

Monthly Indicators



September 2025

U.S. existing-home sales were virtually unchanged from the previous month, dipping just 0.2% to a seasonally adjusted annual rate of 4.0 million units, according to the National Association of REALTORS® (NAR). Most of these transactions went under contract in June and July, when mortgage rates were 40 to 50 basis points higher than current levels. Year-over-year, sales increased 1.8%, with the strongest activity occurring in the Midwest, where the typical home price is 22% below the national median.

New Listings were up 31.8 percent to 679. Pending Sales increased 51.7 percent to 534. Inventory grew 19.5 percent to 2,031 units.

Prices moved lower as Median Sales Price was down 1.7 percent to \$532,500. Days on Market increased 125.9 percent to 131 days. Months Supply of Inventory was up 9.8 percent to 4.5 months.

Nationally, housing inventory declined for the first time this year, slipping 1.3% month-over-month to 1.53 million units, representing a 4.6-month supply at the current sales pace, according to NAR. Despite the monthly drop, total inventory remained 11.7% higher than the same time last year. Meanwhile, the median existing-home price rose 2% year-over-year to \$422,600, though it was essentially flat compared to the prior month.

Quick Facts

+ 9.7%	- 1.7%	+ 9.8%
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.



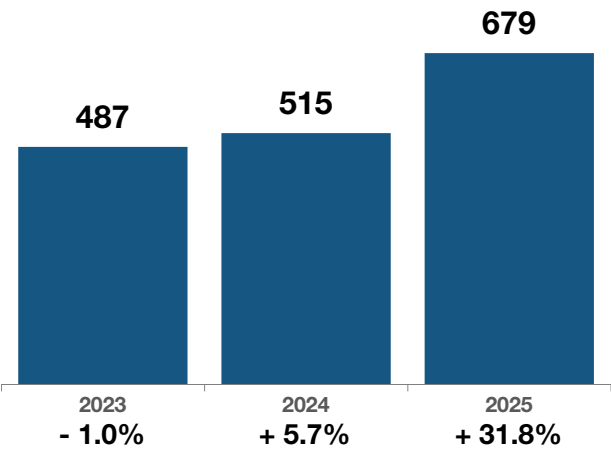
Key Metrics	Historical Sparkbars	09-2024	09-2025	Percent Change	YTD 2024	YTD 2025	Percent Change
New Listings		515	679	+ 31.8%	5,271	5,958	+ 13.0%
Pending Sales		352	534	+ 51.7%	4,029	4,303	+ 6.8%
Closed Sales		413	453	+ 9.7%	4,235	4,192	- 1.0%
Days on Market		58	131	+ 125.9%	51	85	+ 66.7%
Median Sales Price		\$541,500	\$532,500	- 1.7%	\$541,750	\$552,000	+ 1.9%
Average Sales Price		\$790,472	\$843,861	+ 6.8%	\$746,991	\$797,023	+ 6.7%
Pct. of List Price Received		97.7%	97.0%	- 0.7%	97.9%	97.4%	- 0.5%
Housing Affordability Index		64	64	0.0%	64	61	- 4.7%
Inventory of Homes for Sale		1,699	2,031	+ 19.5%	--	--	--
Months Supply of Inventory		4.1	4.5	+ 9.8%	--	--	--

New Listings

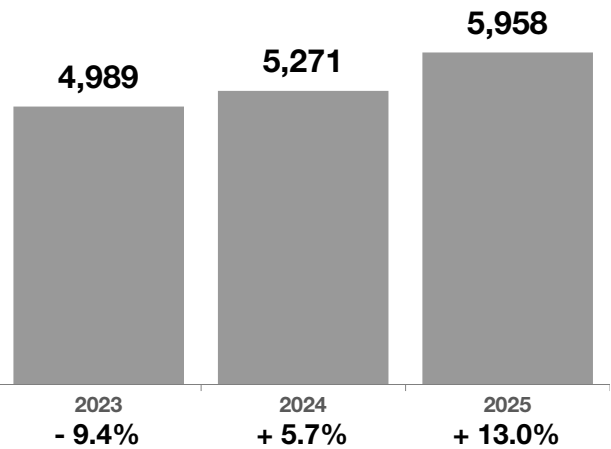
A count of the properties that have been newly listed on the market in a given month.



September

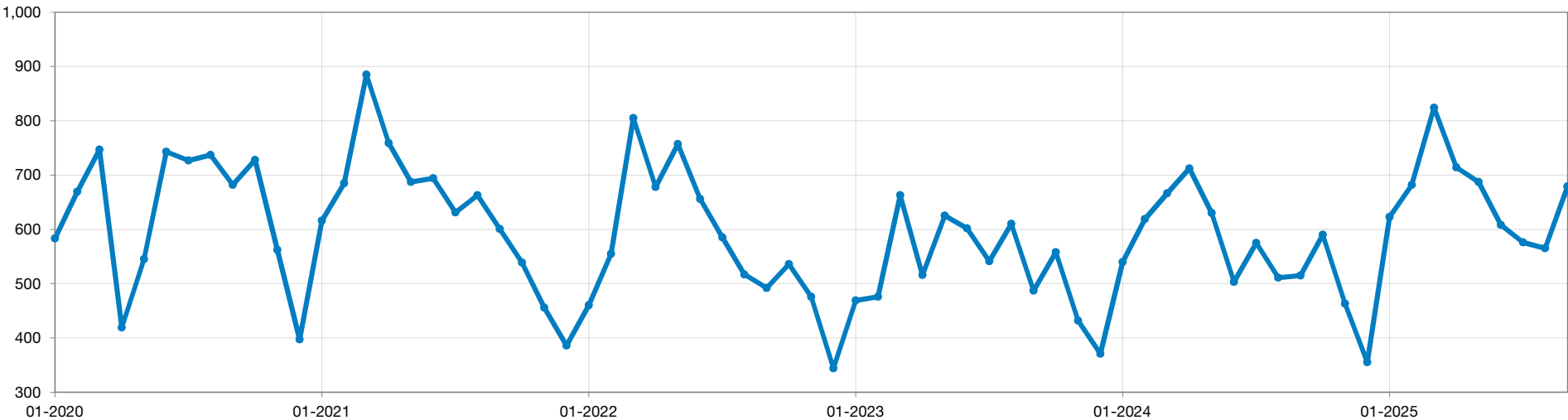


Year to Date



New Listings		Prior Year	Percent Change
October 2024	590	558	+5.7%
November 2024	463	432	+7.2%
December 2024	355	371	-4.3%
January 2025	623	540	+15.4%
February 2025	682	619	+10.2%
March 2025	824	666	+23.7%
April 2025	714	712	+0.3%
May 2025	687	630	+9.0%
June 2025	608	503	+20.9%
July 2025	576	575	+0.2%
August 2025	565	511	+10.6%
September 2025	679	515	+31.8%
12-Month Avg	614	553	+11.1%

Historical New Listings by Month

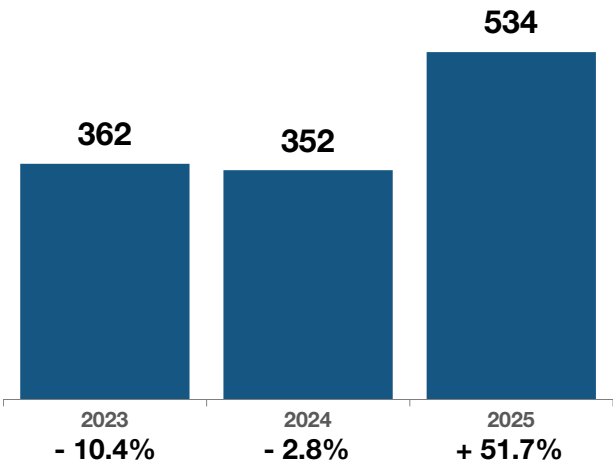


Pending Sales

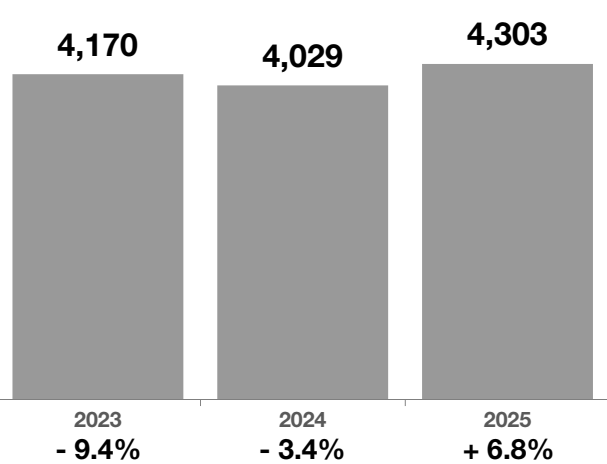
A count of the properties on which offers have been accepted in a given month.



September

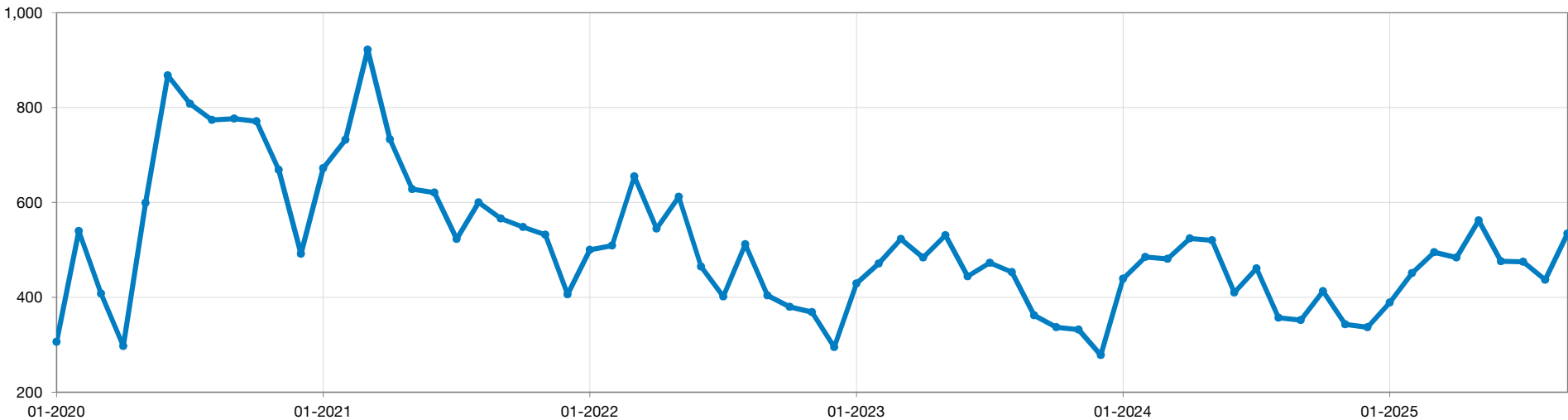


Year to Date



Pending Sales		Prior Year	Percent Change
October 2024	413	337	+22.6%
November 2024	343	332	+3.3%
December 2024	337	278	+21.2%
January 2025	389	439	-11.4%
February 2025	451	485	-7.0%
March 2025	495	481	+2.9%
April 2025	484	524	-7.6%
May 2025	562	520	+8.1%
June 2025	476	410	+16.1%
July 2025	475	461	+3.0%
August 2025	437	357	+22.4%
September 2025	534	352	+51.7%
12-Month Avg	450	415	+8.4%

Historical Pending Sales by Month

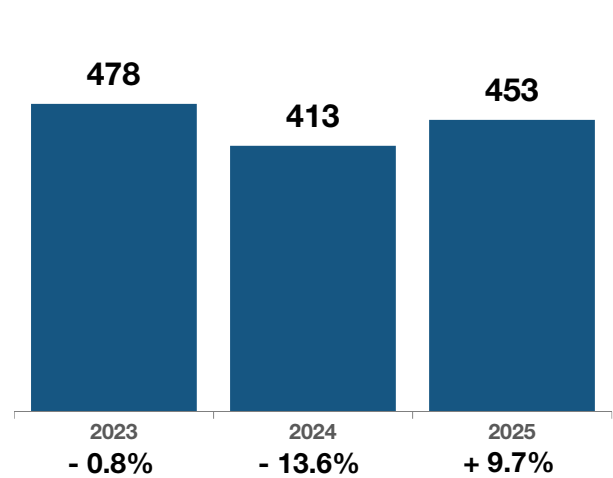


Closed Sales

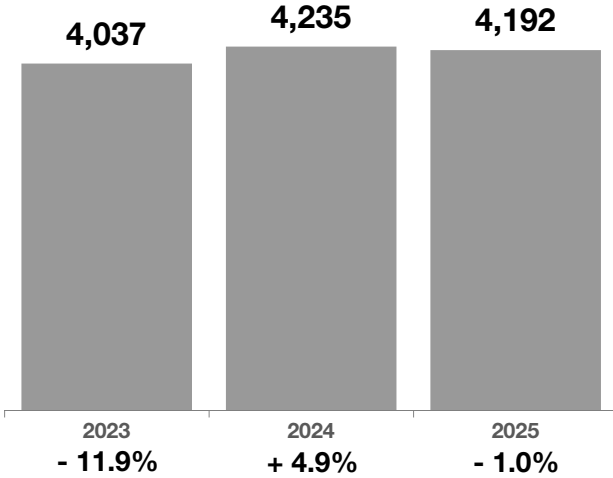
A count of the actual sales that closed in a given month.



September

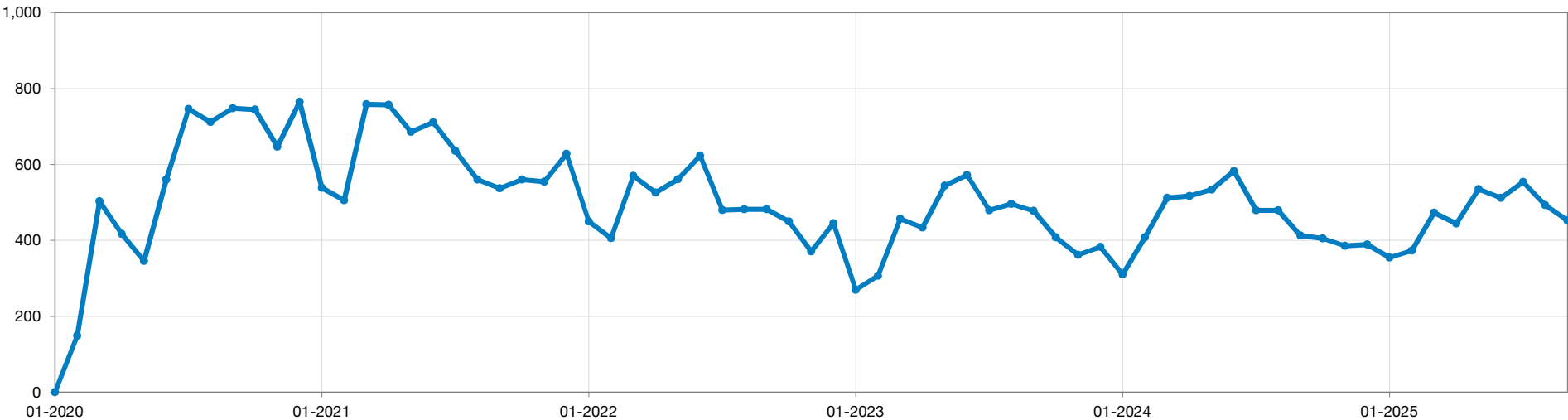


Year to Date



Closed Sales		Prior Year	Percent Change
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	535	534	+0.2%
June 2025	512	583	-12.2%
July 2025	554	479	+15.7%
August 2025	493	479	+2.9%
September 2025	453	413	+9.7%
12-Month Avg	448	449	-0.3%

Historical Closed Sales by Month

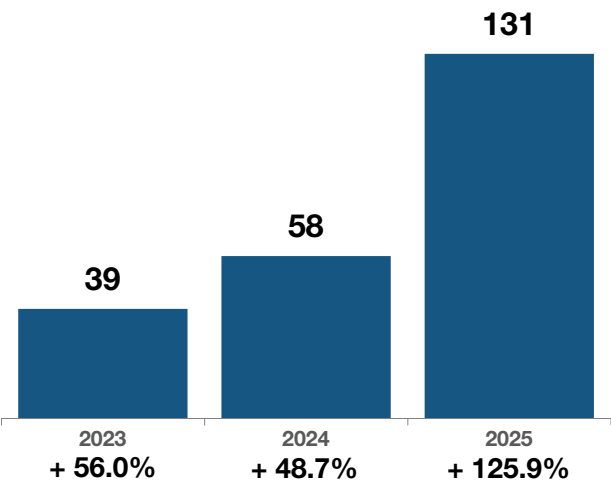


Days on Market Until Sale

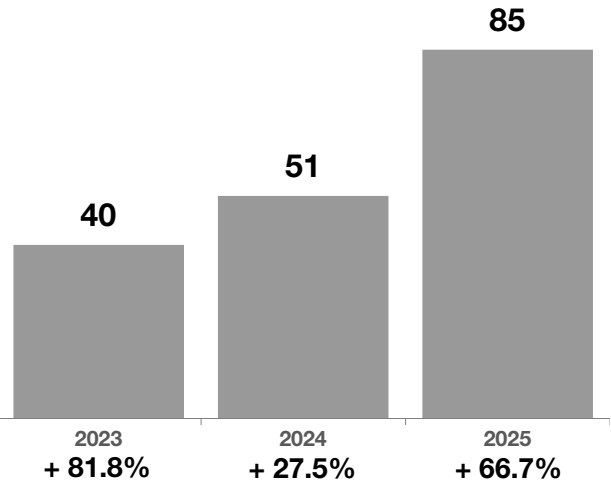
Average number of days between when a property is listed and when an offer is accepted in a given month.



September



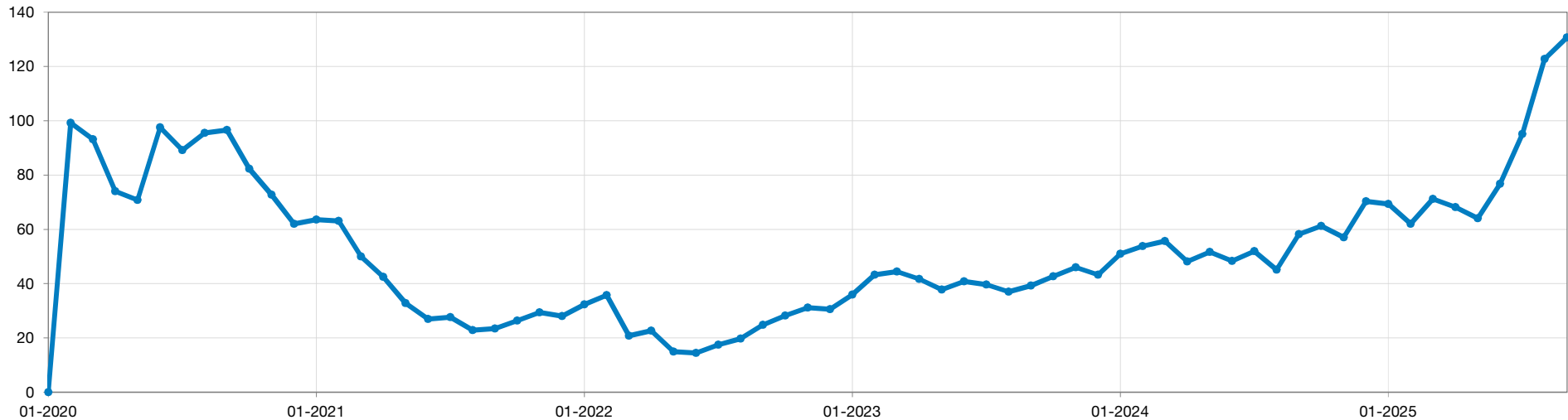
Year to Date



Days on Market		Prior Year	Percent Change
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	77	48	+60.4%
July 2025	95	52	+82.7%
August 2025	123	45	+173.3%
September 2025	131	58	+125.9%
12-Month Avg*	80	50	+60.0%

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

Historical Days on Market Until Sale by Month

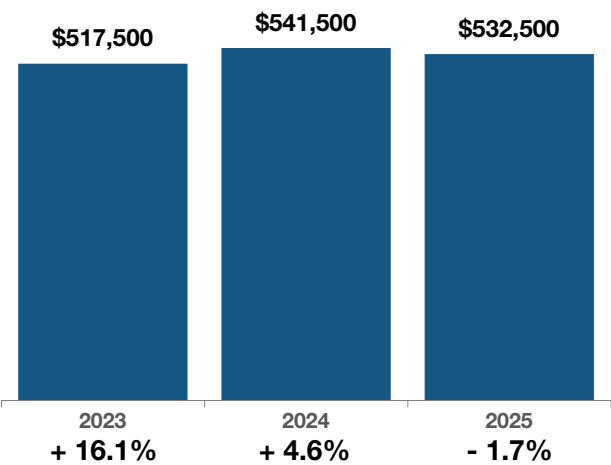


Median Sales Price

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



September



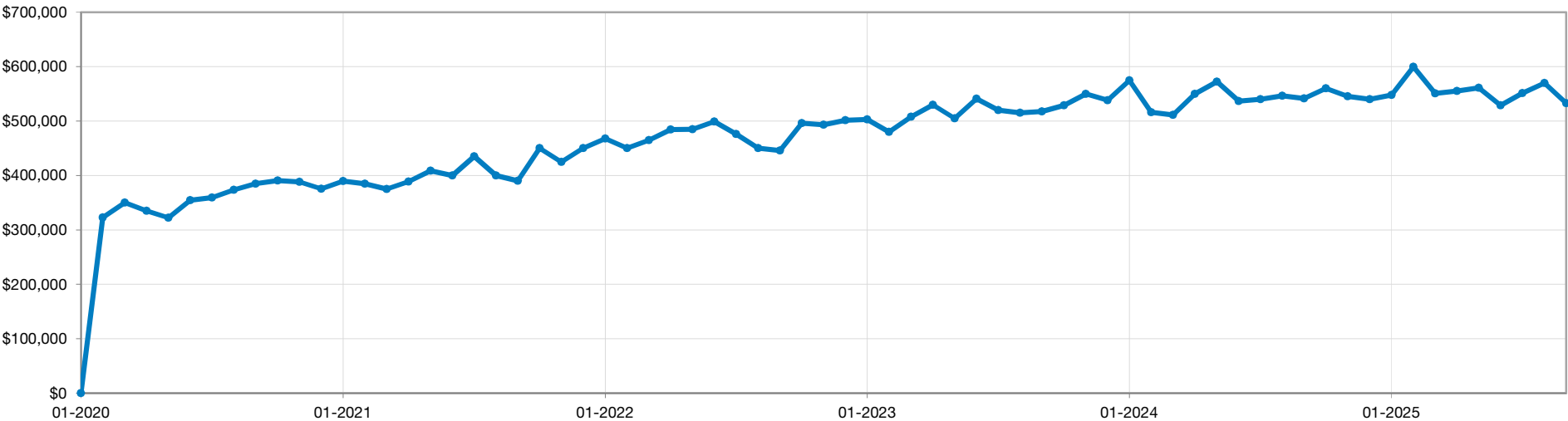
Year to Date



Median Sales Price		Prior Year	Percent Change
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	\$560,900	\$572,500	-2.0%
June 2025	\$529,000	\$536,755	-1.4%
July 2025	\$551,300	\$540,000	+2.1%
August 2025	\$570,000	\$546,386	+4.3%
September 2025	\$532,500	\$541,500	-1.7%
12-Month Med*	\$550,000	\$540,700	+1.7%

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

Historical Median Sales Price by Month

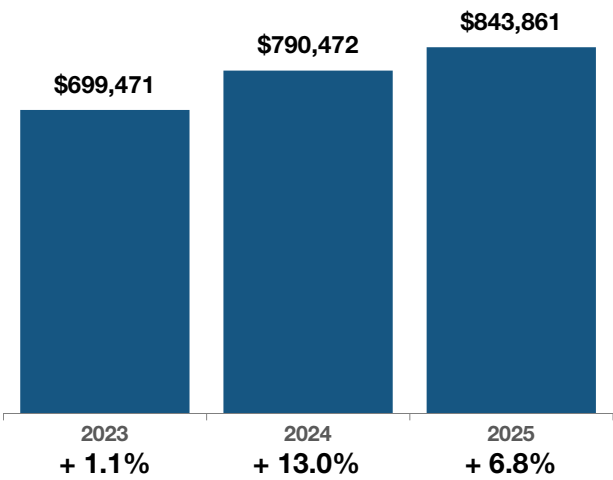


Average Sales Price

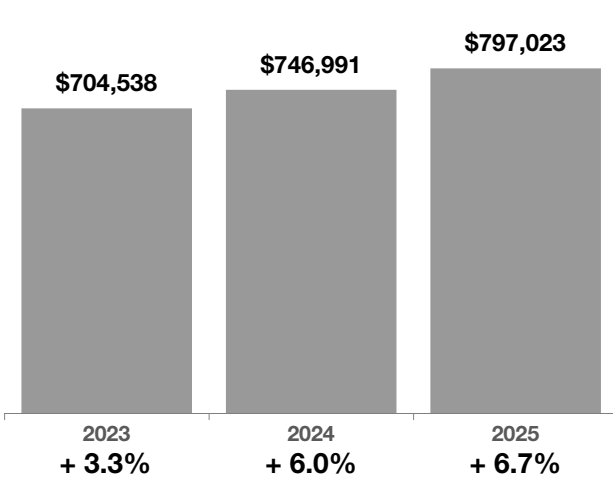
Average sales price for all closed sales, not accounting for seller concessions, in a given month.



September



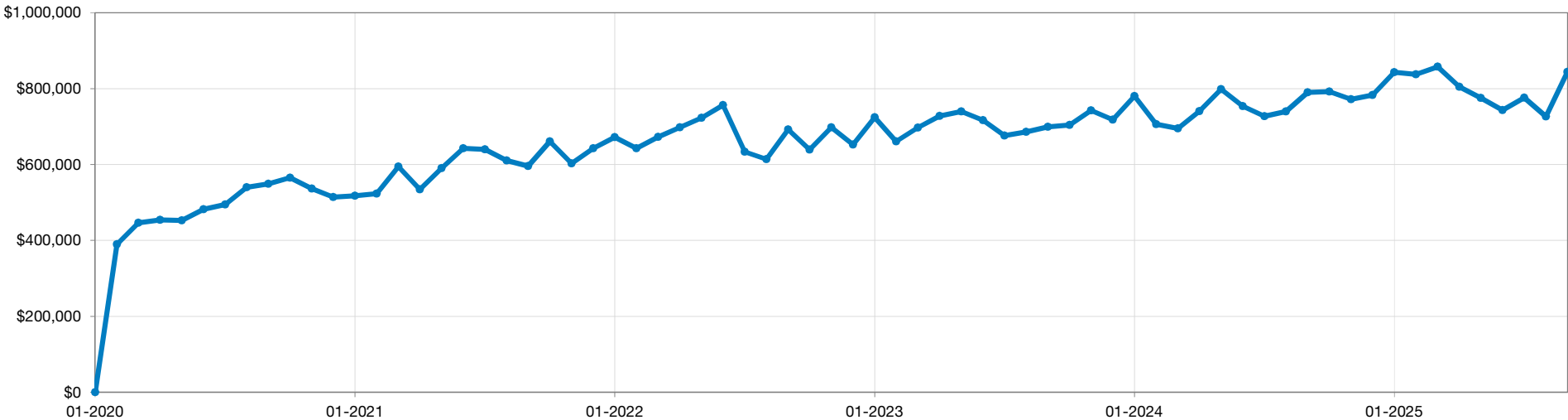
Year to Date



Avg. Sales Price		Prior Year	Percent Change
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	\$775,612	\$798,323	-2.8%
June 2025	\$743,553	\$753,700	-1.3%
July 2025	\$776,365	\$726,965	+6.8%
August 2025	\$726,522	\$739,625	-1.8%
September 2025	\$843,861	\$790,472	+6.8%
12-Month Avg*	\$796,417	\$741,356	+7.4%

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

Historical Average Sales Price by Month

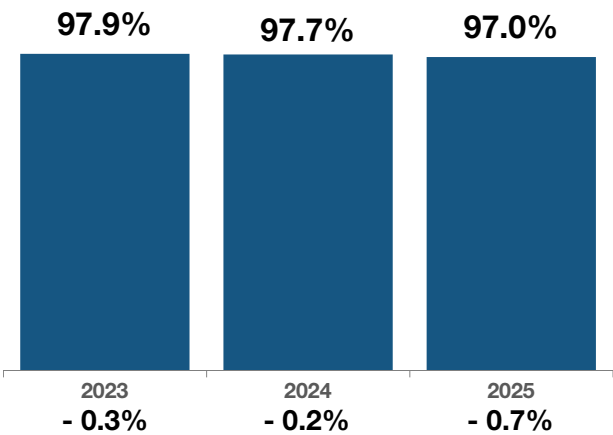


Percent of List Price Received

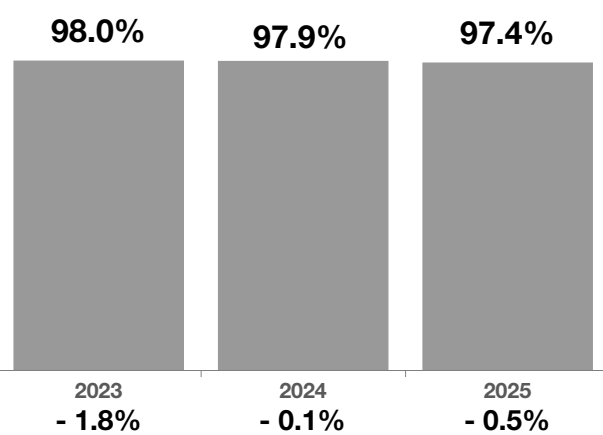
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



September



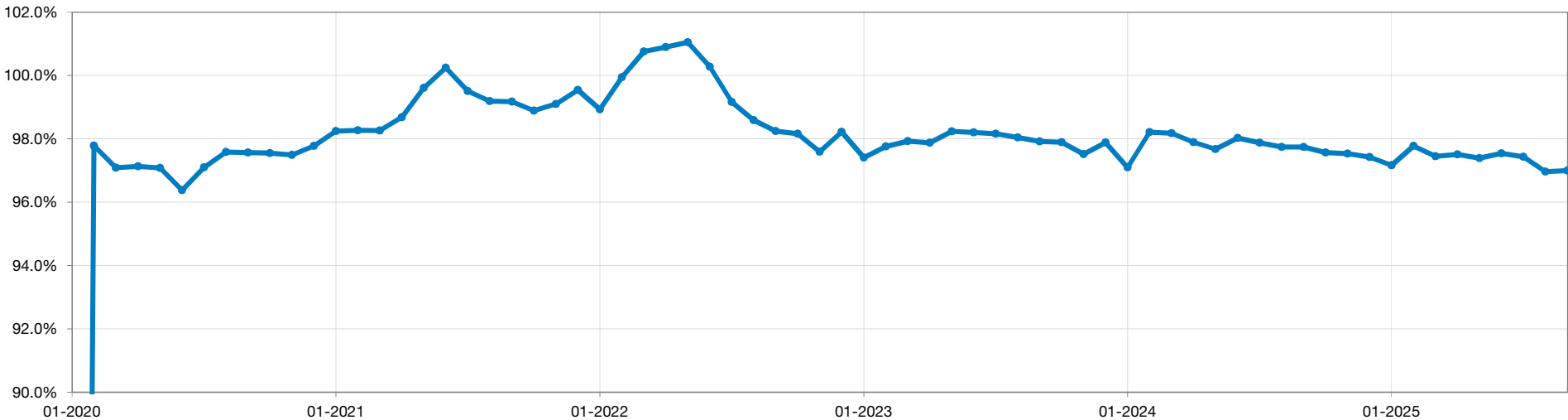
Year to Date



Pct. of List Price Received		Prior Year	Percent Change
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%
August 2025	97.0%	97.7%	-0.7%
September 2025	97.0%	97.7%	-0.7%
12-Month Avg*	97.4%	97.8%	-0.4%

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

Historical Percent of List Price Received by Month

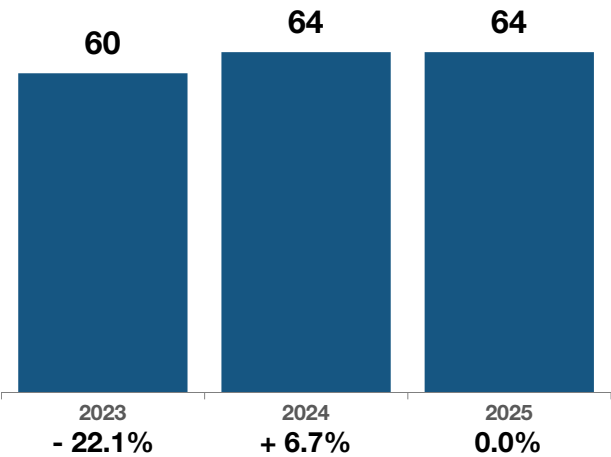


Housing Affordability Index

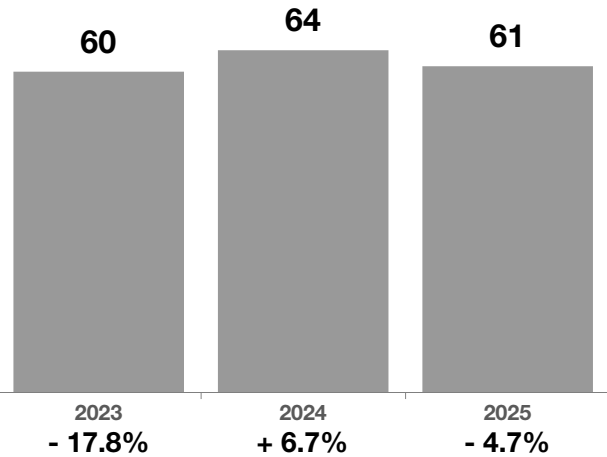
This index measures housing affordability for the region. For example, an index of 120 means the median household income is 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. A higher number means greater affordability.



September

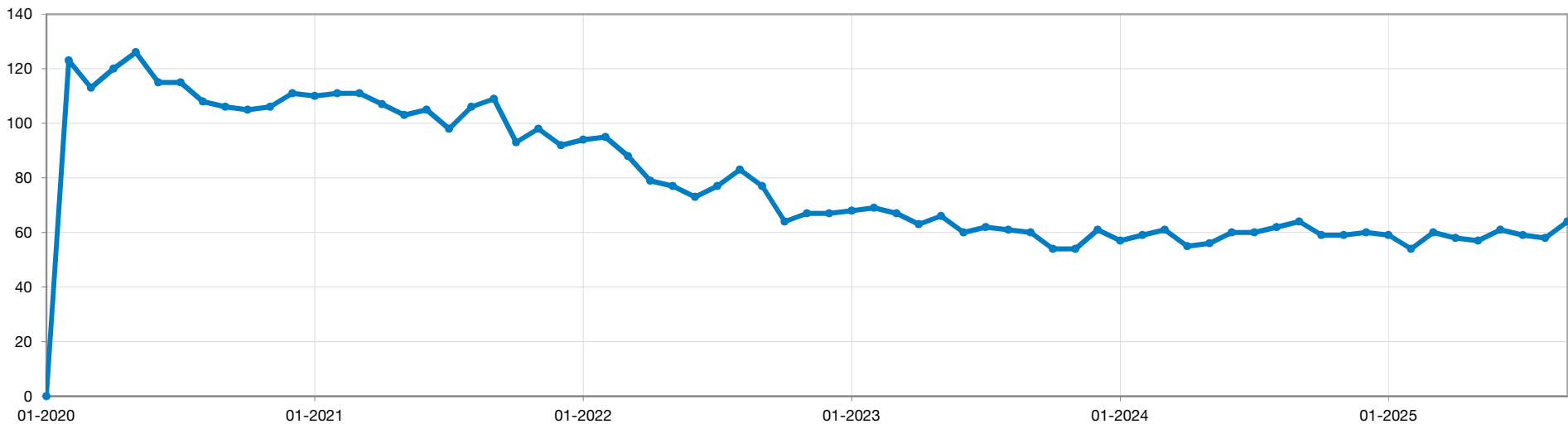


Year to Date



Affordability Index		Prior Year	Percent Change
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	59	60	-1.7%
August 2025	58	62	-6.5%
September 2025	64	64	0.0%
12-Month Avg		59	+0.7%

Historical Housing Affordability Index by Month

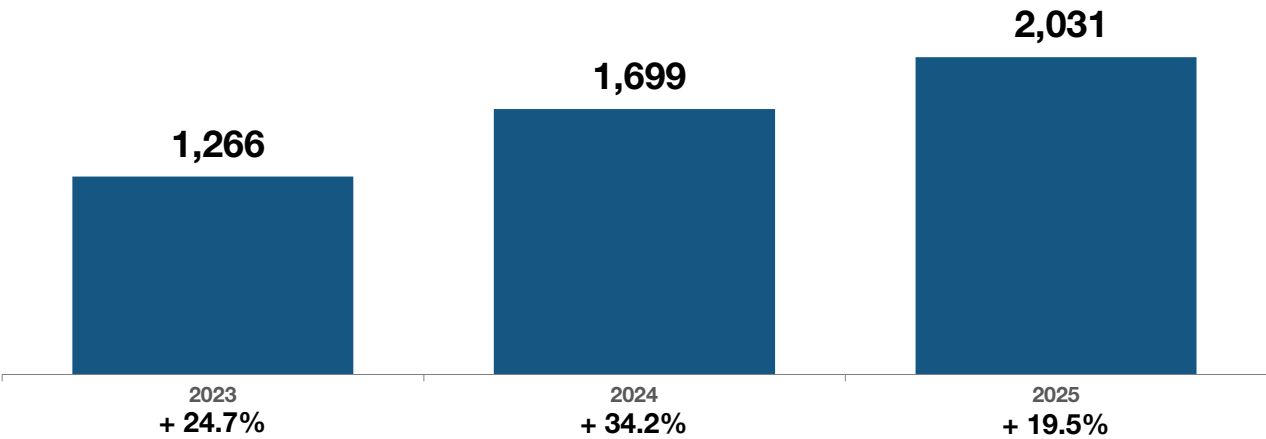


Inventory of Homes for Sale

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



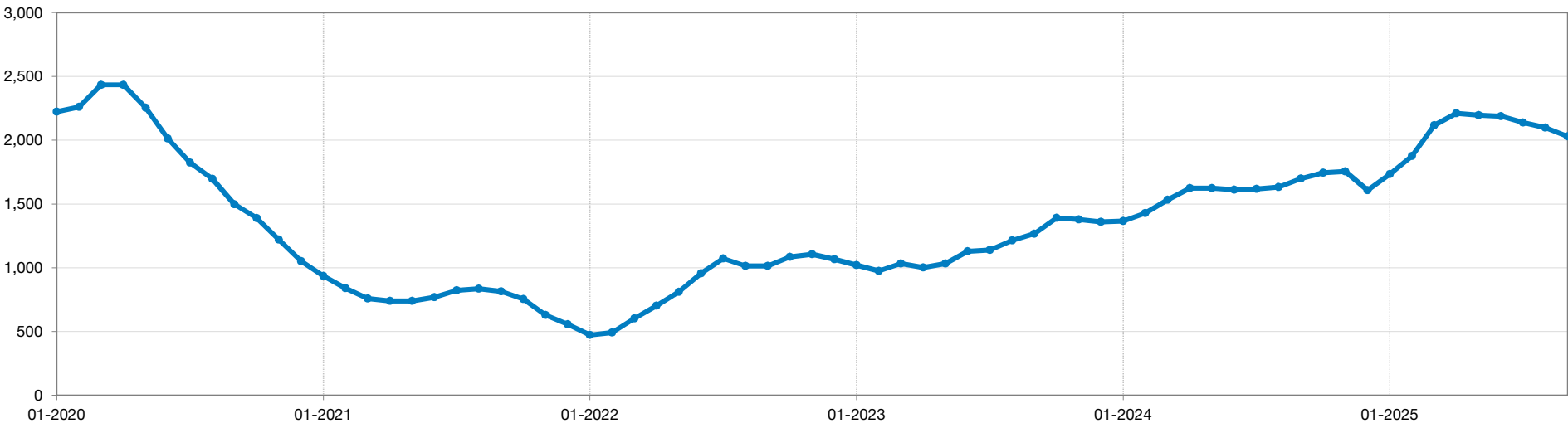
September



Homes for Sale		Prior Year	Percent Change
October 2024	1,744	1,391	+25.4%
November 2024	1,756	1,379	+27.3%
December 2024	1,608	1,360	+18.2%
January 2025	1,735	1,366	+27.0%
February 2025	1,876	1,428	+31.4%
March 2025	2,118	1,532	+38.3%
April 2025	2,212	1,624	+36.2%
May 2025	2,197	1,625	+35.2%
June 2025	2,189	1,612	+35.8%
July 2025	2,139	1,617	+32.3%
August 2025	2,099	1,632	+28.6%
September 2025	2,031	1,699	+19.5%
12-Month Avg*	1,975	1,522	+29.8%

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

Historical Inventory of Homes for Sale by Month

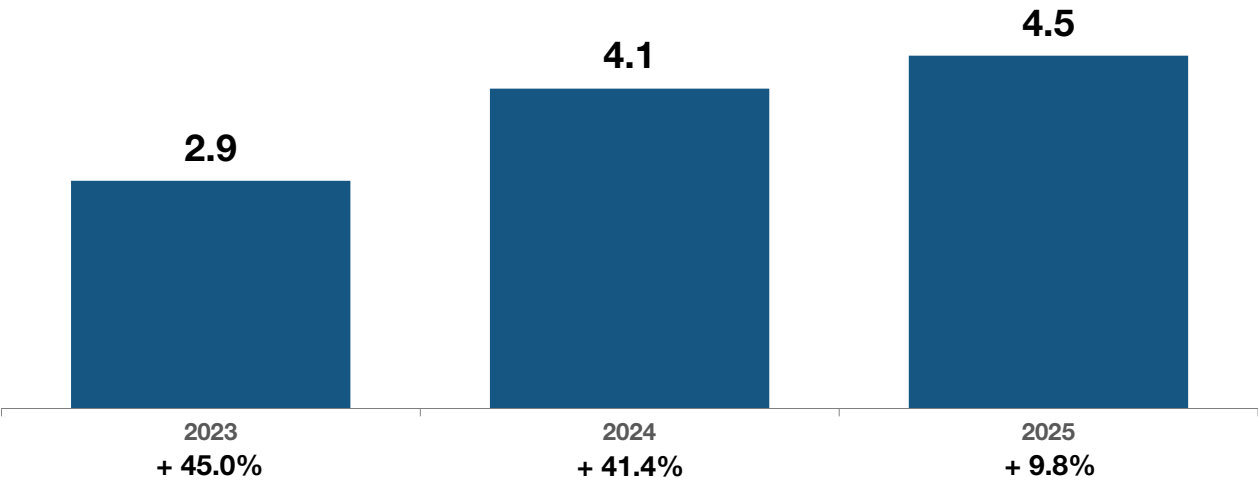


Months Supply of Inventory

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.



September



Months Supply		Prior Year	Percent Change
October 2024	4.1	3.2	+28.1%
November 2024	4.2	3.2	+31.3%
December 2024	3.8	3.2	+18.8%
January 2025	4.1	3.2	+28.1%
February 2025	4.5	3.3	+36.4%
March 2025	5.0	3.6	+38.9%
April 2025	5.3	3.8	+39.5%
May 2025	5.2	3.8	+36.8%
June 2025	5.1	3.8	+34.2%
July 2025	5.0	3.8	+31.6%
August 2025	4.8	3.9	+23.1%
September 2025	4.5	4.1	+9.8%
12-Month Avg*	4.6	3.6	+27.8%

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

Historical Months Supply of Inventory by Month

