

Local Market Update – August 2026

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



Folly Beach

Area 22

Single-Family Detached	August			Year to Date		
Key Metrics	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	13	3	- 76.9%	77	62	- 19.5%
Closed Sales	3	4	+ 33.3%	29	50	+ 72.4%
Median Sales Price*	\$2,075,000	\$1,332,500	- 35.8%	\$1,350,000	\$1,187,500	- 12.0%
Average Sales Price*	\$2,085,000	\$1,673,750	- 19.7%	\$1,546,655	\$1,290,040	- 16.6%
Percent of Original List Price Received*	87.7%	89.1%	+ 1.6%	89.4%	89.7%	+ 0.3%
Days on Market Until Sale	71	138	+ 94.4%	86	100	+ 16.3%
Inventory of Homes for Sale	50	20	- 60.0%	--	--	--

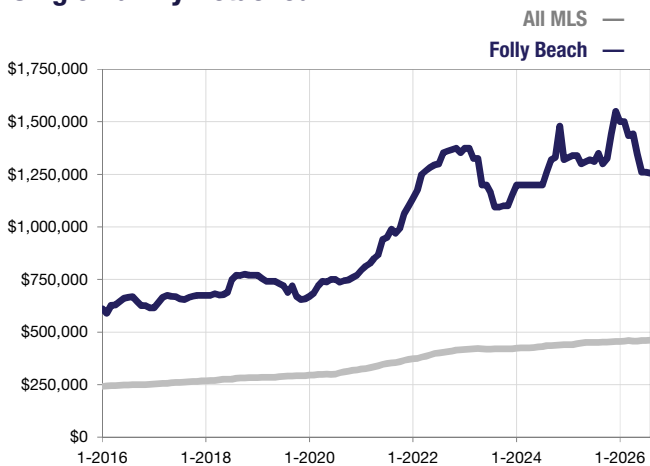
* Does not account for sale concessions and/or downpayment assistance. | Percent changes are calculated using rounded figures and can sometimes look extreme due to small sample size.

Townhouse-Condo Attached	August			Year to Date		
Key Metrics	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	7	1	- 85.7%	71	57	- 19.7%
Closed Sales	7	6	- 14.3%	32	40	+ 25.0%
Median Sales Price*	\$835,000	\$762,500	- 8.7%	\$620,000	\$596,250	- 3.8%
Average Sales Price*	\$827,000	\$755,000	- 8.7%	\$720,813	\$685,458	- 4.9%
Percent of Original List Price Received*	95.7%	97.3%	+ 1.7%	93.8%	94.9%	+ 1.2%
Days on Market Until Sale	60	95	+ 58.3%	78	88	+ 12.8%
Inventory of Homes for Sale	37	23	- 37.8%	--	--	--

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Historical Median Sales Price Rolling 12-Month Calculation

Single-Family Detached



Townhouse-Condo Attached

