

Local Market Update – July 2026

A Research Tool Provided by the Charleston Trident Association of REALTORS®



Folly Beach

Area 22

Single-Family Detached	July			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	6	6	0.0%	64	59	- 7.8%
Closed Sales	2	10	+ 400.0%	26	46	+ 76.9%
Median Sales Price*	\$897,000	\$1,255,000	+ 39.9%	\$1,300,000	\$1,159,750	- 10.8%
Average Sales Price*	\$897,000	\$1,233,000	+ 37.5%	\$1,484,538	\$1,256,674	- 15.3%
Percent of Original List Price Received*	85.0%	87.3%	+ 2.7%	89.6%	89.8%	+ 0.2%
Days on Market Until Sale	116	81	- 30.2%	88	97	+ 10.2%
Inventory of Homes for Sale	50	27	- 46.0%	--	--	--

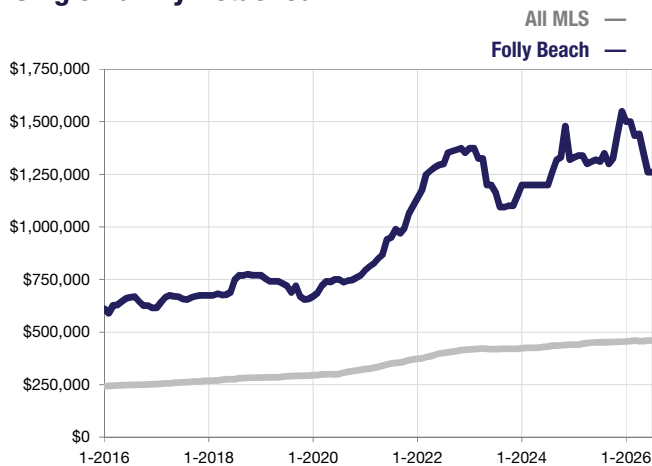
* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Townhouse-Condo Attached	July			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	5	6	+ 20.0%	64	56	- 12.5%
Closed Sales	6	7	+ 16.7%	25	34	+ 36.0%
Median Sales Price*	\$631,500	\$500,000	- 20.8%	\$615,000	\$577,000	- 6.2%
Average Sales Price*	\$621,167	\$587,214	- 5.5%	\$691,080	\$673,186	- 2.6%
Percent of Original List Price Received*	96.0%	91.7%	- 4.5%	93.3%	94.5%	+ 1.3%
Days on Market Until Sale	47	142	+ 202.1%	82	87	+ 6.1%
Inventory of Homes for Sale	35	27	- 22.9%	--	--	--

* 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.

Historical Median Sales Price Rolling 12-Month Calculation

Single-Family Detached



Townhouse-Condo Attached

