

Annual Report on the Charleston Area Housing Market

FOR RESIDENTIAL REAL ESTATE ACTIVITY FROM THE CHARLESTON TRIDENT ASSOCIATION OF REALTORS® MLS



2019

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The 2019 housing market was fueled by the overall strength of the economy across most of the country. The stock markets reached new highs throughout the year, improving the asset bases of millions of Americans. Unemployment rates fell to 50-year lows, while wages increased, creating new home buyers. Mortgage rates also declined significantly from 2018, helping to offset affordability stresses caused by continued price appreciation nationally.

With a strong economy and low mortgage rates, buyer activity has been strong. However, most markets are being constrained by inventory levels that are still below historical norms. With supply and demand continuing to favor sellers, prices continue to rise.

With 10 years having now passed since the Great Recession, the U.S. has been on the longest period of continued economic expansion on record. The housing market has been along for much of the ride and continues to benefit greatly from the overall health of the economy. However, hot economies eventually cool and with that, hot housing markets move more towards balance.

Sales: Pending sales increased 7.2 percent, finishing 2019 at 19,220. Closed sales were up 2.1 percent to end the year at 18,576.

Listings: Comparing 2019 to the prior year, the number of homes available for sale was lower by 17.1 percent. There were 4,796 active listings at the end of 2019. New listings increased by 3.0 percent to finish the year at 24,995.

Showings: Showing activity started 2019 lower than 2018, but the year-over-year activity turned positive in the second half of the year. Compared to 2018, total showings came in higher than 2018. Homes for sale received, on average, 3.9 percent more showings. There were 12 showings before pending, which was down 7.7 percent compared to 2018.

Distressed Properties: The foreclosure market continues to remain a small player in the overall market and is likely to remain that way in 2020. In 2019, the percentage of closed sales that were either foreclosure or short sale increased by 14.3 percent to end the year at 5.6 percent of the market.

New Construction: Nationally, builder activity grew in 2019 versus levels seen in 2018, though the total units being built remains lower than needed for long-term supply. Previously owned homes have seen months of supply decrease from 4.1 to 2.9 months over the last five years, and new construction supply has dropped from 5.0 to 3.3 months.

Prices: Home prices were up compared to last year. The overall median sales price increased 4.2 percent to \$277,500 for the year. Single Family home prices were up 3.9 percent compared to last year, and Townhouse-Condo home prices were up 7.5 percent.

While the Federal Reserve moved to temper the hot economy with four interest rate hikes in 2018, in 2019 they turned the heat back up, and reduced rates a total of three times during the year. The Fed's rate decreases were due in part to GDP growth in 2019 that came in notably lower than 2018, showing the Fed's alternating efforts to keep our economy at a steady simmer and not a full boil.

The housing market continues to remain healthy nationwide with price gains and limited inventory being the most common threads across markets. Tight inventory continues to constrain buyer activity in part of the country, while some areas are seeing increased seller inventory starting to improve buyers' choices. New construction activity continues to improve, but is still below levels required to fully supply the market's needs.

As we look at 2020, we see continued low mortgage rates and a healthy economy giving a great start to housing in the new year. But in election years, we sometimes see a softening of activity that may temper the market in the second half of the year.

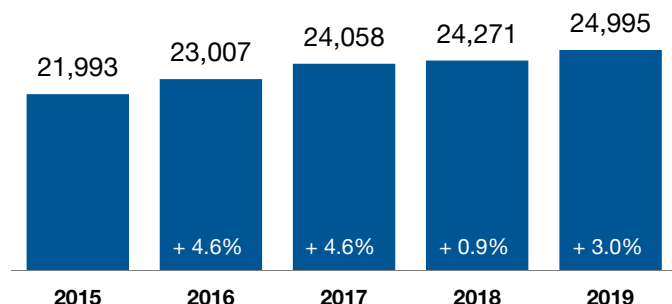
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Quick Facts



New Listings



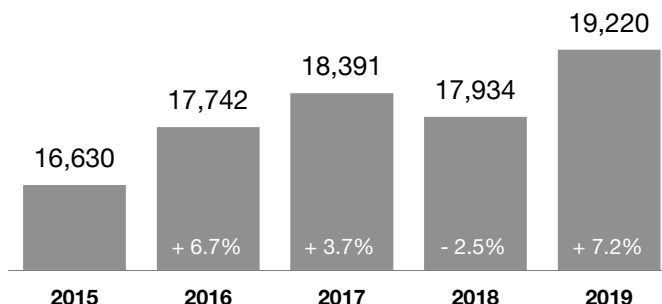
Top 5 Areas: Change in New Listings from 2018

Kiawah	+ 13.5%
James Island	+ 8.1%
Isle of Palms	+ 7.5%
Goose Creek / Moncks Corner	+ 7.1%
Downtown Charleston	+ 6.1%

Bottom 5 Areas: Change in New Listings from 2018

Greater Summerville Area	- 2.0%
Lower Mount Pleasant	- 3.2%
Hollywood / Ravenel / Meggett Area	- 9.2%
Seabrook Island	- 10.0%
Sullivan's Island	- 23.1%

Pending Sales



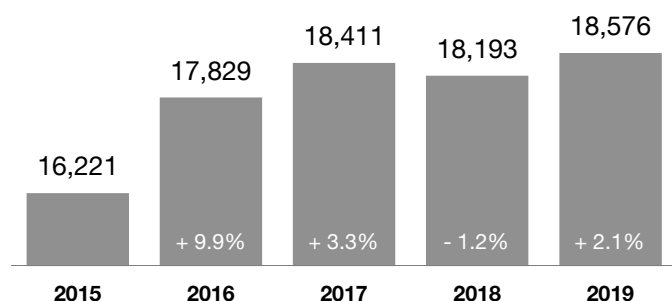
Top 5 Areas: Change in Pending Sales from 2018

Wando / Cainhoy Area	+ 27.8%
Folly Beach	+ 17.4%
Greater North Charleston	+ 17.2%
Upper Mount Pleasant	+ 15.2%
Upper Charleston Peninsula	+ 14.1%

Bottom 5 Areas: Change in Pending Sales from 2018

Edisto Area	- 3.5%
Downtown Charleston	- 6.2%
Hollywood / Ravenel / Meggett Area	- 7.1%
Seabrook Island	- 9.5%
Sullivan's Island	- 16.9%

Closed Sales



Top 5 Areas: Change in Closed Sales from 2018

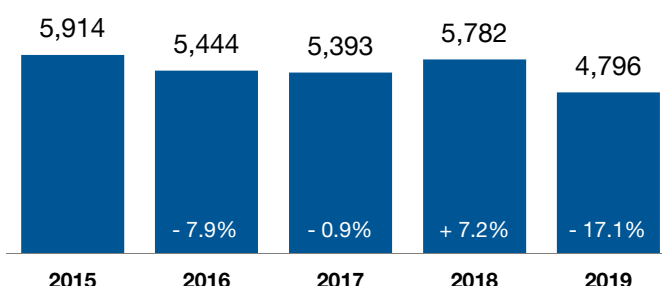
Folly Beach	+ 18.8%
Wando / Cainhoy Area	+ 16.3%
Kiawah	+ 12.7%
Greater North Charleston	+ 12.3%
Upper Mount Pleasant	+ 10.8%

Bottom 5 Areas: Change in Closed Sales from 2018

Hollywood / Ravenel / Meggett Area	- 6.3%
Johns Island	- 7.5%
Seabrook Island	- 10.6%
Downtown Charleston	- 13.2%
Sullivan's Island	- 14.3%

Inventory of Homes for Sale

At the end of the year.



Top 5 Areas: Change in Homes for Sale from 2018

Hanahan	+ 28.8%
Wando / Cainhoy Area	+ 22.8%
Kiawah	+ 22.5%
Upper Charleston Peninsula	+ 21.8%
West Ashley Area	+ 17.3%

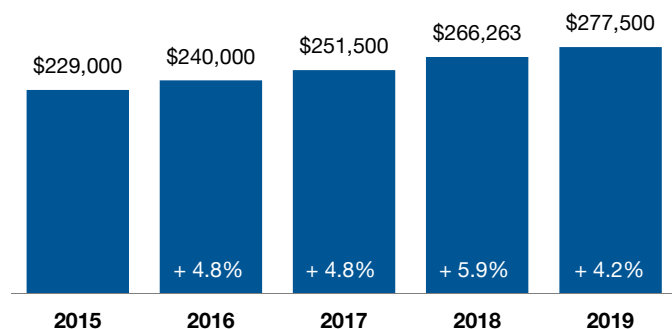
Bottom 5 Areas: Change in Homes for Sale from 2018

Edisto Area	- 13.2%
Lower Mount Pleasant	- 13.8%
Greater North Charleston	- 22.5%
Folly Beach	- 26.1%
Sullivan's Island	- 36.4%

Quick Facts



Median Sales Price



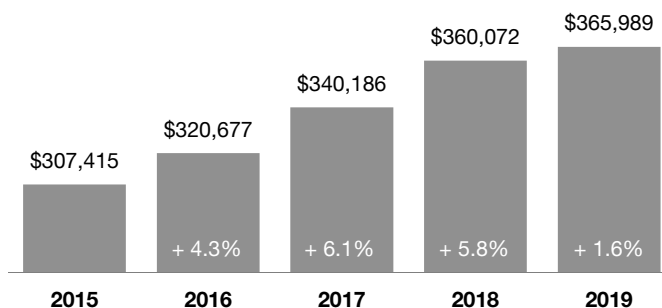
Top 5 Areas: Change in Median Sales Price from 2018

Greater North Charleston	+ 8.1%
Hanahan	+ 8.1%
Dorchester Road Corridor	+ 8.0%
Greater Summerville Area	+ 7.3%
Isle of Palms	+ 7.1%

Bottom 5 Areas: Change in Median Sales Price from 2018

Downtown Charleston	- 2.5%
Daniel Island	- 2.8%
Upper Charleston Peninsula	- 4.3%
Folly Beach	- 7.8%
Edisto Area	- 8.7%

Average Sales Price



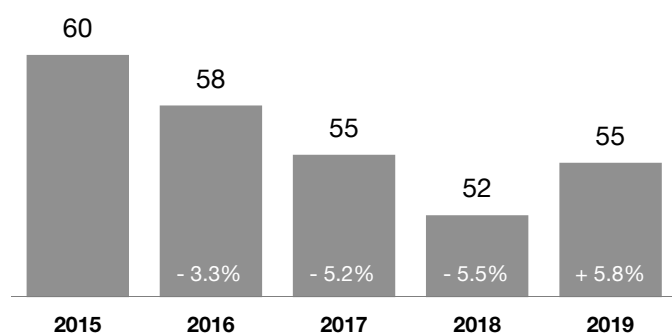
Top 5 Areas: Change in Avg. Sales Price from 2018

Isle of Palms	+ 10.5%
Hanahan	+ 10.2%
Sullivan's Island	+ 6.0%
Greater Summerville Area	+ 5.7%
Greater North Charleston	+ 5.4%

Bottom 5 Areas: Change in Avg. Sales Price from 2018

West Ashley Area	- 0.7%
Edisto Area	- 1.1%
Daniel Island	- 1.3%
Folly Beach	- 5.0%
Kiawah	- 35.8%

Days on Market Until Sale



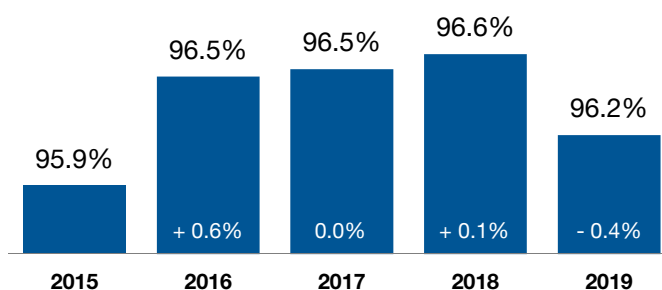
Top 5 Areas: Change in Days on Market from 2018

Greater North Charleston	+ 47.1%
Sullivan's Island	+ 40.7%
Wando / Cainhoy Area	+ 37.3%
Upper Charleston Peninsula	+ 35.2%
Folly Beach	+ 34.2%

Bottom 5 Areas: Change in Days on Market from 2018

Daniel Island	- 9.0%
Johns Island	- 13.1%
Kiawah	- 17.5%
Hollywood / Ravenel / Meggett Area	- 18.7%
Seabrook Island	- 20.2%

Percent of Original List Price Received



Top 5 Areas: Change in Pct. of Orig. Price Received from 2018

Kiawah	+ 1.5%
Seabrook Island	+ 1.1%
Hollywood / Ravenel / Meggett Area	+ 0.4%
Johns Island	+ 0.1%
Greater Summerville Area	0.0%

Bottom 5 Areas: Change in Pct. of Orig. Price Received from 2018

Folly Beach	- 1.0%
Lower Mount Pleasant	- 1.2%
Upper Charleston Peninsula	- 2.7%
Downtown Charleston	- 3.0%
Sullivan's Island	- 4.9%

Property Type Review

54

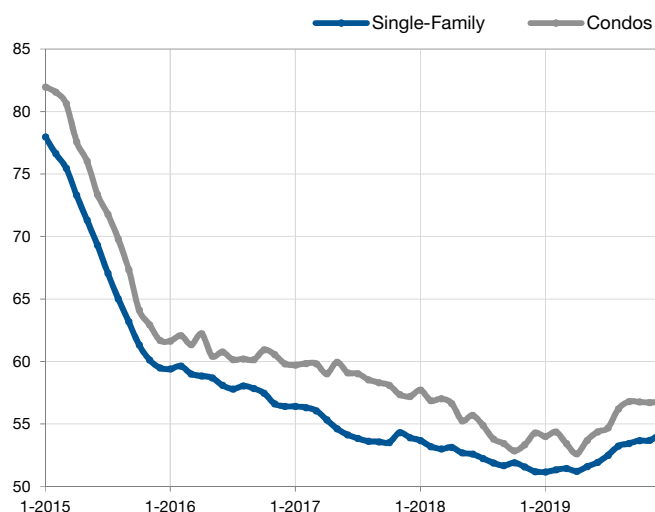
Average Days on Market
Single-Family

57

Average Days on Market
Townhouse/Condo

Days on Market Until Sale

This chart uses a rolling 12-month average for each data point.



Top 10 Areas: Townhouse/Condo Market Share in 2018

Downtown Charleston	46.0%
Seabrook Island	43.1%
Folly Beach	37.2%
Kiawah	37.1%
Isle of Palms	29.1%
Lower Mount Pleasant	28.3%
Daniel Island	27.8%
West Ashley Area	26.8%
Greater North Charleston	24.2%
James Island	23.9%

Top 10 Areas: Single-Family Market Share in 2018

Upper Charleston Peninsula	88.0%
Goose Creek / Moncks Corner	87.6%
Hanahan	87.2%
Greater Summerville Area	86.0%
Sullivan's Island	85.0%
Dorchester County	82.9%
Berkeley County	81.2%
Johns Island	80.8%
Dorchester Road Corridor	79.5%
Upper Mount Pleasant	75.4%

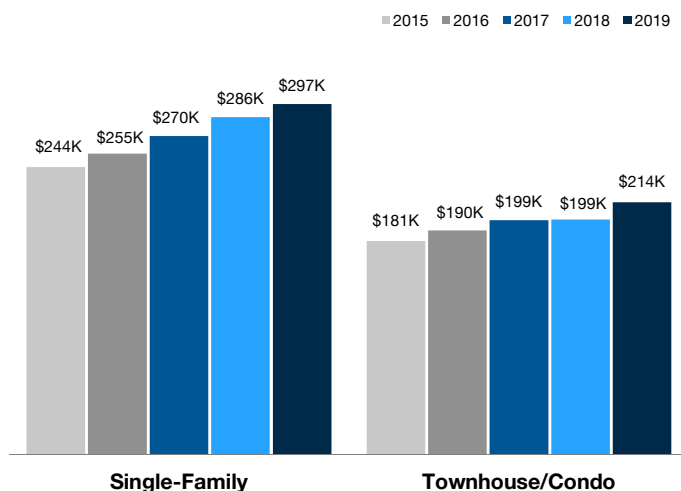
+ 3.9%

One-Year Change in Price
Single-Family

+ 7.5%

One-Year Change in Price
Townhouse/Condo

Median Sales Price



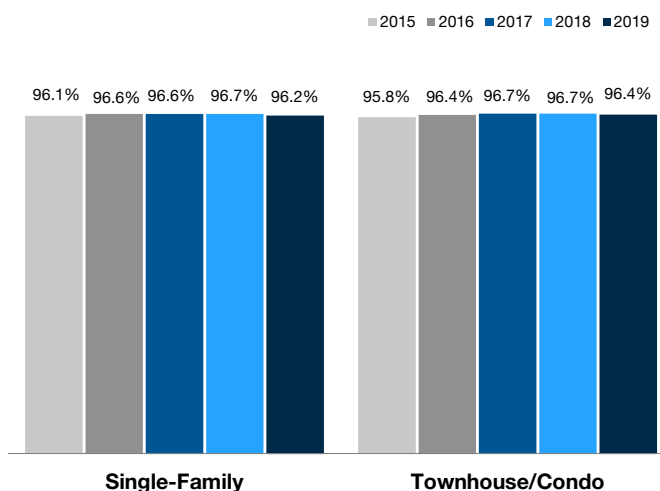
96.2%

Pct. of Orig. Price Received
Single-Family

96.4%

Pct. of Orig. Price Received
Townhouse/Condo

Percent of Original List Price Received



New Construction Review

Oct '17

493

Peak of
New Construction Inventory

Drop in New Construction
Inventory from Peak

New Construction Homes for Sale



Top Areas: New Construction Market Share in 2019

Johns Island	43.4%
Wando / Cainhoy Area	36.0%
Goose Creek / Moncks Corner	35.3%
Upper Mount Pleasant	29.7%
Dorchester Road Corridor	23.0%
Folly Beach	18.4%
Greater Summerville Area	17.2%
Greater North Charleston	15.6%
Daniel Island	14.4%
Sullivan's Island	11.7%
James Island	11.5%
Hollywood / Ravenel / Meggett Area	11.0%
West Ashley Area	10.9%
Hanahan	9.8%
Upper Charleston Peninsula	7.7%
Downtown Charleston	6.4%
Lower Mount Pleasant	6.1%
Isle of Palms	4.9%
Seabrook Island	1.5%
Edisto Area	0.0%
Kiawah	0.0%

3.3

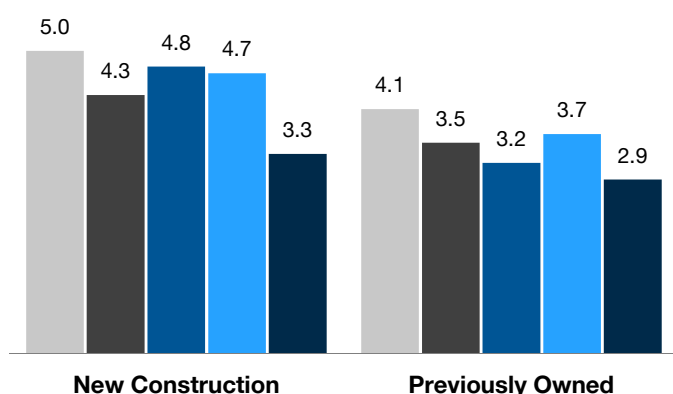
2.9

Year-End Months Supply
New Construction

Year-End Months Supply
Previously Owned

Months Supply of Inventory

■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019



98.7%

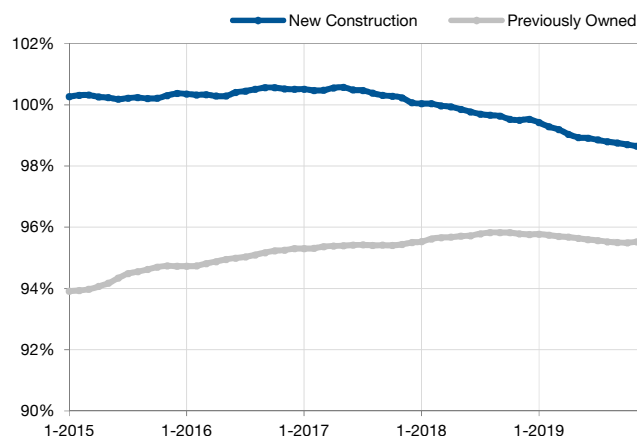
95.5%

Pct. of Orig. Price Received
New Construction

Pct. of Orig. Price Received
Previously Owned

Percent of Original List Price Received

This chart uses a rolling 12-month average for each data point.



Distressed Homes Review

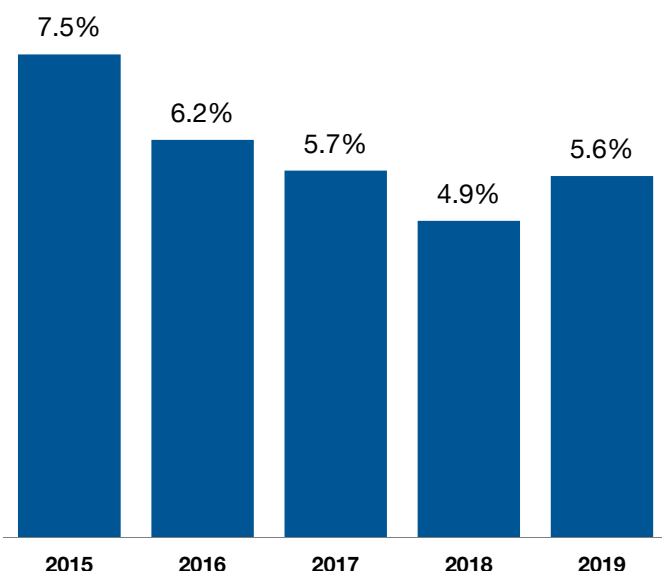
5.6%

Percent of Closed Sales in 2019 That Were Distressed

+ 14.3%

One-Year Change in Sales of Distressed Homes

Percent of Sales That Were Distressed



Top Areas: Distressed Market Share in 2019

Folly Beach	19.4%
James Island	9.0%
Greater North Charleston	7.0%
Greater Summerville Area	6.5%
Hollywood / Ravenel / Meggett Area	6.4%
Hanahan	6.1%
West Ashley Area	5.4%
Dorchester Road Corridor	5.1%
Sullivan's Island	5.0%
Lower Mount Pleasant	4.9%
Goose Creek / Moncks Corner	4.9%
Johns Island	4.8%
Downtown Charleston	4.3%
Wando / Cainhoy Area	2.7%
Upper Charleston Peninsula	2.4%
Kiawah	2.2%
Upper Mount Pleasant	2.0%
Seabrook Island	2.0%
Edisto Area	1.6%
Daniel Island	0.7%
Isle of Palms	0.7%

+ 21.2%

Four-Year Change in Price All Properties

+ 19.1%

Four-Year Change in Price Traditional Properties

+ 37.0%

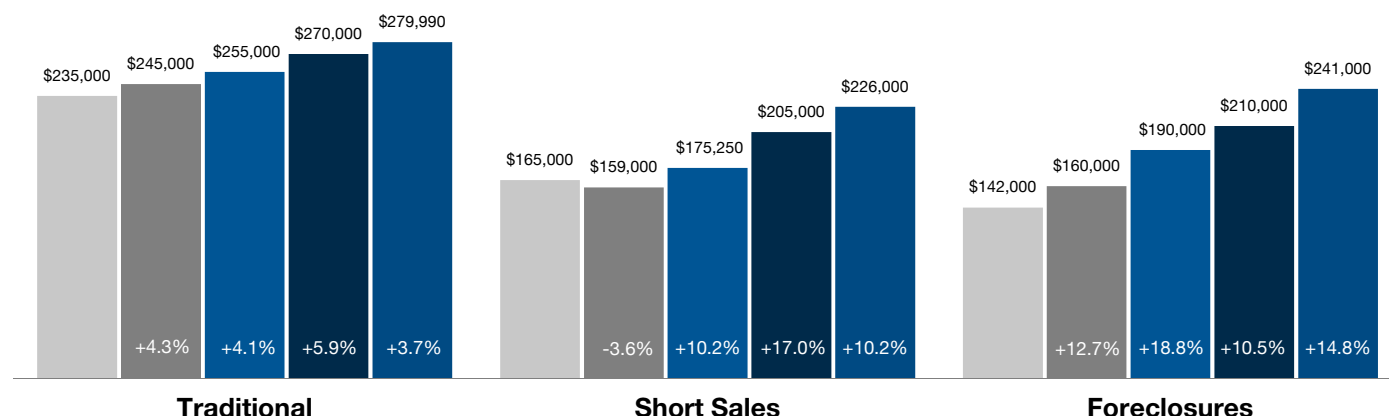
Four-Year Change in Price Short Sales

+ 69.7%

Four-Year Change in Price Foreclosures

Median Sales Price

■ 2015 ■ 2016 ■ 2017 ■ 2018 ■ 2019



A property is counted as Distressed when the SPECIAL field in CTARMLS is marked as "Lender Owned," "Corp Owned" or "Possible Short Sale," or if the POTENTIAL SHORT SALE field is marked "Yes," or if the REMARKS or AGENT NOTES fields contain a phrase that 10K Research has determined will very likely mark a distressed property.

Showings Review

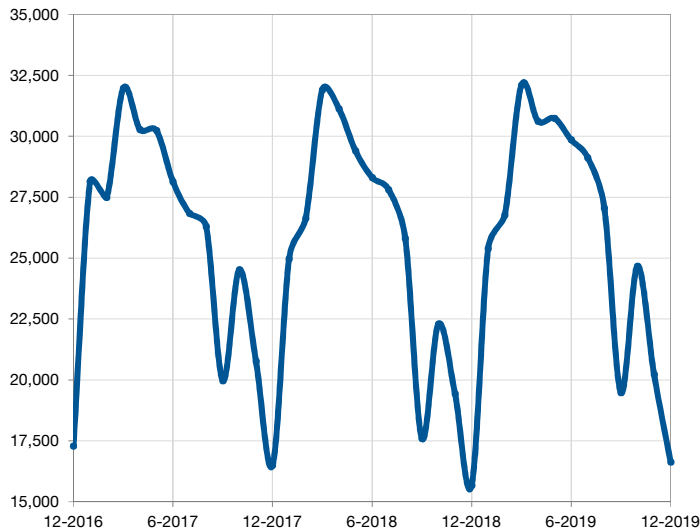
12

Median Number of Showings
Before Pending

- 7.7%

One-Year Change in Median
Showings before Pending

Monthly Number of Showings



Top 10 Areas: Number of Showings

Charleston County	176,199
Berkeley County	69,338
Dorchester County	62,725
Goose Creek / Moncks Corner	43,410
Greater Summerville Area	40,154
West Ashley Area	37,074
Upper Mount Pleasant	29,385
Lower Mount Pleasant	27,248
Greater North Charleston	22,563
Dorchester Road Corridor	21,490

Top 10 Areas: Number of Showings per Listing

West Ashley Area	7.3
Dorchester Road Corridor	7.2
James Island	7.1
Goose Creek / Moncks Corner	6.7
Dorchester County	6.7
Greater Summerville Area	6.7
Lower Mount Pleasant	6.6
Hanahan	6.5
Upper Charleston Peninsula	6.5
Greater North Charleston	6.5

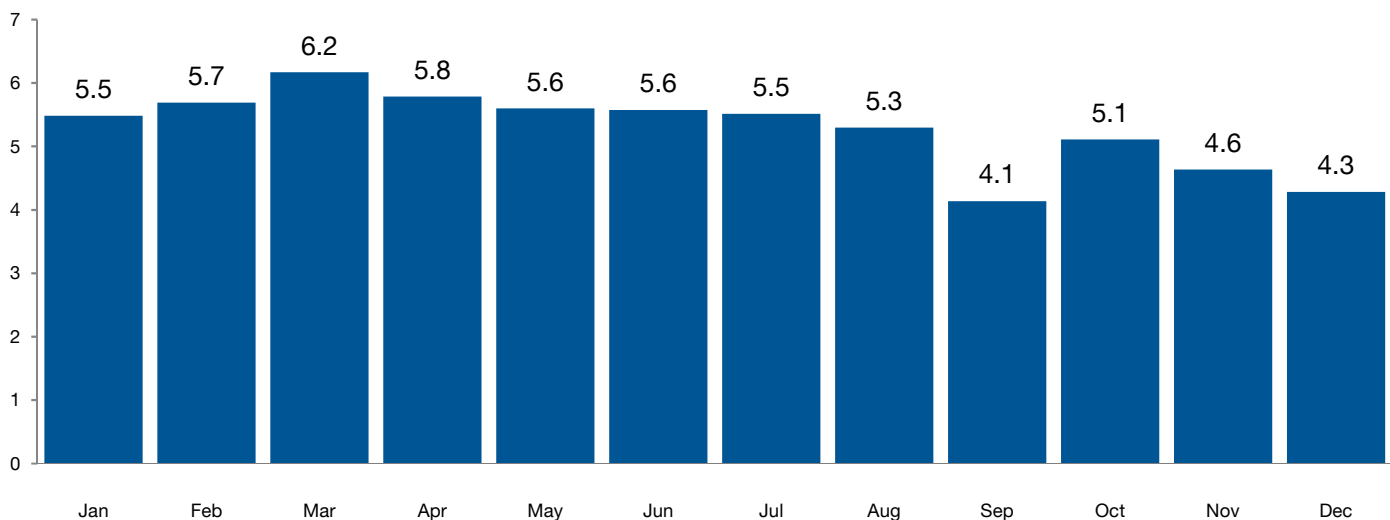
+ 3.9%

One-Year Change in Total Showings

Mar '19

Peak Showing Activity Month

2019 Monthly Showings per Listing



Area Overviews



	Total Closed Sales	Change from 2018	Percent New Construction	Percent Townhouse/ Condo	Median Showings to Pending	Days on Market	Pct. of Orig. Price Received
Charleston Area	18,576	+ 2.1%	20.7%	18.1%	12	55	96.2%
Berkeley County	5,073	+ 5.4%	30.7%	11.8%	11	45	97.6%
Charleston County	9,258	+ 2.9%	17.3%	24.9%	13	62	95.3%
Colleton County	267	- 4.3%	1.9%	0.0%	8	73	92.1%
Dorchester County	3,430	- 4.4%	19.4%	11.4%	13	45	97.4%
Daniel Island	348	+ 1.5%	17.0%	32.8%	17	79	95.6%
Dorchester Road Corridor	1,165	- 3.9%	23.3%	19.5%	12	40	97.7%
Downtown Charleston	367	- 13.6%	6.5%	46.9%	10	96	90.4%
Edisto Area	160	- 14.4%	0.0%	26.3%	7	102	94.2%
Folly Beach	183	+ 22.0%	19.7%	39.9%	13	95	93.2%
Goose Creek / Moncks Corner	3,548	+ 6.3%	35.7%	10.3%	11	38	98.2%
Greater North Charleston	1,485	+ 12.1%	16.2%	25.1%	11	45	96.5%
Greater Summerville Area	2,195	- 4.8%	18.0%	7.5%	13	46	97.5%
Hanahan	289	+ 1.0%	10.0%	10.4%	13	40	97.0%
Hollywood / Ravenel / Meggett Area	151	- 3.8%	17.2%	8.6%	10	90	94.2%
Isle of Palms	270	- 2.9%	5.2%	30.7%	14	109	92.3%
James Island	953	+ 6.2%	11.9%	24.6%	12	46	95.9%
Johns Island	815	- 5.7%	48.5%	9.1%	10	48	97.3%
Kiawah	82	+ 13.9%	0.0%	40.2%	7	155	90.2%
Lower Mount Pleasant	1,122	- 4.5%	6.3%	29.3%	15	61	94.6%
Rural Berkeley County	232	+ 16.6%	9.5%	0.0%	9	56	93.8%
St. George / Rural Dorchester County	71	+ 2.9%	0.0%	0.0%	10	89	89.7%
Seabrook Island	185	- 4.6%	1.6%	47.0%	19	132	90.9%
Sullivan's Island	54	- 15.6%	13.0%	5.6%	13	117	88.3%
Upper Charleston Peninsula	204	+ 8.5%	7.8%	9.8%	12	74	91.1%
Upper Mount Pleasant	1,484	+ 11.6%	30.7%	22.0%	14	70	96.5%
Wando / Cainhoy Area	314	+ 17.6%	37.6%	24.5%	11	74	96.4%
West Ashley Area	1,796	+ 1.2%	11.1%	27.1%	13	48	95.8%

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Area Historical Median Prices



	2015	2016	2017	2018	2019	Change From 2018	Change From 2015
Charleston Area	\$229,000	\$240,000	\$251,500	\$266,263	\$277,500	+ 4.2%	+ 21.2%
Berkeley County	\$200,880	\$210,000	\$220,444	\$238,000	\$251,000	+ 5.5%	+ 25.0%
Charleston County	\$293,000	\$310,000	\$325,000	\$345,000	\$345,190	+ 0.1%	+ 17.8%
Colleton County	\$102,500	\$125,000	\$125,000	\$127,500	\$147,205	+ 15.5%	+ 43.6%
Dorchester County	\$189,500	\$201,000	\$215,000	\$226,900	\$242,500	+ 6.9%	+ 28.0%
Daniel Island	\$623,000	\$651,150	\$612,500	\$705,000	\$700,000	- 0.7%	+ 12.4%
Dorchester Road Corridor	\$182,000	\$195,750	\$218,370	\$224,725	\$242,000	+ 7.7%	+ 33.0%
Downtown Charleston	\$590,000	\$640,000	\$650,000	\$760,000	\$740,000	- 2.6%	+ 25.4%
Edisto Area	\$339,000	\$354,477	\$350,000	\$387,000	\$386,000	- 0.3%	+ 13.9%
Folly Beach	\$450,000	\$499,950	\$527,500	\$599,500	\$535,000	- 10.8%	+ 18.9%
Goose Creek / Moncks Corner	\$187,000	\$204,760	\$214,000	\$235,000	\$248,000	+ 5.5%	+ 32.6%
Greater North Charleston	\$153,825	\$168,000	\$176,500	\$180,850	\$195,750	+ 8.2%	+ 27.3%
Greater Summerville Area	\$195,000	\$207,000	\$215,995	\$229,000	\$245,000	+ 7.0%	+ 25.6%
Hanahan	\$225,000	\$232,000	\$240,000	\$238,250	\$258,000	+ 8.3%	+ 14.7%
Hollywood / Ravenel / Meggett Area	\$317,000	\$332,990	\$347,578	\$345,000	\$355,000	+ 2.9%	+ 12.0%
Isle of Palms	\$650,000	\$725,000	\$715,000	\$766,750	\$813,500	+ 6.1%	+ 25.2%
James Island	\$281,400	\$275,500	\$319,500	\$339,168	\$332,500	- 2.0%	+ 18.2%
Johns Island	\$256,500	\$275,000	\$290,538	\$320,000	\$333,000	+ 4.1%	+ 29.8%
Kiawah	\$567,000	\$615,000	\$725,000	\$609,500	\$648,750	+ 6.4%	+ 14.4%
Lower Mount Pleasant	\$400,000	\$439,000	\$446,000	\$470,000	\$495,000	+ 5.3%	+ 23.8%
Rural Berkeley County	\$141,500	\$132,500	\$145,000	\$150,000	\$160,000	+ 6.7%	+ 13.1%
St. George / Rural Dorchester County	\$115,450	\$125,800	\$127,500	\$151,500	\$163,000	+ 7.6%	+ 41.2%
Seabrook Island	\$450,000	\$350,000	\$477,500	\$420,000	\$400,000	- 4.8%	- 11.1%
Sullivan's Island	\$1,312,500	\$1,350,000	\$1,700,000	\$1,938,050	\$2,050,000	+ 5.8%	+ 56.2%
Upper Charleston Peninsula	\$341,250	\$375,000	\$467,500	\$473,750	\$450,000	- 5.0%	+ 31.9%
Upper Mount Pleasant	\$400,835	\$425,000	\$440,394	\$468,000	\$467,656	- 0.1%	+ 16.7%
Wando / Cainhoy Area	\$251,000	\$257,000	\$280,000	\$379,000	\$369,000	- 2.6%	+ 47.0%
West Ashley Area	\$232,000	\$255,000	\$265,000	\$281,000	\$280,000	- 0.4%	+ 20.7%