

Local Market Update – January 2026

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



Folly Beach

Area 22

Single-Family Detached

Key Metrics	January			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	7	8	+ 14.3%	7	8	+ 14.3%
Closed Sales	4	8	+ 100.0%	4	8	+ 100.0%
Median Sales Price*	\$1,487,500	\$1,250,000	- 16.0%	\$1,487,500	\$1,250,000	- 16.0%
Average Sales Price*	\$1,865,000	\$1,330,000	- 28.7%	\$1,865,000	\$1,330,000	- 28.7%
Percent of Original List Price Received*	90.6%	87.4%	- 3.5%	90.6%	87.4%	- 3.5%
Days on Market Until Sale	80	168	+ 110.0%	80	168	+ 110.0%
Inventory of Homes for Sale	31	35	+ 12.9%	--	--	--

* 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.

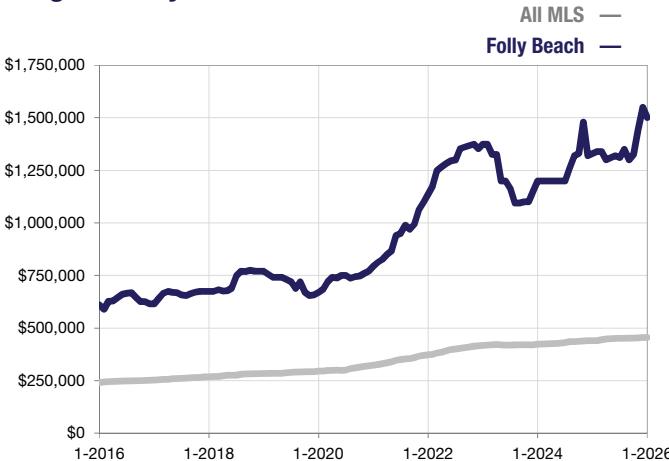
Townhouse-Condo Attached

Key Metrics	January			Year to Date		
	2025	2026	Percent Change	2025	2026	Percent Change
New Listings	8	11	+ 37.5%	8	11	+ 37.5%
Closed Sales	2	3	+ 50.0%	2	3	+ 50.0%
Median Sales Price*	\$764,750	\$534,250	- 30.1%	\$764,750	\$534,250	- 30.1%
Average Sales Price*	\$764,750	\$626,750	- 18.0%	\$764,750	\$626,750	- 18.0%
Percent of Original List Price Received*	91.9%	94.8%	+ 3.2%	91.9%	94.8%	+ 3.2%
Days on Market Until Sale	85	49	- 42.4%	85	49	- 42.4%
Inventory of Homes for Sale	32	31	- 3.1%	--	--	--

* 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

