

Local Market Update – January 2026

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

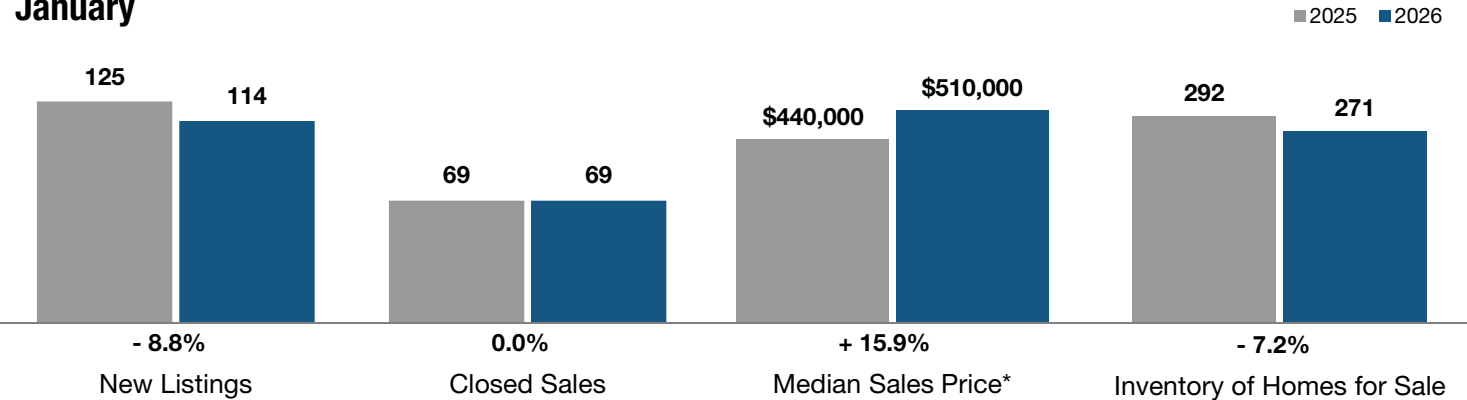


Bluffton General

Key Metrics	January			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	125	114	- 8.8%	125	114	- 8.8%
Closed Sales	69	69	0.0%	69	69	0.0%
Median Sales Price*	\$440,000	\$510,000	+ 15.9%	\$440,000	\$510,000	+ 15.9%
Percent of List Price Received*	97.4%	95.9%	- 1.5%	97.4%	95.9%	- 1.5%
Days on Market Until Sale	69	154	+ 123.2%	69	154	+ 123.2%
Inventory of Homes for Sale	292	271	- 7.2%	--	--	--

* 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

