

Local Market Update – January 2026

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



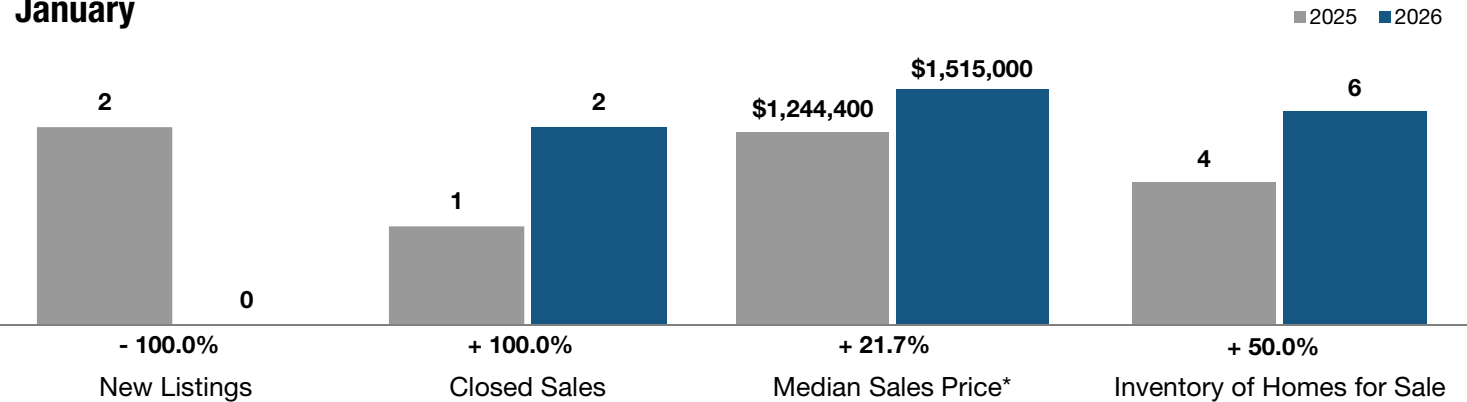
Folly Field

Detached Homes Only

Key Metrics	January			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	2	0	- 100.0%	2	0	- 100.0%
Closed Sales	1	2	+ 100.0%	1	2	+ 100.0%
Median Sales Price*	\$1,244,400	\$1,515,000	+ 21.7%	\$1,244,400	\$1,515,000	+ 21.7%
Percent of List Price Received*	95.8%	94.8%	- 1.0%	95.8%	94.8%	- 1.0%
Days on Market Until Sale	236	94	- 60.4%	236	94	- 60.4%
Inventory of Homes for Sale	4	6	+ 50.0%	--	--	--

* 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

