Local Market Update – October 2026

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

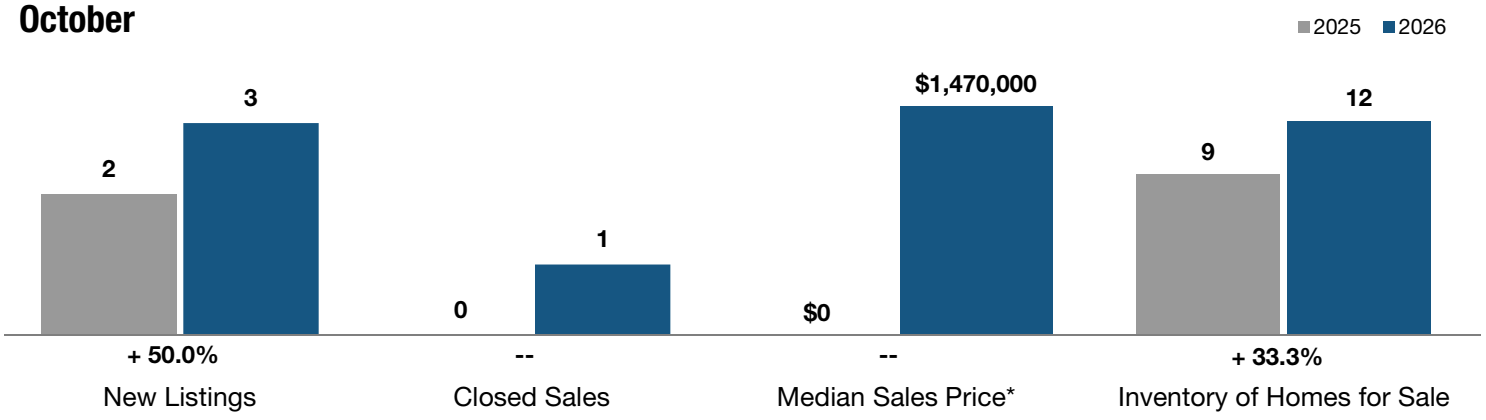
Folly Field

Detached Homes Only

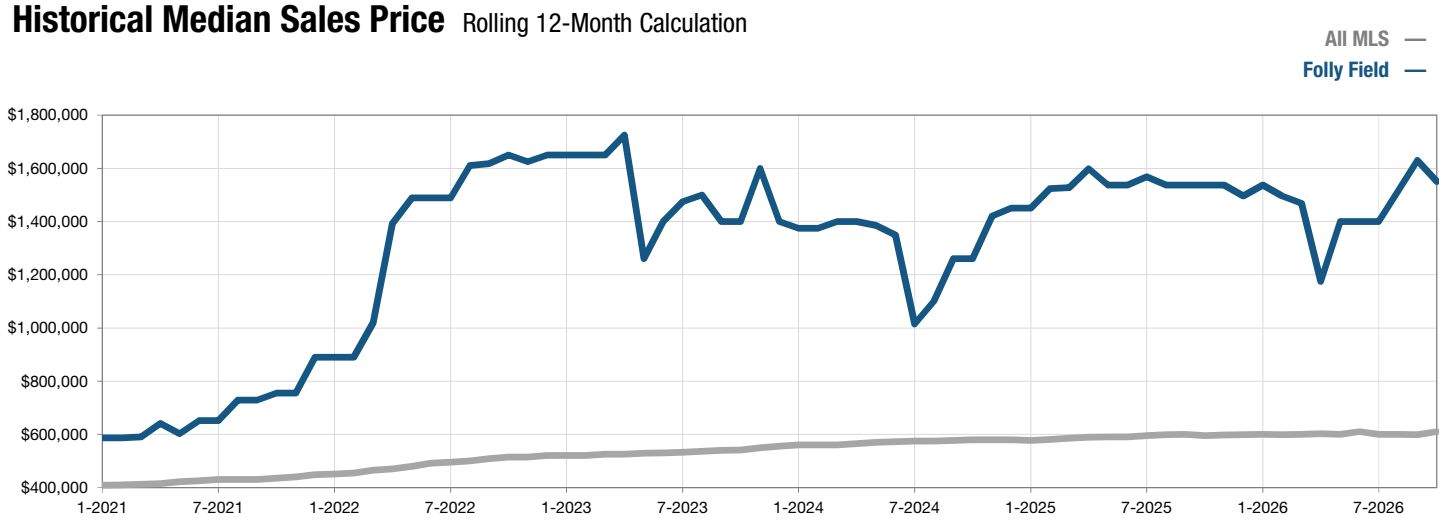
	October			Year to Date		
Key Metrics	**2025**	**2026**	Percent Change	**2025**	**2026**	Percent Change
New Listings	2	**3**	+ 50.0%	18	**19**	+ 5.6%
Closed Sales	0	**1**	--	9	**7**	- 22.2%
Median Sales Price*	$0	**$1,470,000**	--	$1,455,000	**$1,470,000**	+ 1.0%
Percent of List Price Received*	0.0%	**91.9%**	--	94.9%	**94.0%**	- 1.0%
Days on Market Until Sale	0	**83**	--	74	**149**	+ 101.1%
Inventory of Homes for Sale	9	**12**	+ 33.3%	--	**--**	--

* 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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