

Living the Dream... Each and Every Day

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Hilton Head Island, as you no doubt know, is in a unique situation when it relates to the real estate market. Our status as a highly desirable world-class, oceanfront destination residential resort community helps insulate us from some of the smaller trends, giving an advantage to sellers since our supply and demand will truly never equal out. That said, it's still worth looking at national trends to see how they might affect us.

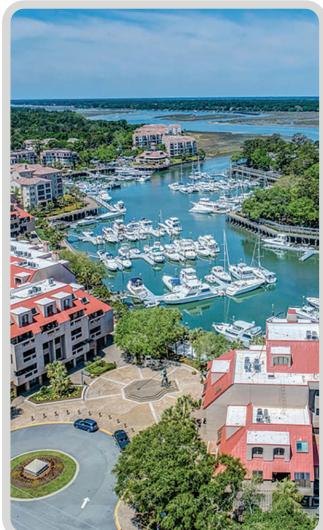
At this time, the three largest real estate trends we are seeing countrywide are a lack of inventory available, affordability, and rising interest rates.

With this lack of inventory like we haven't seen in years, and also with owners reinvesting in our community and interest from the excess of three million visitors to Hilton Head Island, demand should always outpace supply.

Many areas of the country are starting to experience affordability issues, which has never been much of a drawback among the more resort-oriented oceanfront areas of Hilton Head Island. Our brand as an Island is attracting a more affluent clientele, thanks in particular to the many awards we continue to receive. Compared to other residential resort communities, we represent exceptional value for this demographic.

Finally, the national trend of rising interest rates will have an impact throughout the country and on Hilton Head Island. We are attracting an influx of cash buyers who seem to be changing their investment strategies, in many cases selling stocks and moving this money into real estate, which historically is a pattern that continues to repeat itself. The great news is that our tremendous value as a community serves as a solid buffer for these trends. Buyers are flocking to the Island and the quality of life we represent. This continued interest places Hilton Head Island in a strong position as the next few years unfold in this ever-changing market. If a change in your real estate goals and objectives is on the horizon, please get in touch, as I would love to have a conversation with you!

Enjoy your summer!



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real estate group
HILTON HEAD ISLAND • SOUTH CAROLINA

PHILIP A. SCHEMBRA
Owner | Broker-In-Charge

The Plaza At Shelter Cove
50P Shelter Cove Lane
Hilton Head Island, SC 29928

843.785.2452 local
800.845.9506 toll-free

phil@schembrarealestate.com



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Jennifer Messier
REALTOR®
843.785.2452



Michael Moore
REALTOR®
843.338.6042



Barbara Frank
REALTOR®
315.725.4411



Jim Laferriere
REALTOR®
843.684.0755



Cris Curtis
REALTOR®
843.785.2452



Max Gregori
REALTOR®
614.364.0304



Shanti Bringas
REALTOR®
843.298.2743