

**CENTURY 21**<sup>®</sup>

Broadhurst

**MYRTLE BEACH**

**REAL ESTATE**

Semi - Annual  
Market Report

**2020**



*2020 is probably a year that most of us will never forget. Fortunately, and unlike many of those in our community, we were classified as an essential business during the impact of the COVID-19 Virus, and although there are still plenty of challenges for the Real Estate industry here on the Grand Strand, we seem to be handling the adversity quite well.*

*Whether it is a “virtual” showing to buyers or a “virtual” listing consultation with sellers, the local Real Estate industry and all of our professionals at Century 21 Broadhurst, seem to be making the necessary changes not only for health and safety, but also through technology, and the market is beginning to show good signs of growth, both for the Summer and into the Fall.*

*We hope you enjoy the presentation of the data for the present Real Estate market, and never hesitate to contact us or one of our professionals for the answers to any Real Estate questions you and your family may have.*

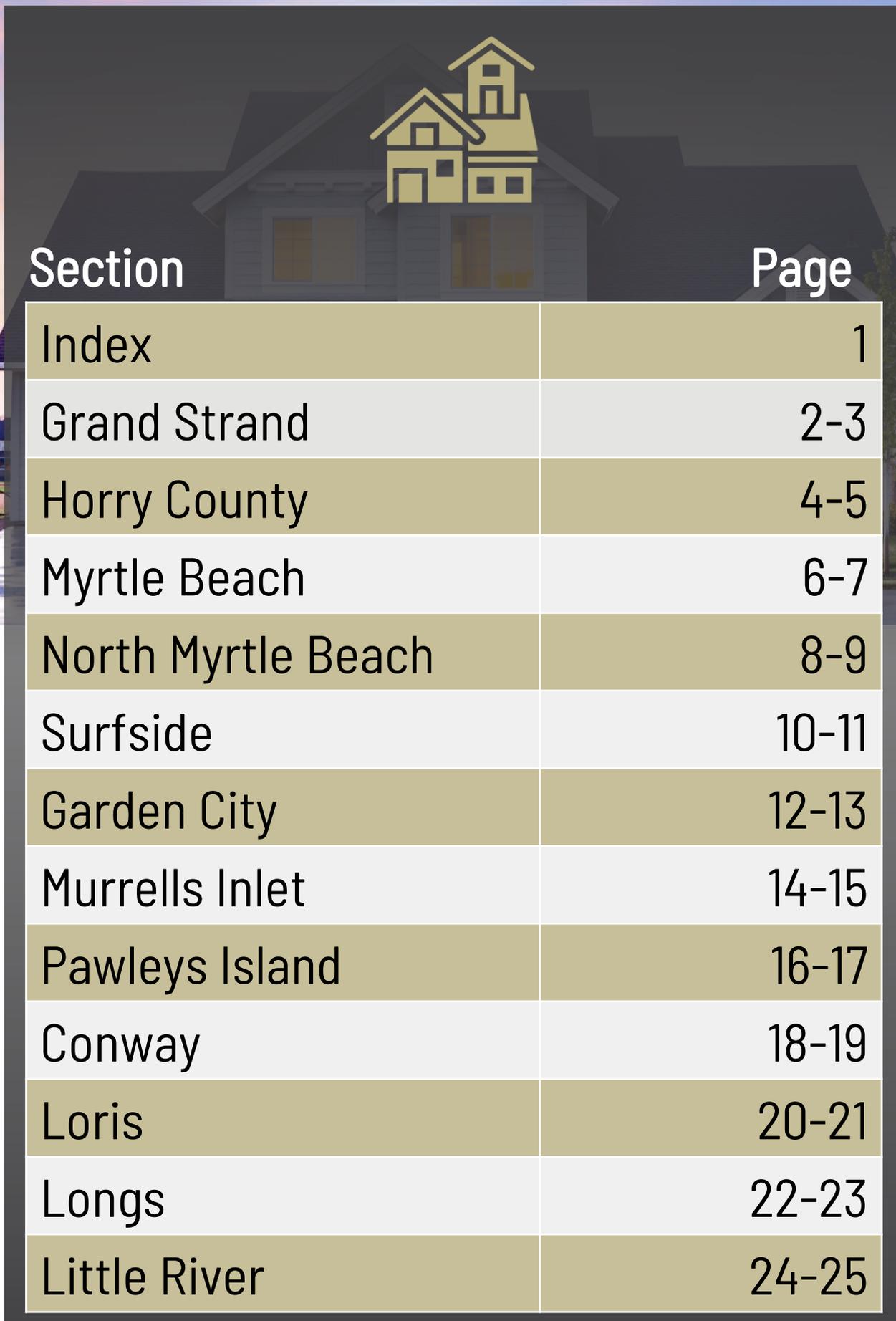
*~ Jamie Broadhurst  
President, Century 21 Broadhurst*

**CENTURY 21<sup>®</sup>**  
Broadhurst

Semi – Annual Market Report

**2020**





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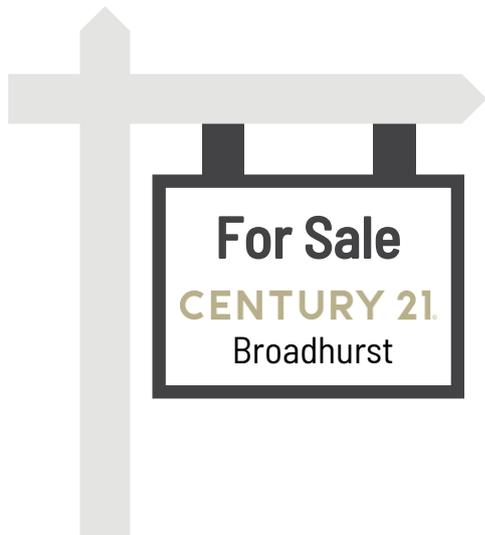




**MARKET SNAPSHOT**  
AVERAGE SELLING PRICE  
**\$243,129**



Up  
**7.5%**



YEAR-TO-DATE  
**PROPERTIES SOLD**

**7,281**  
DOWN -8.0%



**139**  
AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**4,396 (-1.9%)**

CURRENT ACTIVES

**3580**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**2,561 (-17.8%)**

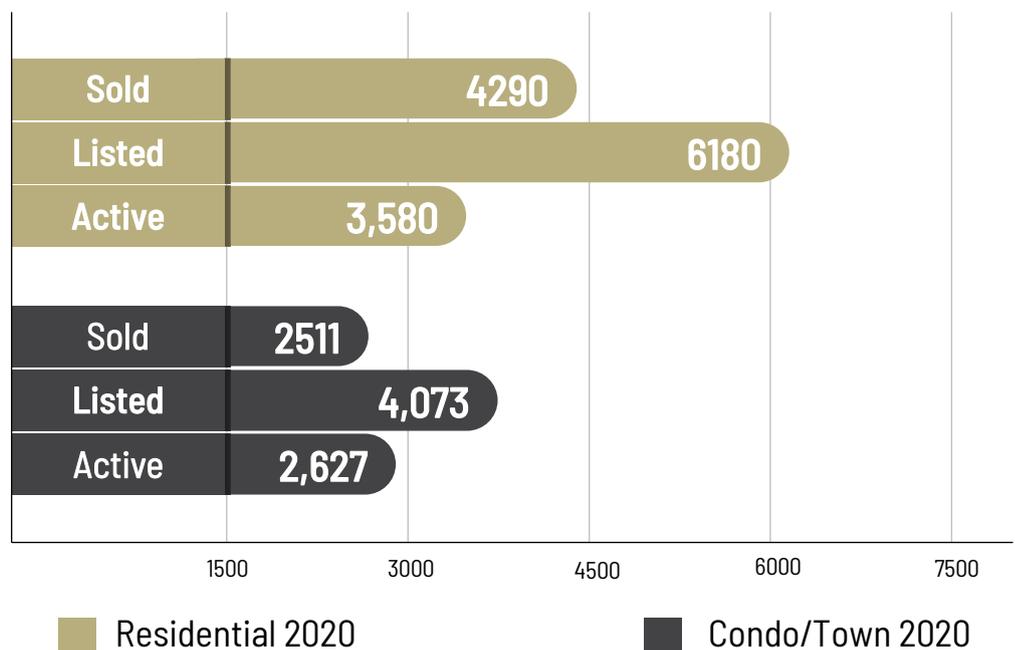
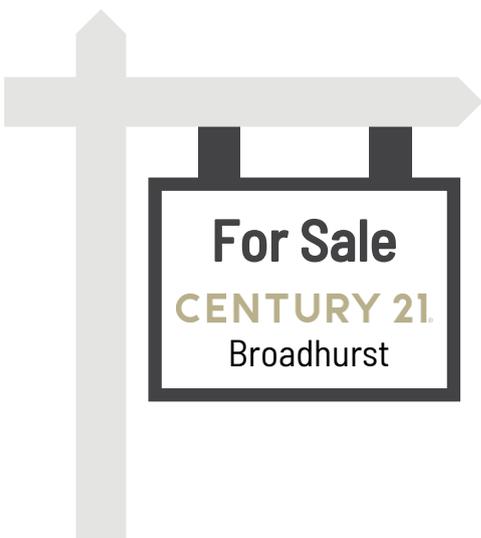
CURRENT ACTIVES

**2,631**



## Grand Strand & Surrounding Areas

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	11,233	11,791	10,720	-9.1%
Inventory of Homes for Sale	6,597	6,813	6,477	-4.8%
Closed Sales	7,828	7,910	7,114	-10.1%
Median Sales Price	\$180,530	\$192,842	\$210,000	8.9%
Average Sales Price	\$214,396	\$226,206	\$242,830	7.3%
Avg. Percent of Original List price	96.8%	96.7%	96.8%	0.1%
Avg. Days on Market Until Sold	136	135	139	3.0



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVG DAYS ON MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	4,483	6,894	3,928	142	\$281,413	97.5%
2020	4,290	6,180	3,580	147	\$298,731	97.6%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVG DAYS ON MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	3,116	4,344	2,592	126	\$160,517	96%
2020	2,511	4,073	2,627	126	\$166,783	96%

## Snapshot



AVERAGE SELLING PRICE

**\$227,834**



Up

**6.1%**



YEAR-TO-DATE  
PROPERTIES SOLD

**6,229**

**DOWN - 8.8%**



**136**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**3,632 (-2.3%)**

CURRENT ACTIVES

**2,853**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**2,326 (-19.0%)**

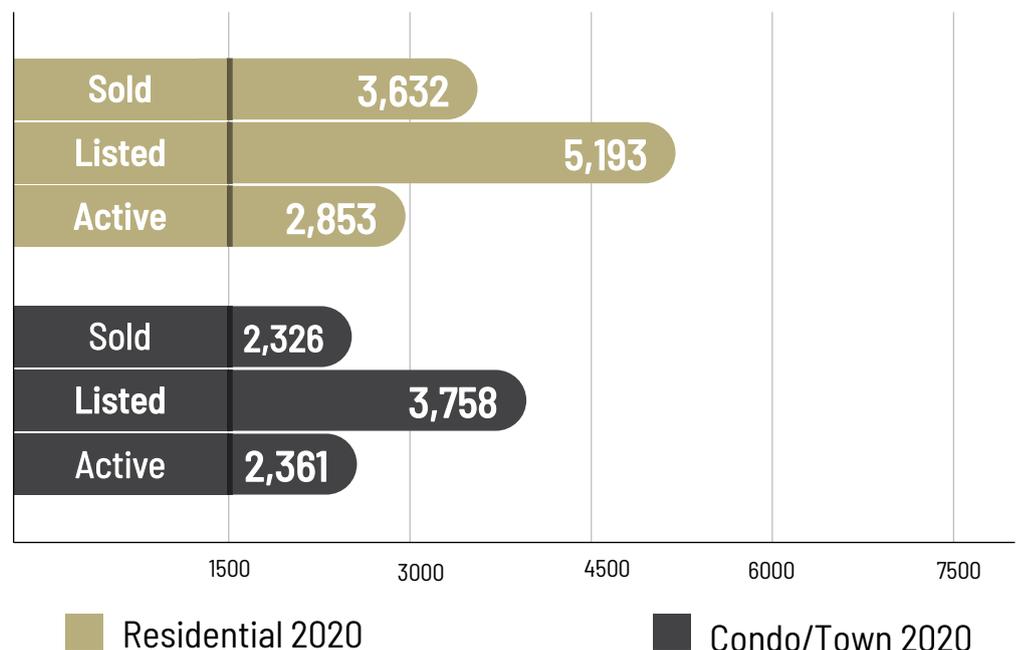
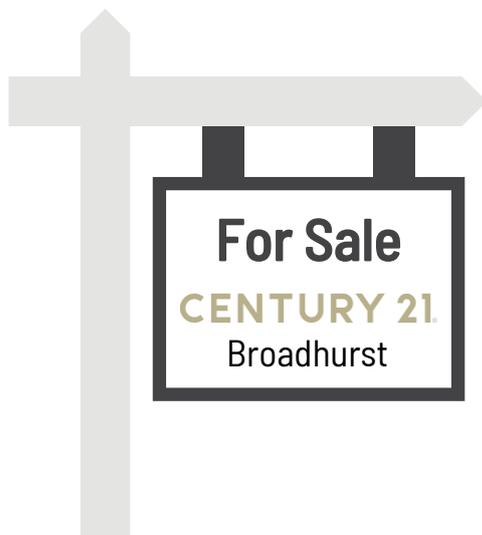
CURRENT ACTIVES

**2,361**



## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	9,709	10,175	9,356	-8.0%
Inventory of Homes for Sale	5,438	5,608	5,464	-2.6%
Closed Sales	6,875	6,833	6,229	-8.8%
Median Sales Price	\$178,000	\$188,050	\$205,100	9.1%
Average Sales Price	\$205,636	\$214,732	\$227,834	6.1%
Avg. Percent of Original List price	96.9%	96.9%	97%	0.1%
Avg. Days on Market Until Sold	134	131	136	3.8%



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVG DAYS ON MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	3,717	5,710	3,008	138	\$268,985	97.7%
2020	3,632	5,193	2,853	143	\$279,811	97.8%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVG DAYS ON MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	2,873	3,996	2,350	125	\$155,066	96.0%
2020	2,326	3,758	2,361	125	\$162,864	96.0%

## Snapshot



AVERAGE SELLING PRICE

**\$235,755**



Up

**10.7%**



**For Sale**  
CENTURY 21  
Broadhurst

YEAR-TO-DATE  
PROPERTIES SOLD

**2,924**

**DOWN - 12.6%**



**135**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**1,601 (-2%)**

CURRENT ACTIVES

**1,135**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**1,249 (-23.3%)**

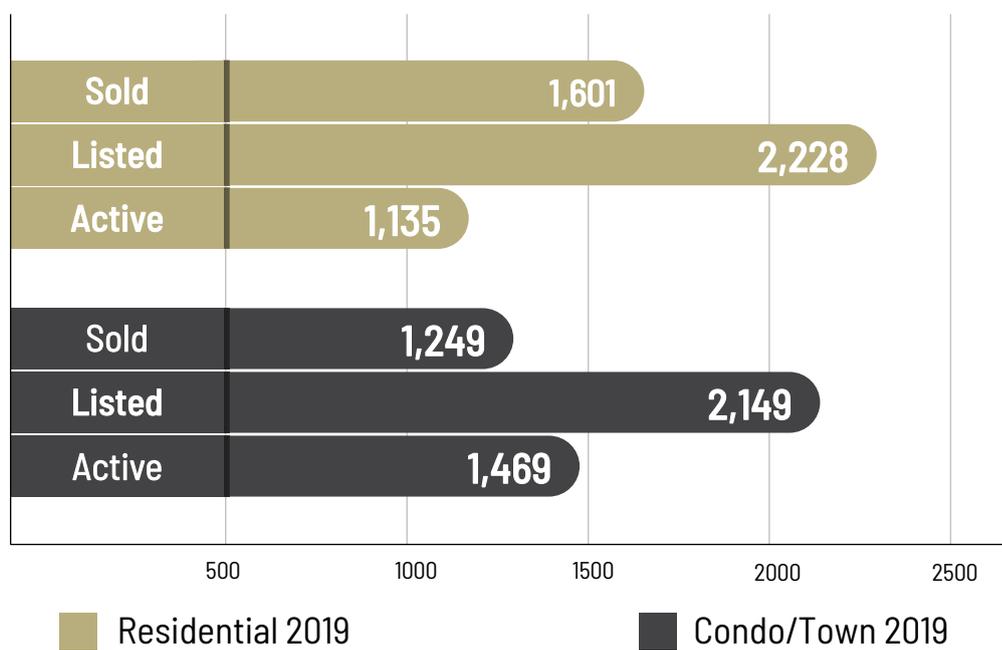
CURRENT ACTIVES

**1,469**



## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	4,729	4,804	4,485	-6.6%
Inventory of Homes for Sale	2,667	2,655	2,685	1.1
Closed Sales	3,350	3,344	2,924	-12.6
Median Sales Price	\$173,500	\$181,000	\$210,000	16%
Average Sales Price	\$205,704	\$212,907	\$235,755	10.7%
Avg. Percent of Original List price	96.8%	96.8%	96.9%	0.1%
Avg. Days on Market Until Sold	135	132	135	2.3%



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVG DAYS ON MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	1,634	2,374	1,156	135	\$294,664	97.8%
2020	1,601	2,228	1,135	141	\$311,198	97.9%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVG DAYS ON MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	1,629	2,250	1,395	130	\$137,375	95.9%
2020	1,249	2,149	1,469	126	\$148,564	95.8%

## Snapshot



AVERAGE SELLING PRICE

**\$262,940**



Up

**0.6%**



YEAR-TO-DATE  
**PROPERTIES SOLD**

**757**

**DOWN - 14.8%**



**138**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**228 (-13.3%)**

CURRENT ACTIVES

**281**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

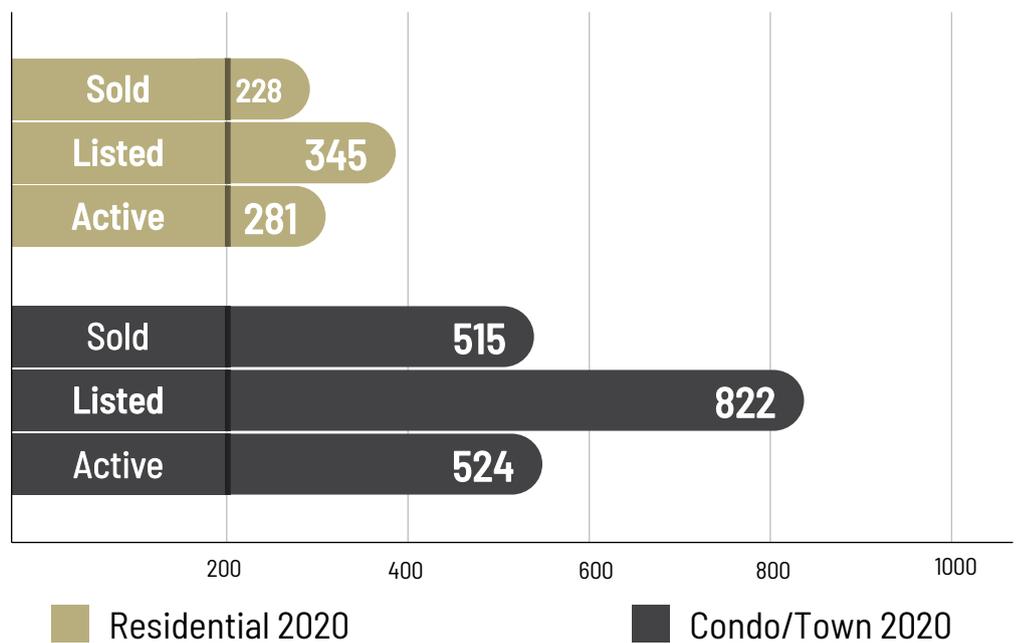
**515 (-15.6%)**

CURRENT ACTIVES

**524**

## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	1,346	1,367	1,199	-12.3%
Inventory of Homes for Sale	911	956	824	-13.8%
Closed Sales	881	889	757	-14.8%
Median Sales Price	\$220,000	\$229,999	\$240,000	4.3%
Average Sales Price	\$248,205	\$261,499	\$262,940	5.1%
Avg. Percent of Original List price	95.9%	96.2%	96.1%	-0.1%
Avg. Days on Market Until Sold	134	130	138	6.2%



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVG DAYS ON MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	325	430	325	135	\$380,931	96.7%
2020	228	345	281	149	\$375,022	96.0%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVG DAYS ON MARKET	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	616	905	616	129	\$215,088	96.1%
2020	515	822	524	134	\$217,953	96.2%

## Snapshot



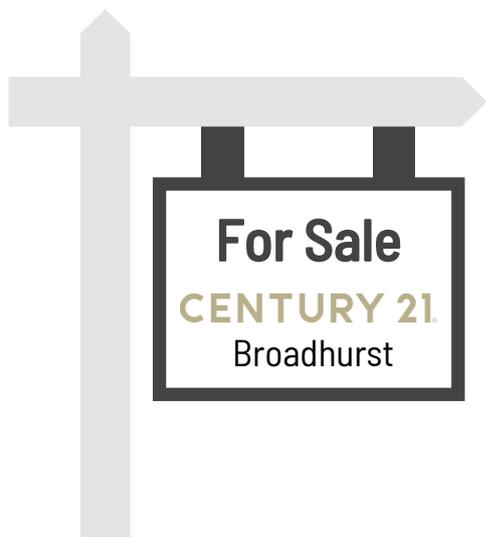
AVERAGE SELLING PRICE

**\$212,178**



Down

**7.9%**



**For Sale**

CENTURY 21  
Broadhurst

YEAR-TO-DATE  
PROPERTIES SOLD

**320**

UP +12.7%



**125**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**160 (+1.3%)**

CURRENT ACTIVES

**137**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**134 (-13.3%)**

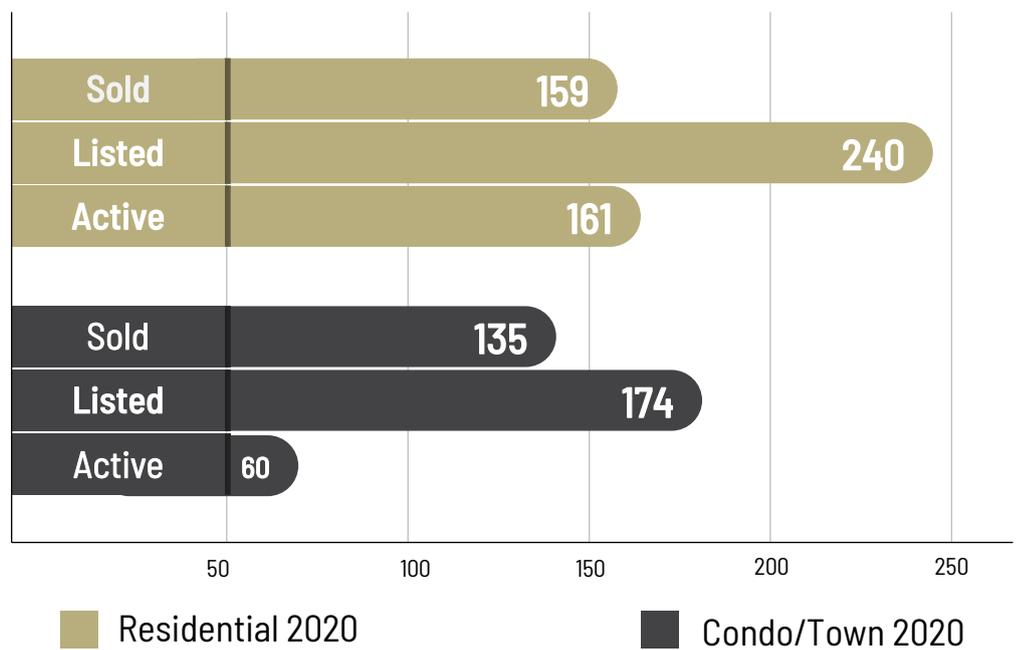
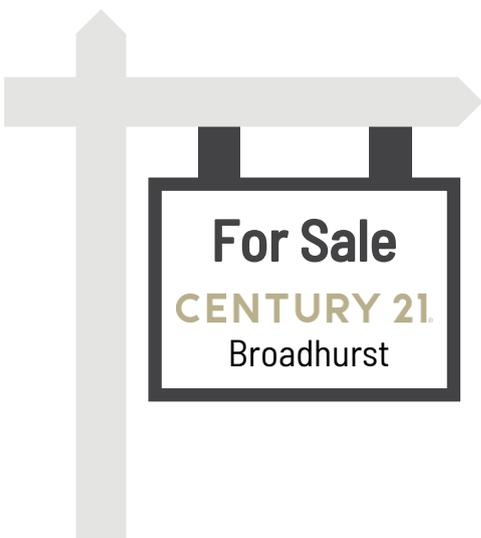
CURRENT ACTIVES

**52**



## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	404	470	446	-5.1%
Inventory of Homes for Sale	211	226	228	0.9%
Closed Sales	288	284	320	12.7%
Median Sales Price	\$212,000	\$213,100	\$196,000	-8.0%
Average Sales Price	\$226,227	\$230,469	\$212,178	-7.9%
Avg. Percent of Original List price	96.5%	96.5%	96.5%	0.0%
Avg. Days on Market Until Sold	113	110	125	13.6%



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	158	282	144	128	\$311,930	97.1%
2020	159	240	137	133	\$302,362	97.2%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	123	163	60	87	\$127,734	95.8%
2020	135	171	52	99	\$130,804	96.9%

## Snapshot



AVERAGE SELLING PRICE

**\$441,572**



Up

**47.4%**



YEAR-TO-DATE  
**PROPERTIES SOLD**

**81**

**DOWN - 35.2%**



**155**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**36 (-21.7%)**

CURRENT ACTIVES

**67**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**40 (-34.4%)**

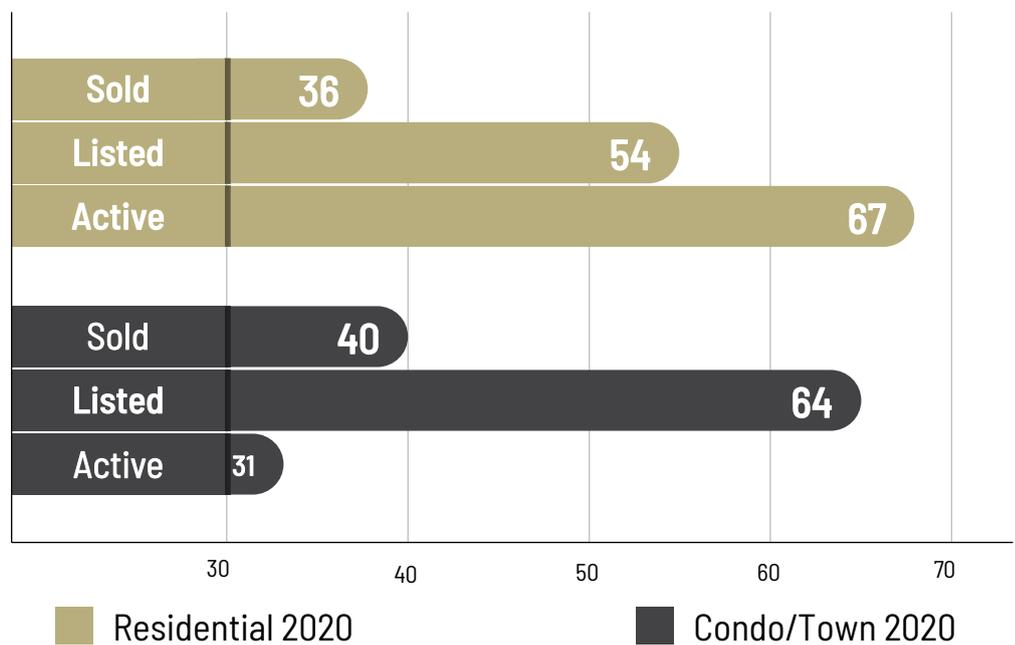
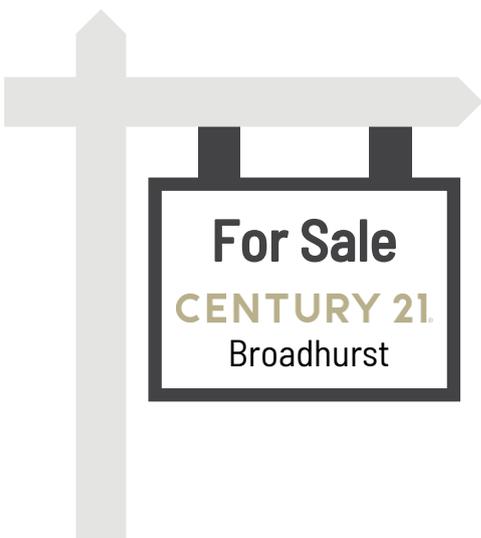
CURRENT ACTIVES

**31**



## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	166	176	126	-28.4%
Inventory of Homes for Sale	134	126	105	-6.0%
Closed Sales	122	125	81	-35.2%
Median Sales Price	\$175,000	\$235,000	\$282,500	20.2%
Average Sales Price	\$286,429	\$299,654	\$411,572	47.4%
Avg. Percent of Original List price	94.9%	95.1%	95.2%	0.1%
Avg. Days on Market Until Sold	142	131	155	18.3%



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	46	84	86	183	\$500,313	95.6%
2020	36	54	67	216	\$747,742	94.5%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	61	72	30	101	\$220,212	96.3%
2020	40	64	31	98	\$210,215	96.3%

## Snapshot



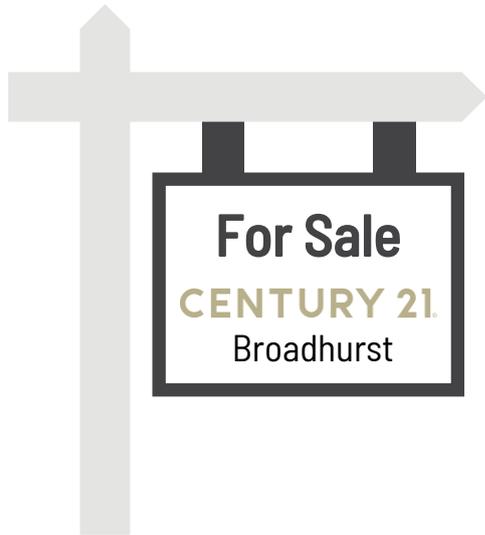
AVERAGE SELLING PRICE

**\$265,446**



Up

**6.2%**



YEAR-TO-DATE  
PROPERTIES SOLD

**545**

**DOWN - 10.4%**



**135**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**329 (-11.6%)**

CURRENT ACTIVES

**246**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**157 (-16.5%)**

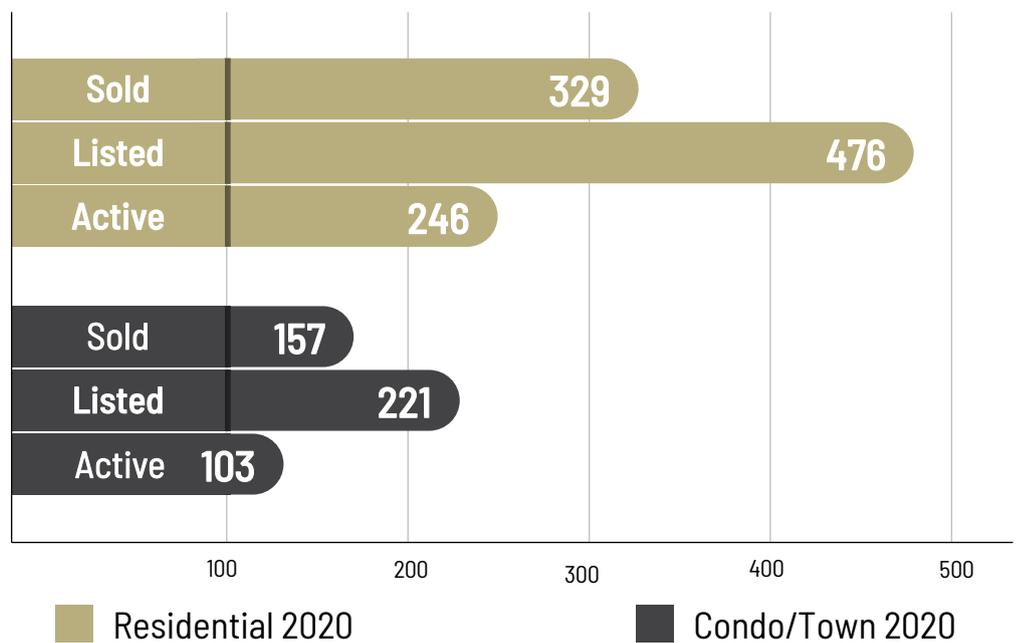
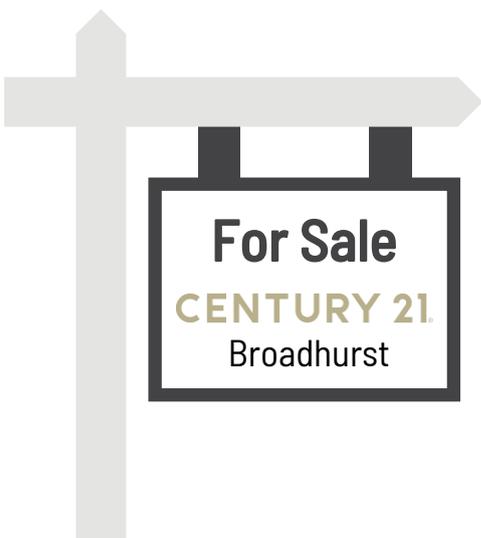
CURRENT ACTIVES

**103**



## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	857	900	775	-13.9%
Inventory of Homes for Sale	395	456	385	-15.6%
Closed Sales	622	608	545	-10.4%
Median Sales Price	\$225,000	\$236,500	\$236,375	-0.1%
Average Sales Price	\$238,819	\$249,987	\$265,446	6.2%
Avg. Percent of Original List price	97.0%	97.2%	96.6%	-0.6%
Avg. Days on Market Until Sold	123	134	135	0.7%



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	372	582	314	143	\$310,763	97.7%
2020	329	476	246	148	\$343,609	97.1%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	188	238	101	123	\$174,011	97.4%
2020	157	221	103	112	\$175,355	97.0%

## Snapshot



AVERAGE SELLING PRICE

**\$396,901**



Up

**4.1%**



YEAR-TO-DATE  
PROPERTIES SOLD

**317**

**DOWN -20.2%**



**167**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**212 (-12.8%)**

CURRENT ACTIVES

**242**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**105 (-30.5%)**

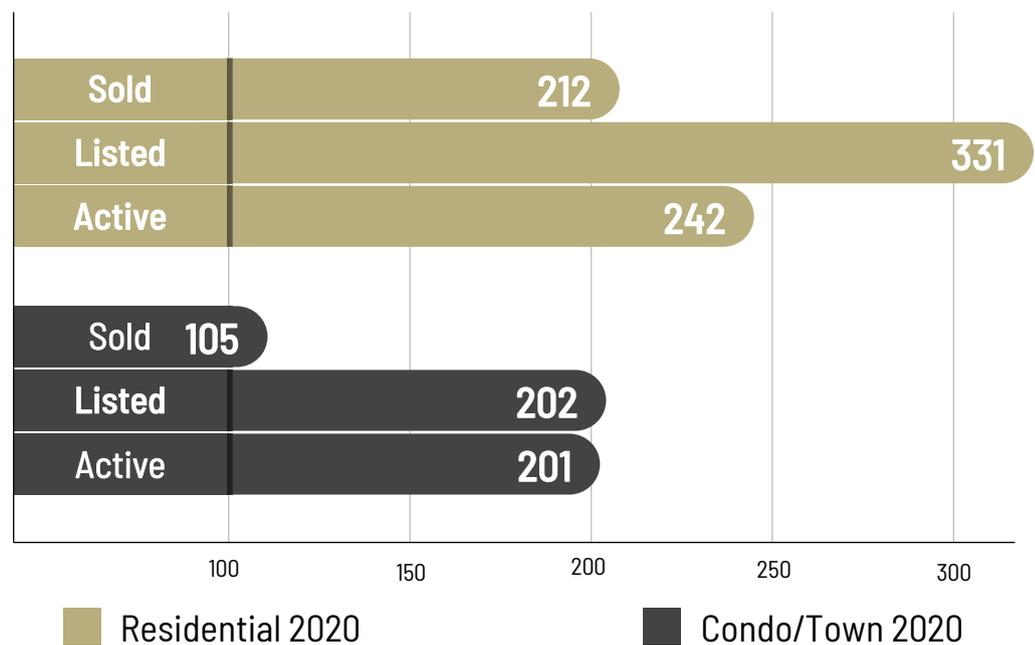
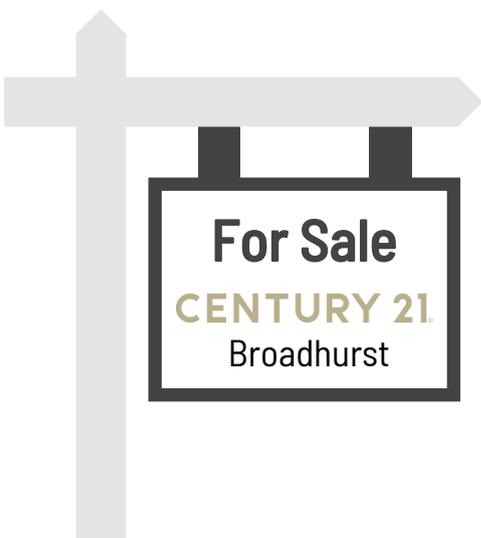
CURRENT ACTIVES

**201**



## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	588	590	535	-9.3%
Inventory of Homes for Sale	466	474	443	-6.5%
Closed Sales	331	397	317	-20.2%
Median Sales Price	\$291,926	\$308,500	\$326,000	5.7%
Average Sales Price	\$340,798	\$381,337	\$396,901	4.1%
Avg. Percent of Original List price	96.3%	96.3%	96.3%	0.0%
Avg. Days on Market Until Sold	155	157	167	6.4%



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	243	352	299	162	\$464,464	96.9%
2020	212	331	242	175	\$481,508	96.6%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	151	235	174	148	\$252,867	95.4%
2020	105	202	201	151	\$226,076	95.8%

## Snapshot



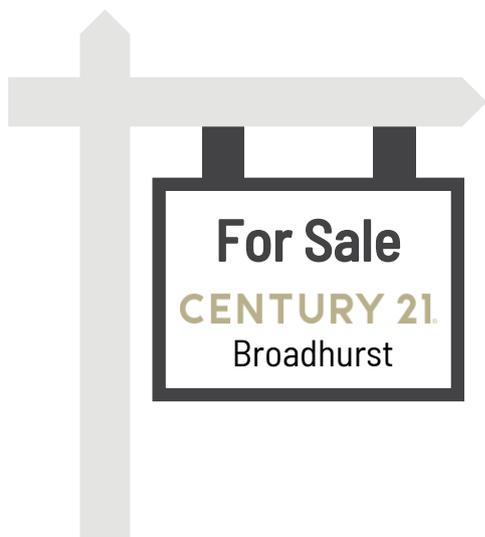
AVERAGE SELLING PRICE

**\$189,119**



Up

**3.4%**



YEAR-TO-DATE  
**PROPERTIES SOLD**

**869**

**UP + 2.0%**



**144**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**742 (+0.5%)**

CURRENT ACTIVES

**543**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**59 (+7.3%)**

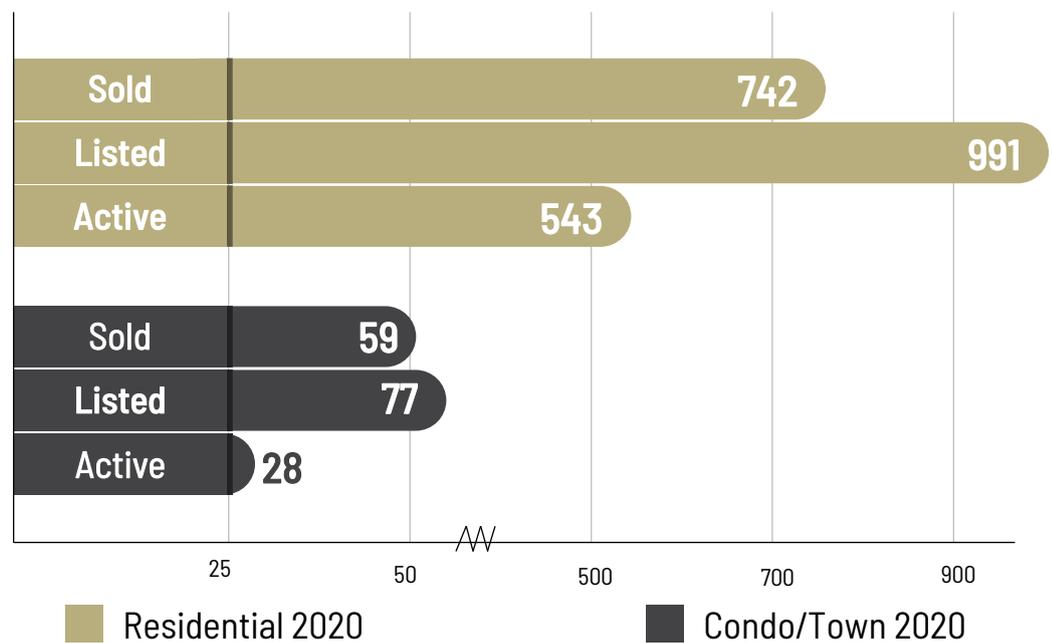
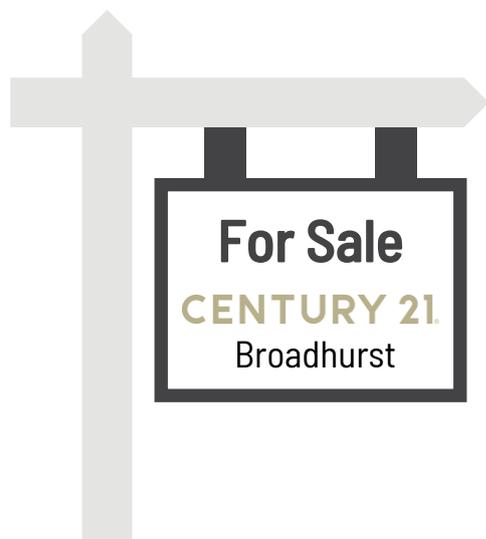
CURRENT ACTIVES

**28**



## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	1,253	1,346	1,172	-12.9%
Inventory of Homes for Sale	617	694	626	-9.8%
Closed Sales	838	852	869	2.0%
Median Sales Price	\$165,000	\$177,570	\$184,900	4.1%
Average Sales Price	\$172,398	\$182,864	\$189,119	3.4%
Avg. Percent of Original List price	98.1%	97.4%	97.9%	0.5%
Avg. Days on Market Until Sold	139	139	144	3.6%



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	738	1,175	624	145	\$195,869	97.7%
2020	742	991	543	151	\$205,355	98.5%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	55	72	26	106	\$97,247	95.4%
2020	59	77	28	96	\$99,485	95%

## Snapshot



AVERAGE SELLING PRICE

**\$179,996**



Up

**18.0%**



YEAR-TO-DATE  
PROPERTIES SOLD

**113**

UP + 25.6%



**142**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**97 (+29.3%)**

CURRENT ACTIVES

**87**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**3 (-%)**

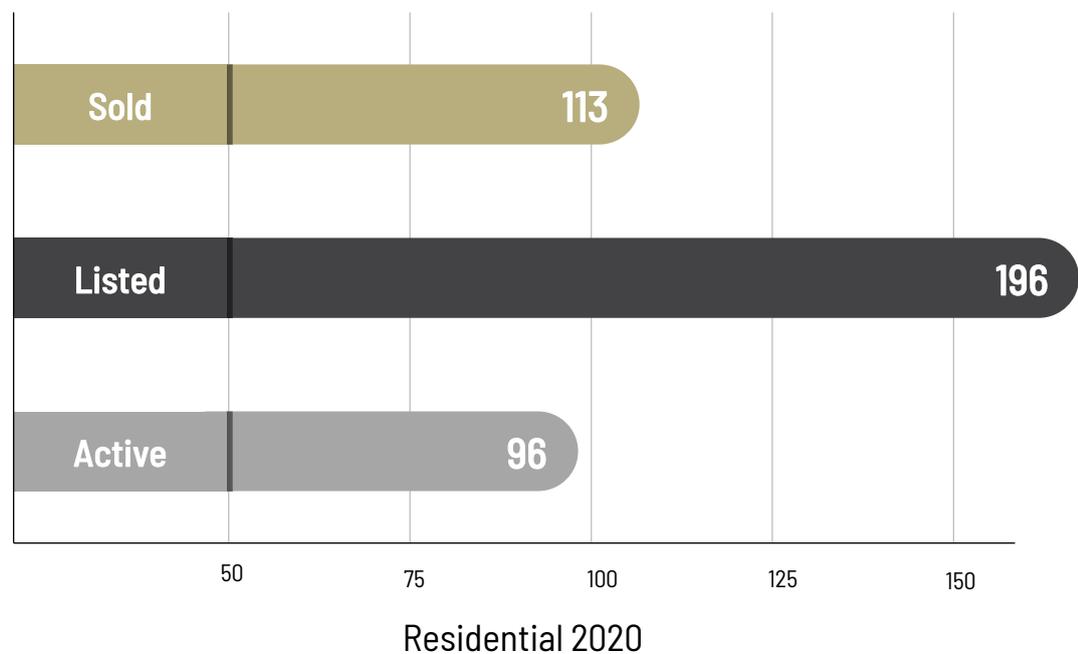
CURRENT ACTIVES

**0**



## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019		Change
New Listings	155	171	196	14.6%
Inventory of Homes for Sale	107	115	96	-16.5%
Closed Sales	133	90	113	25.6%
Median Sales Price	\$148,299	\$154,900	\$174,000	12.3%
Average Sales Price	\$151,856	\$152,557	\$179,996	18%
Avg. Percent of Original List price	97.2%	95.6%	97.6%	2.1%
Avg. Days on Market Until Sold	147	151	142	-6.0%



RESIDENTIAL						
	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	133	150	103	152	\$162,399	95.9%
2020	88	179	87	135	\$192,925	97.4%

## Snapshot



AVERAGE SELLING PRICE

**\$191,749**



Up

**8.8%**



YEAR-TO-DATE  
PROPERTIES SOLD

**278**

UP + 11.2%



**134**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**230 (+22.3%)**

CURRENT ACTIVES

**164**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**35 (-30%)**

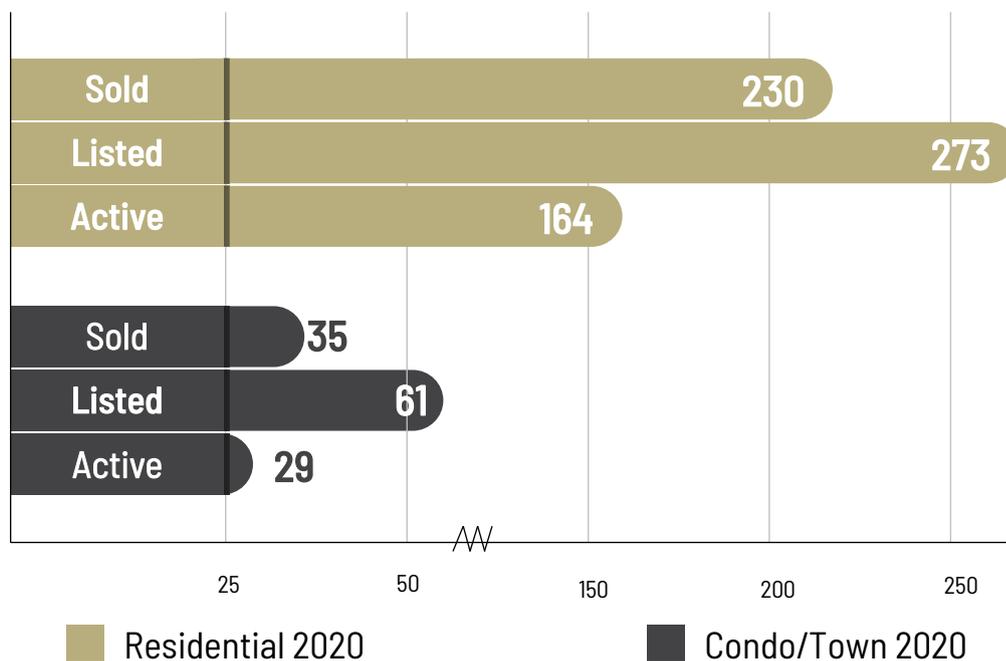
CURRENT ACTIVES

**29**



## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	345	397	348	-12.3%
Inventory of Homes for Sale	198	186	199	7.0%
Closed Sales	297	250	278	11.2%
Median Sales Price	\$169,900	\$173,695	\$187,583	8.0%
Average Sales Price	\$178,439	\$176,203	\$191,749	8.8%
Avg. Percent of Original List price	98.1%	97.7%	97.8%	0.1%
Avg. Days on Market Until Sold	150	137	134	-2.2%



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	188	306	147	136	\$198,047	98.3%
2020	230	273	164	139	\$209,262	98.0%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	50	66	29	143	\$109,782	96.7%
2020	35	61	29	104	\$107,947	96.8%

## Snapshot



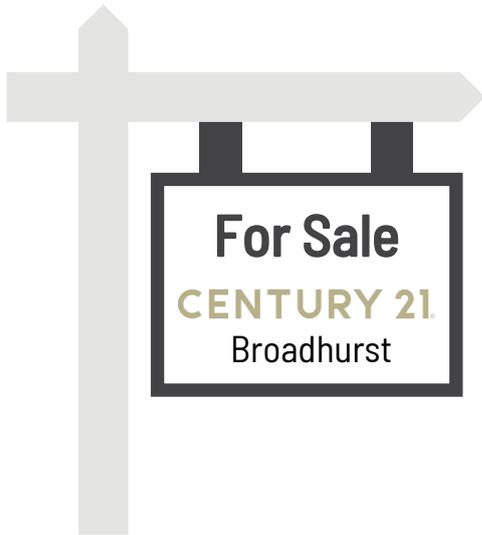
AVERAGE SELLING PRICE

**\$214,670**



Up

**7.5%**



YEAR-TO-DATE  
PROPERTIES SOLD

**454**

**DOWN - 9.7%**



**131**

AVERAGE DAYS  
ON MARKET



RESIDENTIAL SOLD  
YEAR-TO-DATE

**262 (-9.7%)**

CURRENT ACTIVES

**234**



CONDO/TOWNHOMES  
SOLD YEAR-TO-DATE

**171 (-14.5%)**

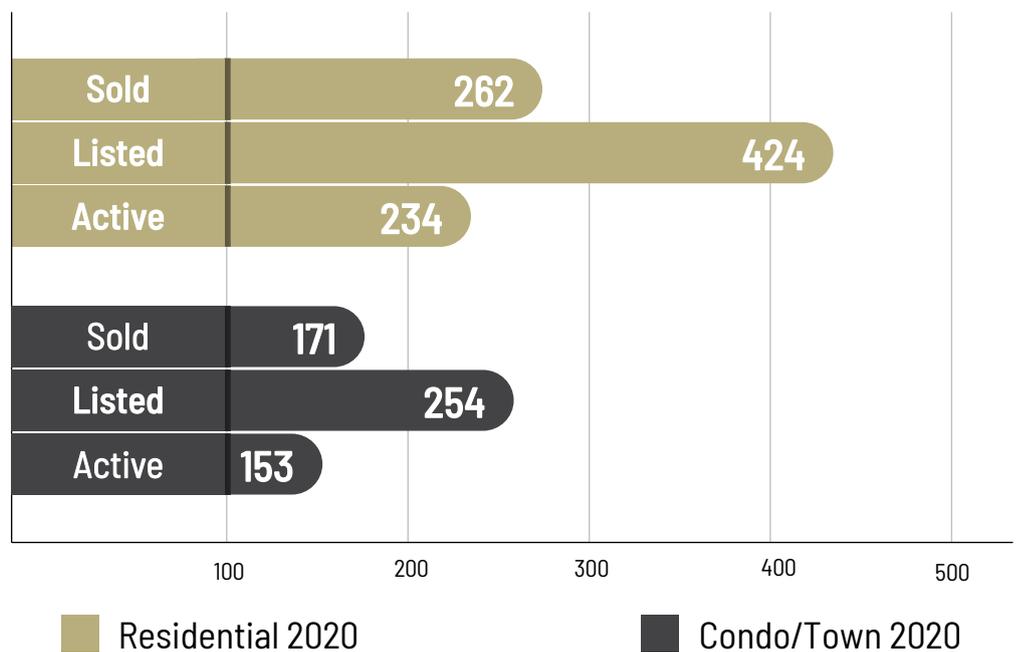
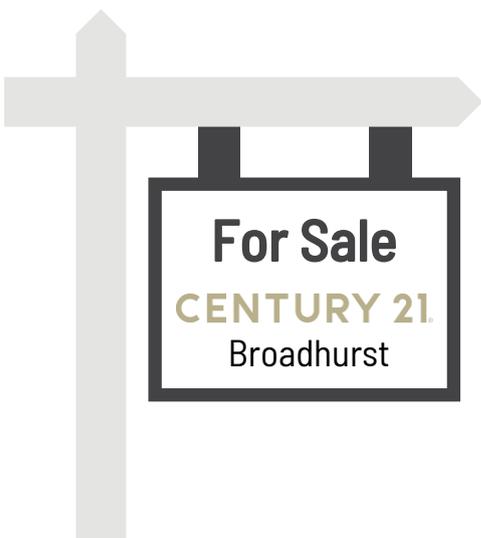
CURRENT ACTIVES

**153**



## Year-Over-Year Summary Report

ALL PROPERTY TYPES	2018	2019	2020	Change
New Listings	626	715	709	-0.8%
Inventory of Homes for Sale	327	335	397	18.5%
Closed Sales	446	503	454	-9.7%
Median Sales Price	\$170,000	\$187,500	\$215,500	14.9%
Average Sales Price	\$180,686	\$199,638	\$214,670	7.5%
Avg. Percent of Original List price	96.9%	97.1%	97.1%	0.0%
Avg. Days on Market Until Sold	134	120	131	9.2%



### RESIDENTIAL

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	290	414	209	137	\$253,740	98.2%
2020	262	424	234	138	\$274,502	98.3%

### CONDO / TOWNHOUSE

	NO. OF SALES	TOTAL LISTED	INVENTORY FOR SALE	AVERAGE DAYS ON THE	AVERAGE SALE PRICE	SALE PRICE VS LIST PRICE
2019	200	279	115	97	\$126,870	95.5%
2020	171	254	153	126	\$137,828	95.7%