Local Market Update – October 2026

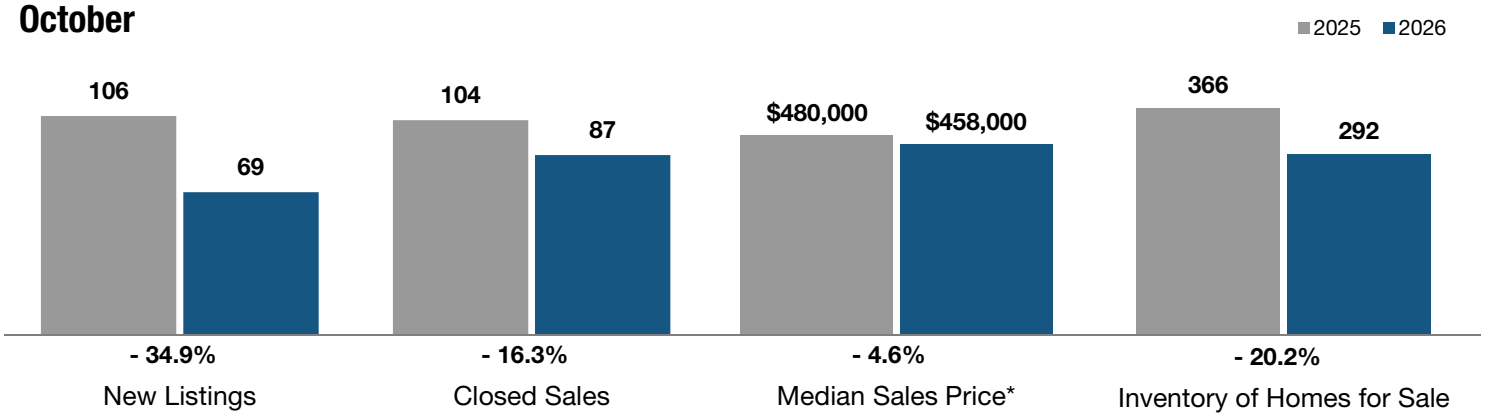
A Research Tool Provided by REsides, Inc. and the
Hilton Head Area Association of REALTORS®

Bluffton General

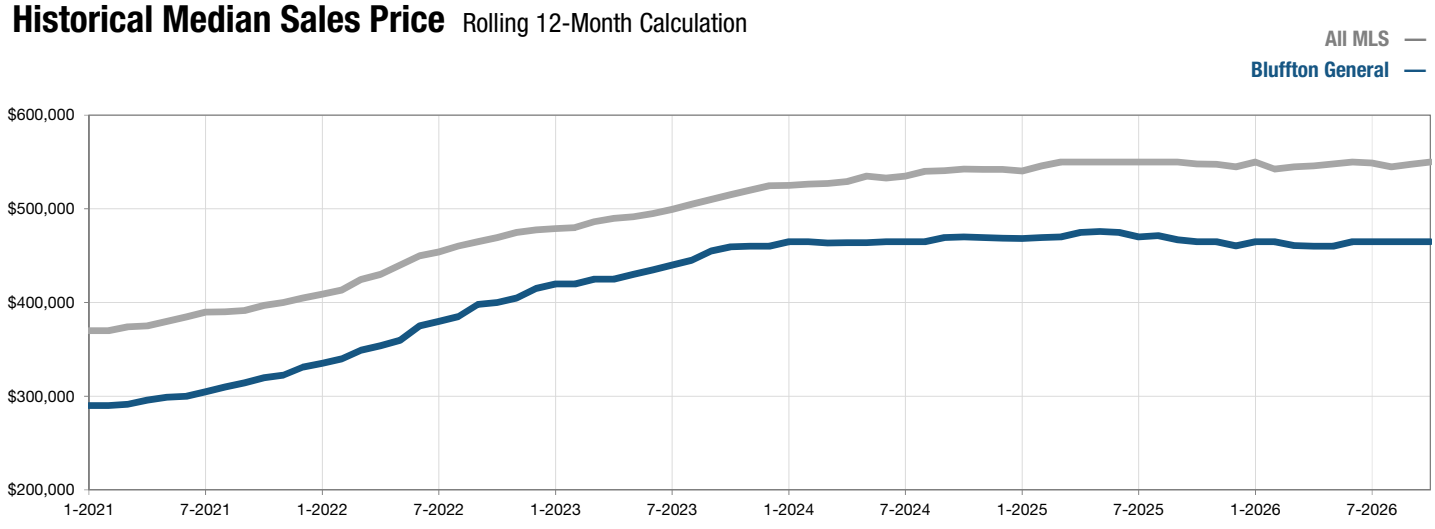
	October			Year to Date		
Key Metrics	**2025**	**2026**	Percent Change	**2025**	**2026**	Percent Change
New Listings	106	**69**	- 34.9%	1,301	**1,120**	- 13.9%
Closed Sales	104	**87**	- 16.3%	895	**903**	+ 0.9%
Median Sales Price*	$480,000	**$458,000**	- 4.6%	$465,000	**$469,000**	+ 0.9%
Percent of List Price Received*	97.5%	**96.4%**	- 1.1%	97.7%	**97.5%**	- 0.2%
Days on Market Until Sale	126	**115**	- 8.7%	87	**127**	+ 46.0%
Inventory of Homes for Sale	366	**292**	- 20.2%	--	**--**	--

* 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.

October



Historical Median Sales Price Rolling 12-Month Calculation



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