

Monthly Indicators



January 2025

U.S. existing-home sales advanced for the third straight month, climbing 2.2% to a seasonally adjusted annual rate of 4.24 million units, a 10-month high, according to the National Association of REALTORS® (NAR). Sales were up 9.3% year-over-year, driven largely by purchases of homes priced \$500,000 and above. Month-over-month, sales rose in the South, Northeast, and the West but fell in the Midwest, with all four regions reporting year-over-year gains.

New Listings were down 88.0 percent to 116. Pending Sales decreased 53.8 percent to 408. Inventory shrank 77.0 percent to 496 units.

Prices moved lower as Median Sales Price was down 4.7 percent to \$547,900. Days on Market decreased 16.6 percent to 131 days. Months Supply of Inventory was down 76.0 percent to 0.6 months.

According to NAR, total housing inventory was 1.15 million units heading into January, a 13.5% decrease from the previous month but a 16.2% increase from the same period one year earlier, for a 3.3-month supply at the current sales pace. Housing supply remains down compared to pre-pandemic levels, and the limited number of homes on the market continues to push sales prices higher nationwide, with the median existing-home price rising 6% year-over-year to \$404,400.

Quick Facts

- 13.6%

- 4.7%

- 76.0%

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.

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Market Overview

Key market metrics for the current month and year-to-date figures.



Key Metrics	Historical Sparkbars	01-2024	01-2025	Percent Change	YTD 2024	YTD 2025	Percent Change
New Listings		964	116	- 88.0%	964	116	- 88.0%
Pending Sales		883	408	- 53.8%	883	408	- 53.8%
Closed Sales		623	538	- 13.6%	623	538	- 13.6%
Days on Market		157	131	- 16.6%	157	131	- 16.6%
Median Sales Price		\$575,000	\$547,900	- 4.7%	\$575,000	\$547,900	- 4.7%
Average Sales Price		\$779,958	\$870,378	+ 11.6%	\$779,958	\$870,378	+ 11.6%
Pct. of List Price Received		97.1%	97.1%	0.0%	97.1%	97.1%	0.0%
Housing Affordability Index		54	54	0.0%	54	54	0.0%
Inventory of Homes for Sale		2,160	496	- 77.0%	--	--	--
Months Supply of Inventory		2.5	0.6	- 76.0%	--	--	--

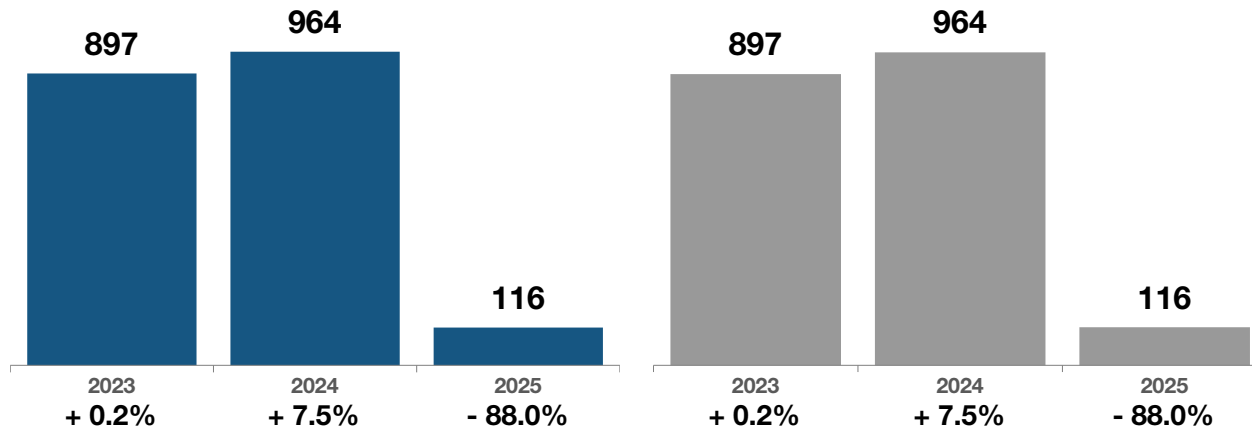
New Listings

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



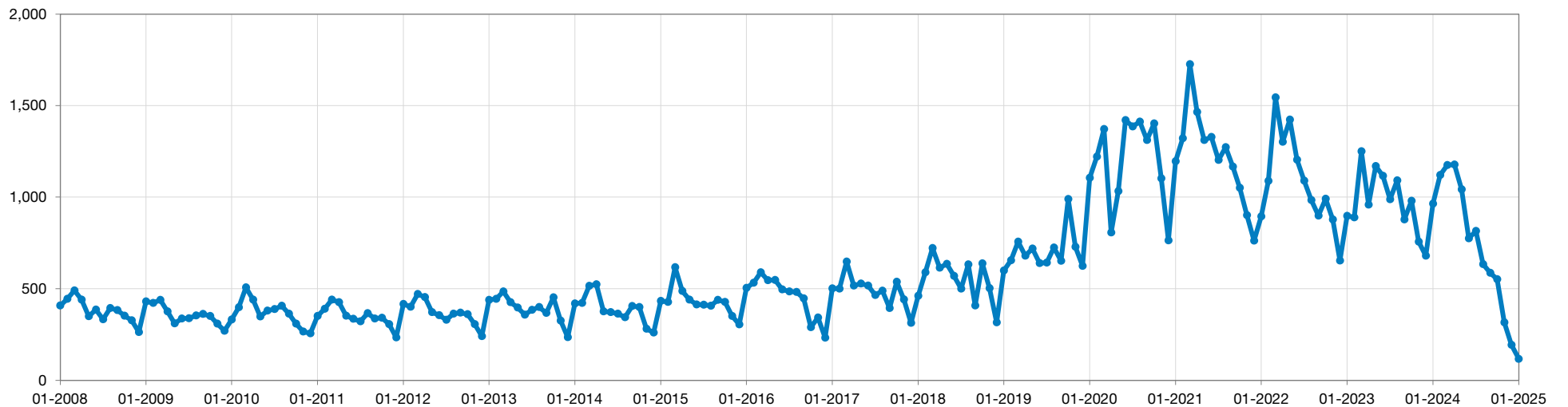
January

Year to Date



	New Listings	Prior Year	Percent Change
February 2024	1,121	889	+26.1%
March 2024	1,175	1,250	-6.0%
April 2024	1,178	959	+22.8%
May 2024	1,042	1,169	-10.9%
June 2024	774	1,116	-30.6%
July 2024	815	988	-17.5%
August 2024	633	1,091	-42.0%
September 2024	586	877	-33.2%
October 2024	551	980	-43.8%
November 2024	316	756	-58.2%
December 2024	193	679	-71.6%
January 2025	116	964	-88.0%
12-Month Avg	708	977	-27.5%

Historical New Listings by Month

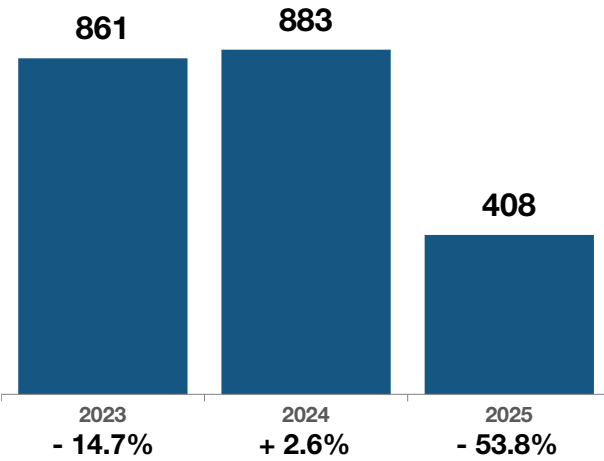


Pending Sales

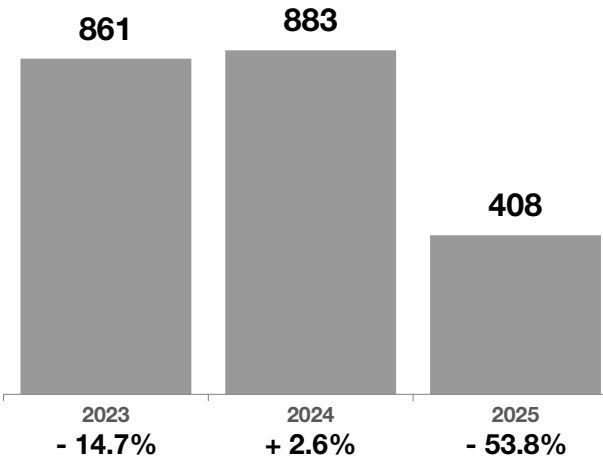
A count of the properties on which offers have been accepted in a given month.



January

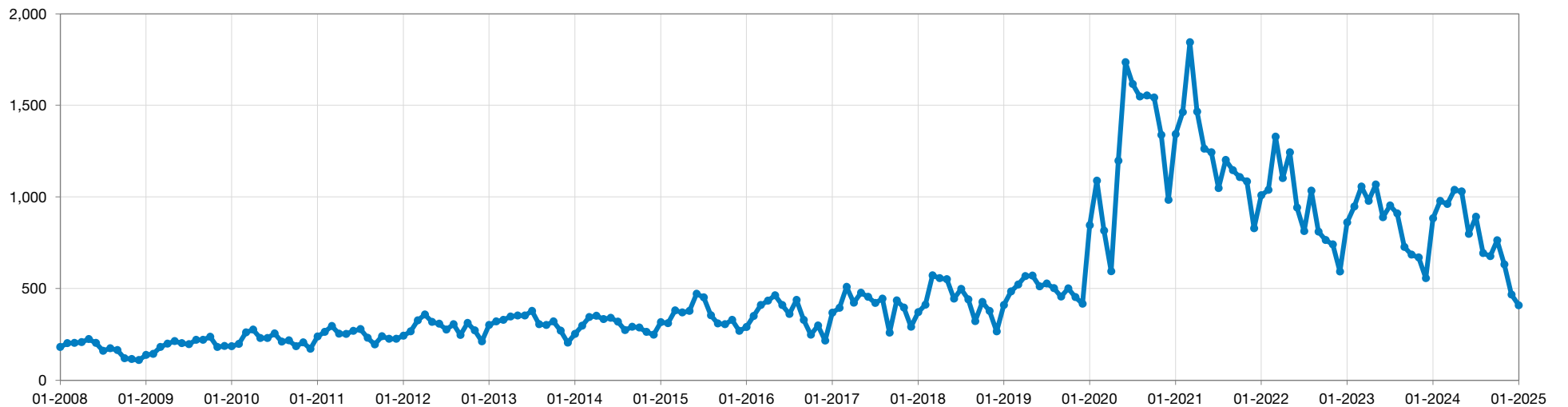


Year to Date



Pending Sales	Prior Year	Percent Change
February 2024	978	+3.2%
March 2024	961	-9.1%
April 2024	1,038	+6.1%
May 2024	1,030	-3.5%
June 2024	798	-10.2%
July 2024	891	-6.5%
August 2024	693	-23.8%
September 2024	677	-6.7%
October 2024	763	+11.4%
November 2024	631	-5.8%
December 2024	467	-16.0%
January 2025	408	-53.8%
12-Month Avg	778	-9.6%

Historical Pending Sales by Month

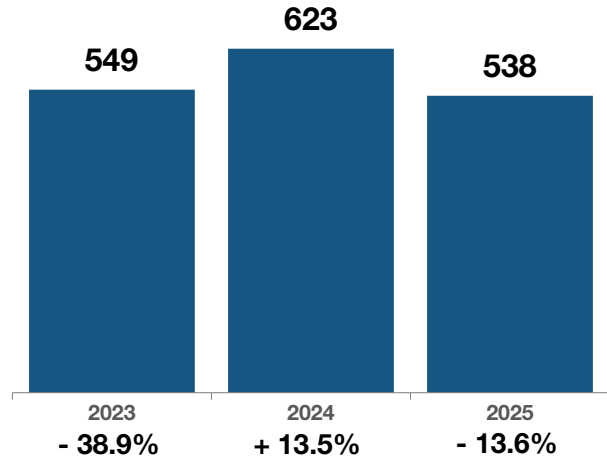


Closed Sales

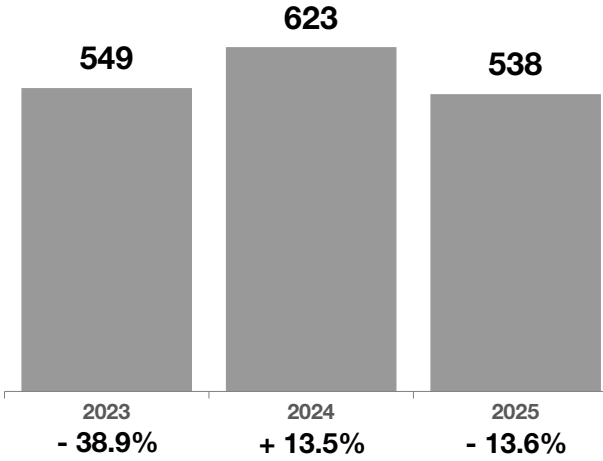
A count of the actual sales that closed in a given month.



January

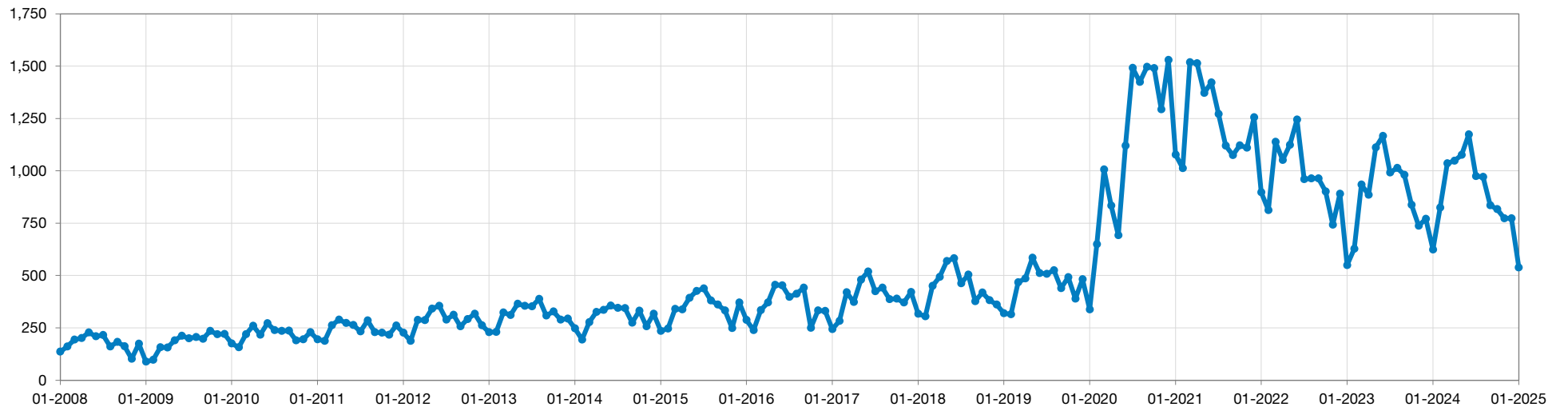


Year to Date



	Closed Sales	Prior Year	Percent Change
February 2024	824	627	+31.4%
March 2024	1,036	934	+10.9%
April 2024	1,048	885	+18.4%
May 2024	1,076	1,111	-3.2%
June 2024	1,174	1,166	+0.7%
July 2024	975	991	-1.6%
August 2024	971	1,014	-4.2%
September 2024	835	981	-14.9%
October 2024	817	838	-2.5%
November 2024	773	737	+4.9%
December 2024	773	770	+0.4%
January 2025	538	623	-13.6%
12-Month Avg	903	890	+1.5%

Historical Closed Sales by Month

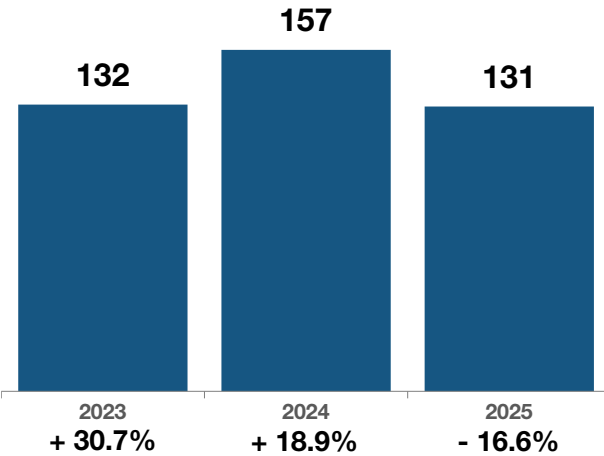


Days on Market Until Sale

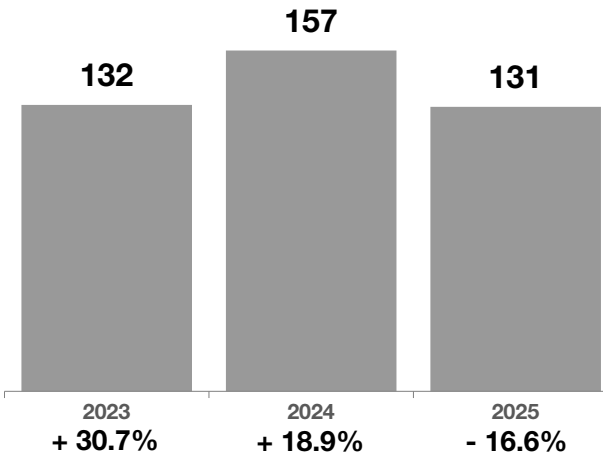
Average number of days between when a property is listed and when an offer is accepted in a given month.



January



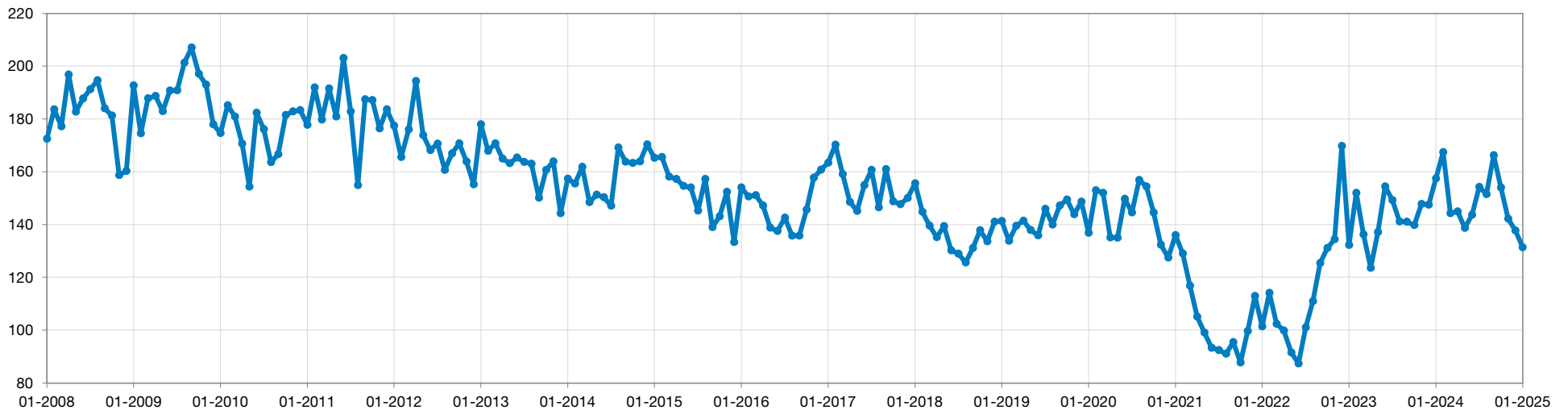
Year to Date



Days on Market	Prior Year	Percent Change
February 2024	152	+9.9%
March 2024	136	+5.9%
April 2024	124	+16.9%
May 2024	137	+1.5%
June 2024	154	-6.5%
July 2024	149	+3.4%
August 2024	141	+7.1%
September 2024	141	+17.7%
October 2024	140	+10.0%
November 2024	148	-4.1%
December 2024	147	-6.1%
January 2025	157	-16.6%
12-Month Avg*	148	+3.5%

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

Historical Days on Market Until Sale by Month

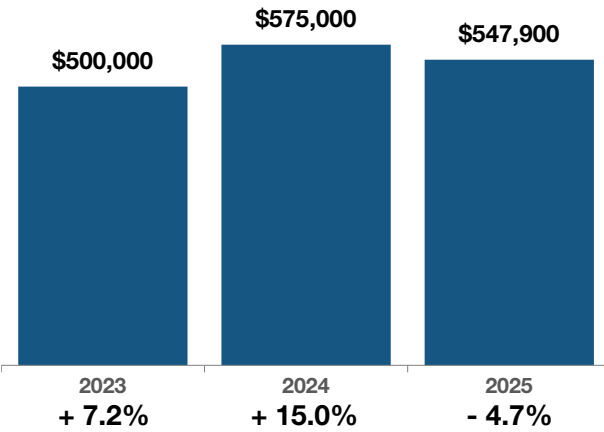


Median Sales Price

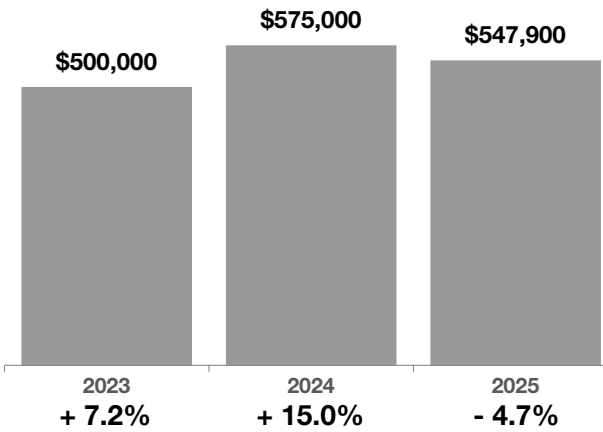
Point at which half of the sales sold for more and half sold for less, not accounting for seller concessions, in a given month.



January



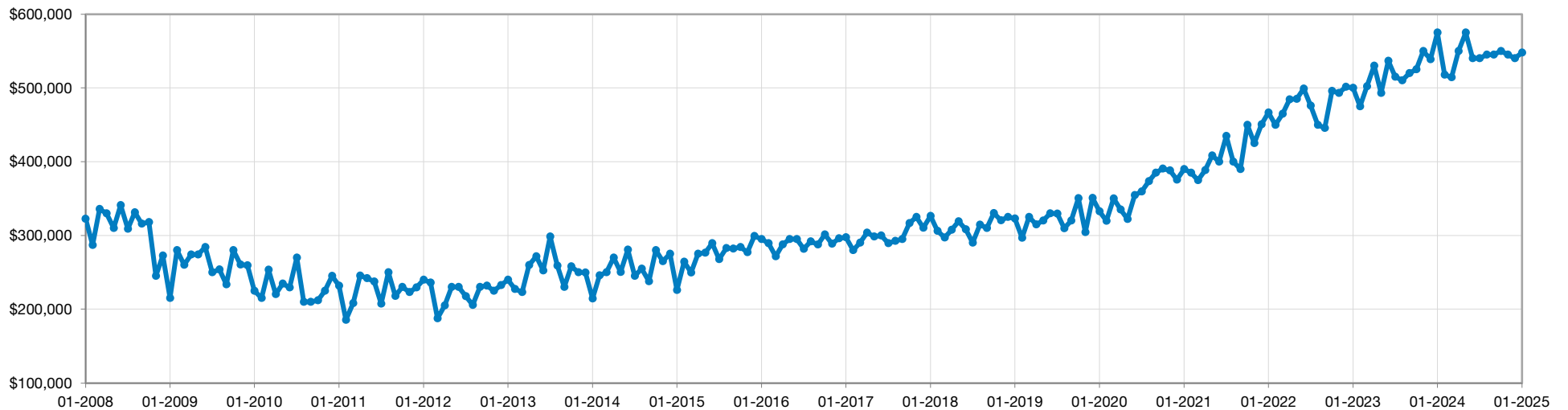
Year to Date



	Median Sales Price	Prior Year	Percent Change
February 2024	\$518,000	\$475,000	+9.1%
March 2024	\$514,193	\$502,000	+2.4%
April 2024	\$549,950	\$530,000	+3.8%
May 2024	\$575,000	\$492,990	+16.6%
June 2024	\$540,262	\$536,590	+0.7%
July 2024	\$540,000	\$515,000	+4.9%
August 2024	\$545,000	\$510,000	+6.9%
September 2024	\$545,000	\$520,000	+4.8%
October 2024	\$550,000	\$525,000	+4.8%
November 2024	\$545,000	\$550,000	-0.9%
December 2024	\$540,000	\$538,875	+0.2%
January 2025	\$547,900	\$575,000	-4.7%
12-Month Med*	\$541,484	\$525,000	+3.1%

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

Historical Median Sales Price by Month

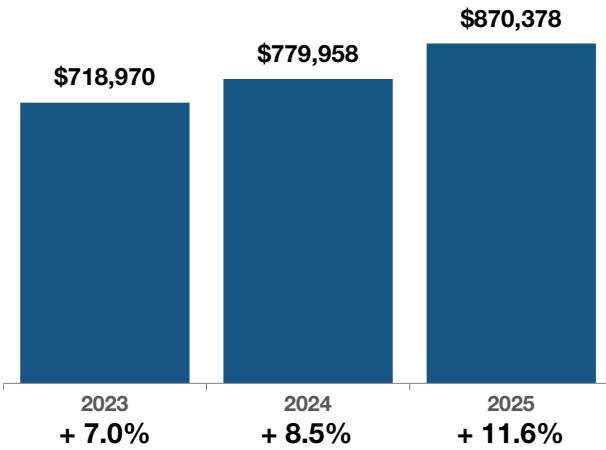


Average Sales Price

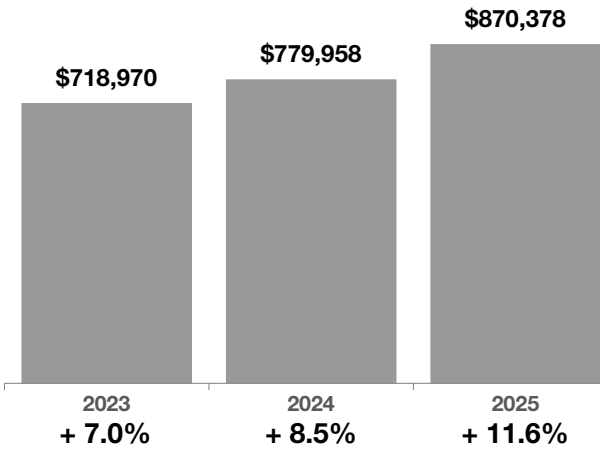
Average sales price for all closed sales, not accounting for seller concessions, in a given month.



January



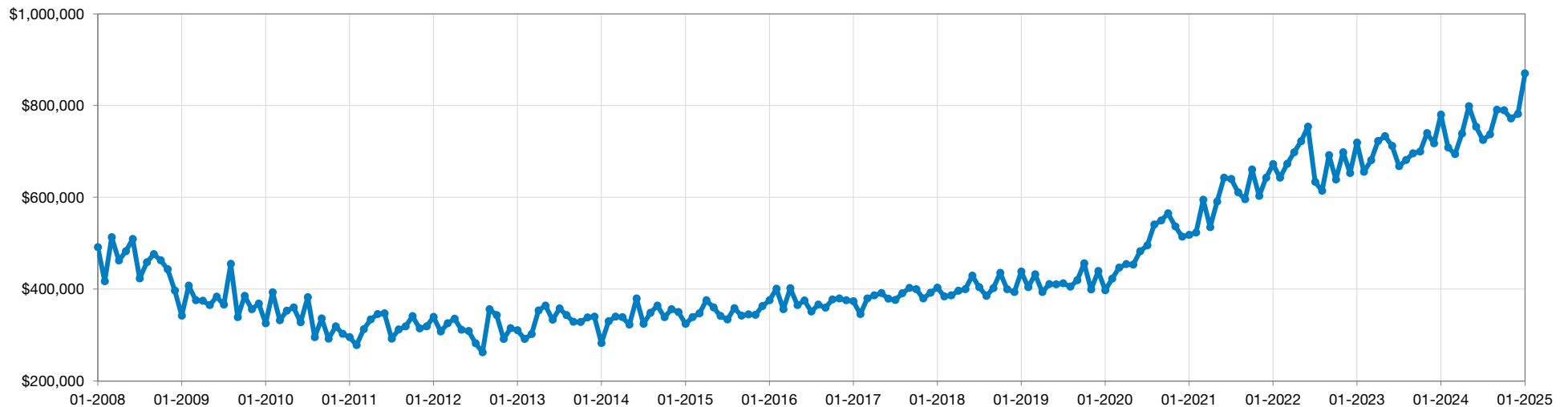
Year to Date



	Avg. Sales Price	Prior Year	Percent Change
February 2024	\$708,741	\$655,359	+8.1%
March 2024	\$694,131	\$680,403	+2.0%
April 2024	\$738,936	\$722,833	+2.2%
May 2024	\$798,409	\$733,211	+8.9%
June 2024	\$753,842	\$711,981	+5.9%
July 2024	\$724,643	\$667,591	+8.5%
August 2024	\$736,991	\$681,093	+8.2%
September 2024	\$790,633	\$695,535	+13.7%
October 2024	\$789,599	\$699,646	+12.9%
November 2024	\$771,618	\$740,167	+4.2%
December 2024	\$781,585	\$717,515	+8.9%
January 2025	\$870,378	\$779,958	+11.6%
12-Month Avg*	\$763,292	\$707,108	+7.9%

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

Historical Average Sales Price by Month

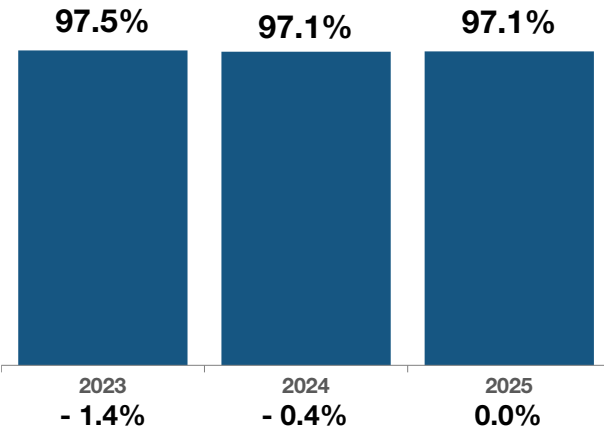


Percent of List Price Received

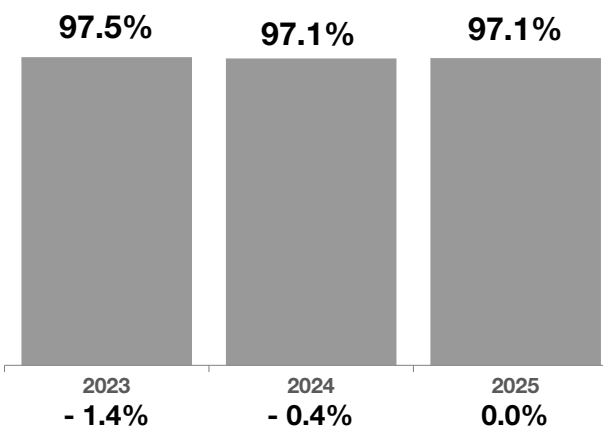
Percentage found when dividing a property's sales price by its most recent list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



January



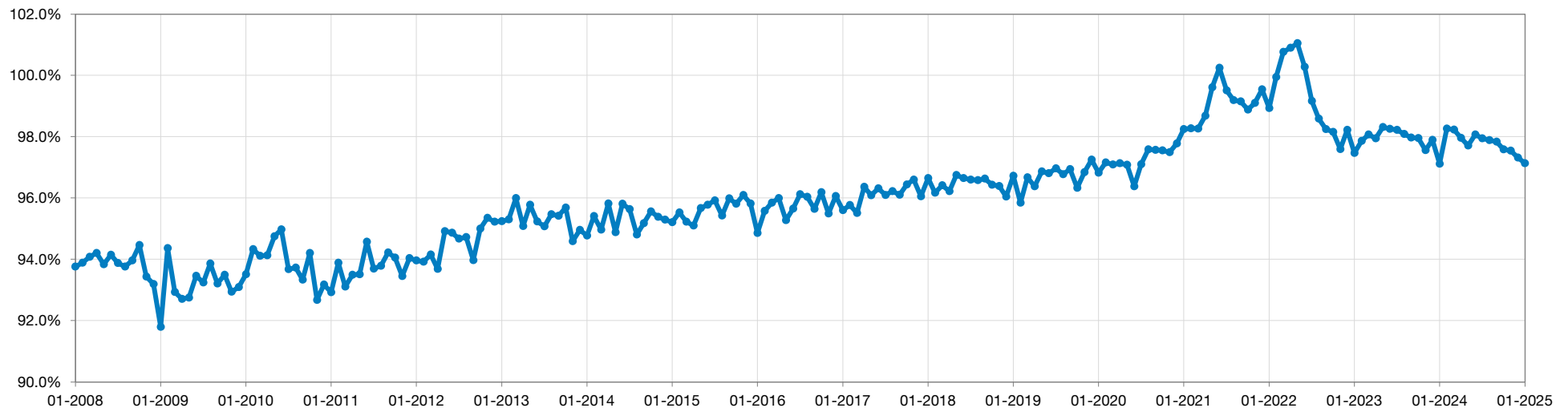
Year to Date



	Pct. of List Price Received	Prior Year	Percent Change
February 2024	98.3%	97.9%	+0.4%
March 2024	98.2%	98.1%	+0.1%
April 2024	98.0%	97.9%	+0.1%
May 2024	97.7%	98.3%	-0.6%
June 2024	98.1%	98.3%	-0.2%
July 2024	97.9%	98.2%	-0.3%
August 2024	97.9%	98.1%	-0.2%
September 2024	97.8%	98.0%	-0.2%
October 2024	97.6%	98.0%	-0.4%
November 2024	97.5%	97.6%	-0.1%
December 2024	97.3%	97.9%	-0.6%
January 2025	97.1%	97.1%	0.0%
12-Month Avg*	97.8%	98.0%	-0.2%

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

Historical Percent of List Price Received by Month

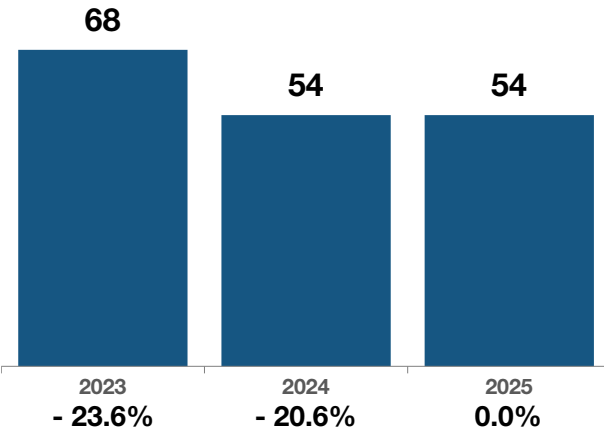


Housing Affordability Index

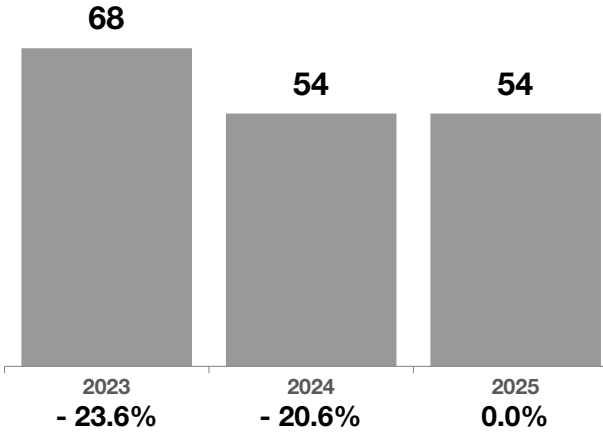
This index measures housing affordability for the region. For example, an index of 120 means the median household income is 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. A higher number means greater affordability.



January

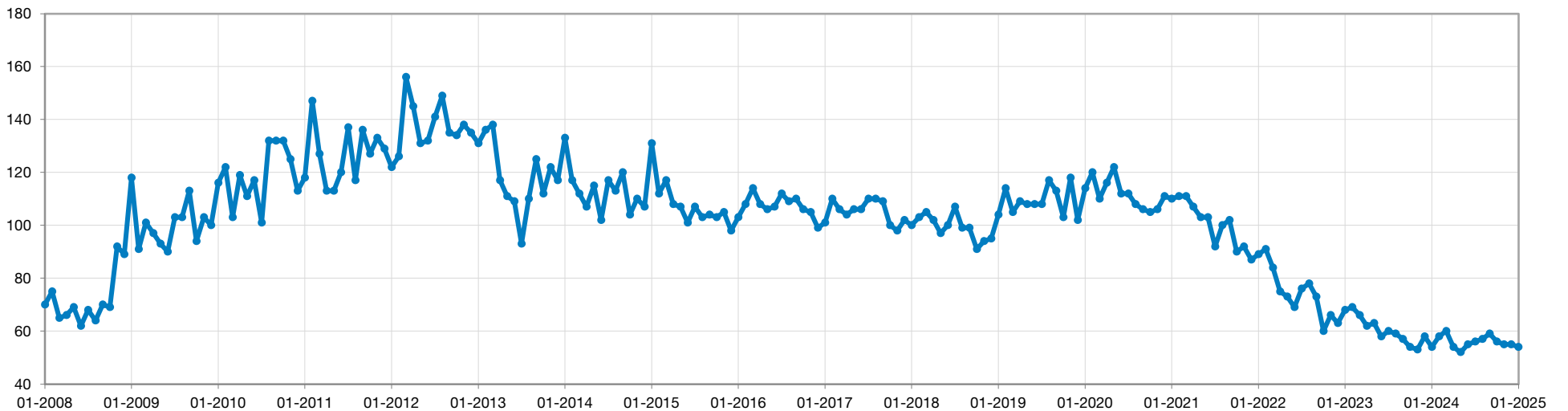


Year to Date



	Affordability Index	Prior Year	Percent Change
February 2024	58	69	-15.9%
March 2024	60	66	-9.1%
April 2024	54	62	-12.9%
May 2024	52	63	-17.5%
June 2024	55	58	-5.2%
July 2024	56	60	-6.7%
August 2024	57	59	-3.4%
September 2024	59	57	+3.5%
October 2024	56	54	+3.7%
November 2024	55	53	+3.8%
December 2024	55	58	-5.2%
January 2025	54	54	0.0%
12-Month Avg	56	59	-5.9%

Historical Housing Affordability Index by Month

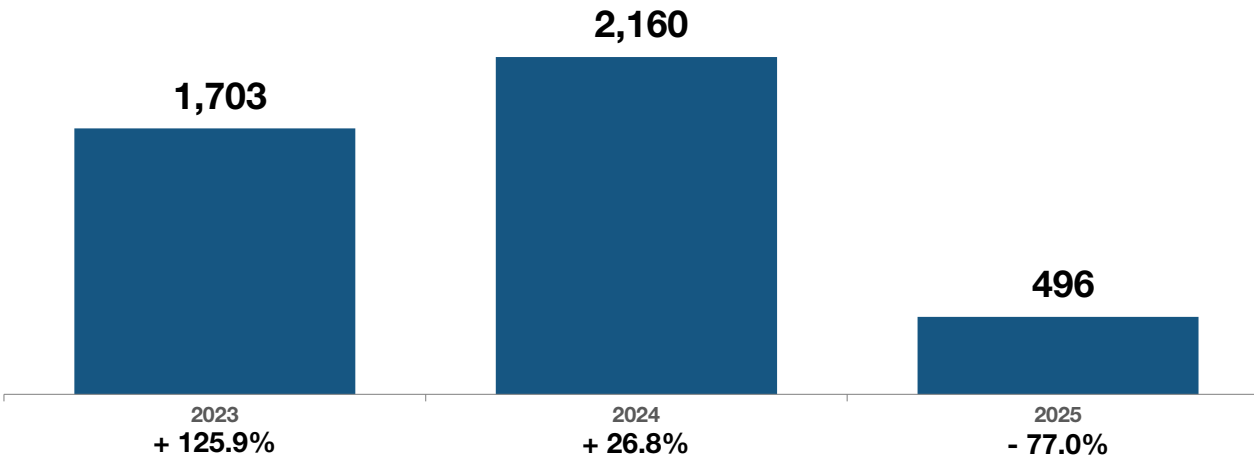


Inventory of Homes for Sale

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



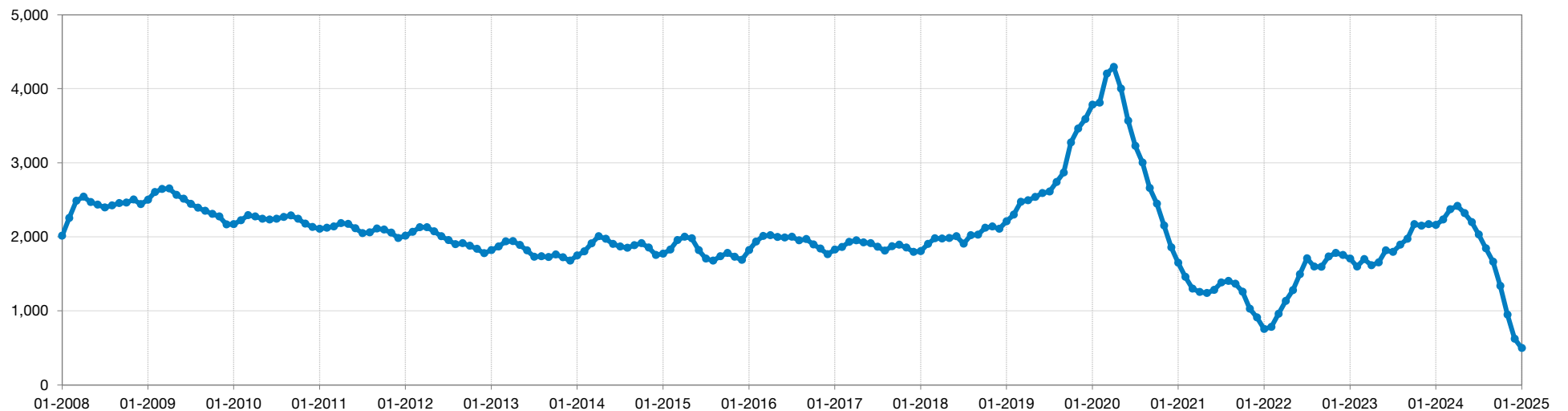
January



Homes for Sale	Prior Year	Percent Change	
February 2024	2,232	1,595	+39.9%
March 2024	2,370	1,697	+39.7%
April 2024	2,414	1,613	+49.7%
May 2024	2,319	1,651	+40.5%
June 2024	2,196	1,816	+20.9%
July 2024	2,029	1,794	+13.1%
August 2024	1,842	1,891	-2.6%
September 2024	1,664	1,971	-15.6%
October 2024	1,336	2,170	-38.4%
November 2024	948	2,149	-55.9%
December 2024	620	2,170	-71.4%
January 2025	496	2,160	-77.0%
12-Month Avg*	1,706	1,890	-9.7%

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

Historical Inventory of Homes for Sale by Month

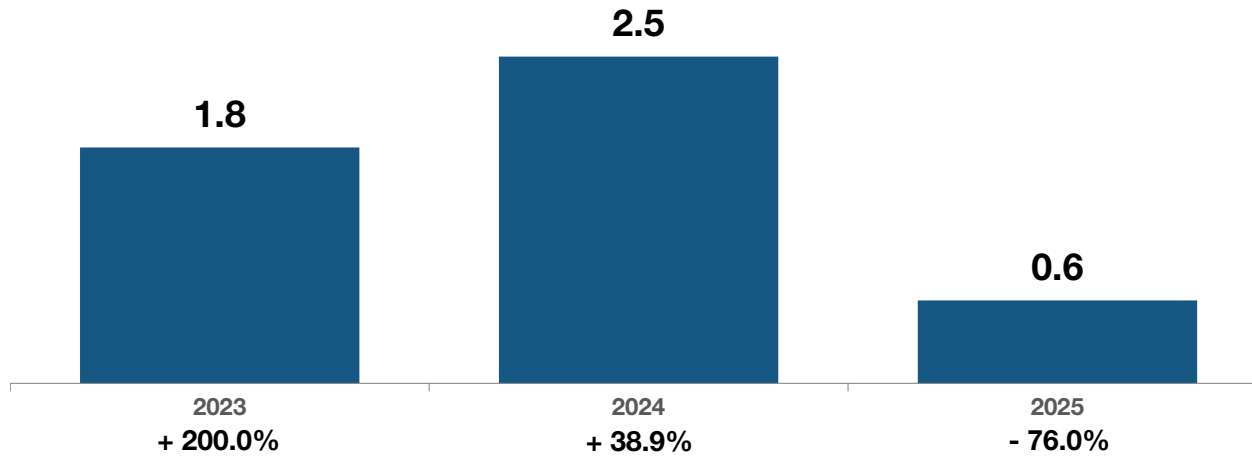


Months Supply of Inventory

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.



January



Months Supply		Prior Year	Percent Change
February 2024	2.6	1.7	+52.9%
March 2024	2.8	1.9	+47.4%
April 2024	2.8	1.8	+55.6%
May 2024	2.7	1.9	+42.1%
June 2024	2.6	2.1	+23.8%
July 2024	2.4	2.0	+20.0%
August 2024	2.2	2.1	+4.8%
September 2024	2.0	2.3	-13.0%
October 2024	1.6	2.5	-36.0%
November 2024	1.1	2.5	-56.0%
December 2024	0.8	2.5	-68.0%
January 2025	0.6	2.5	-76.0%
12-Month Avg*	2.0	2.1	-4.8%

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

Historical Months Supply of Inventory by Month

