 2025	4.4	3.3	+33.3%
March 2025	5.0	3.5	+42.9%
April 2025	5.3	3.7	+43.2%
May 2025	5.1	3.7	+37.8%
June 2025	5.0	3.7	+35.1%
July 2025	4.7	3.8	+23.7%
12-Month Avg*	4.5	3.3	+36.4%

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

Historical Months Supply of Inventory by Month

