

Grand Strand Housing: Is Balance Returning?

New data suggests a shift in coastal South Carolina's dynamic market.

Swipe for insights →

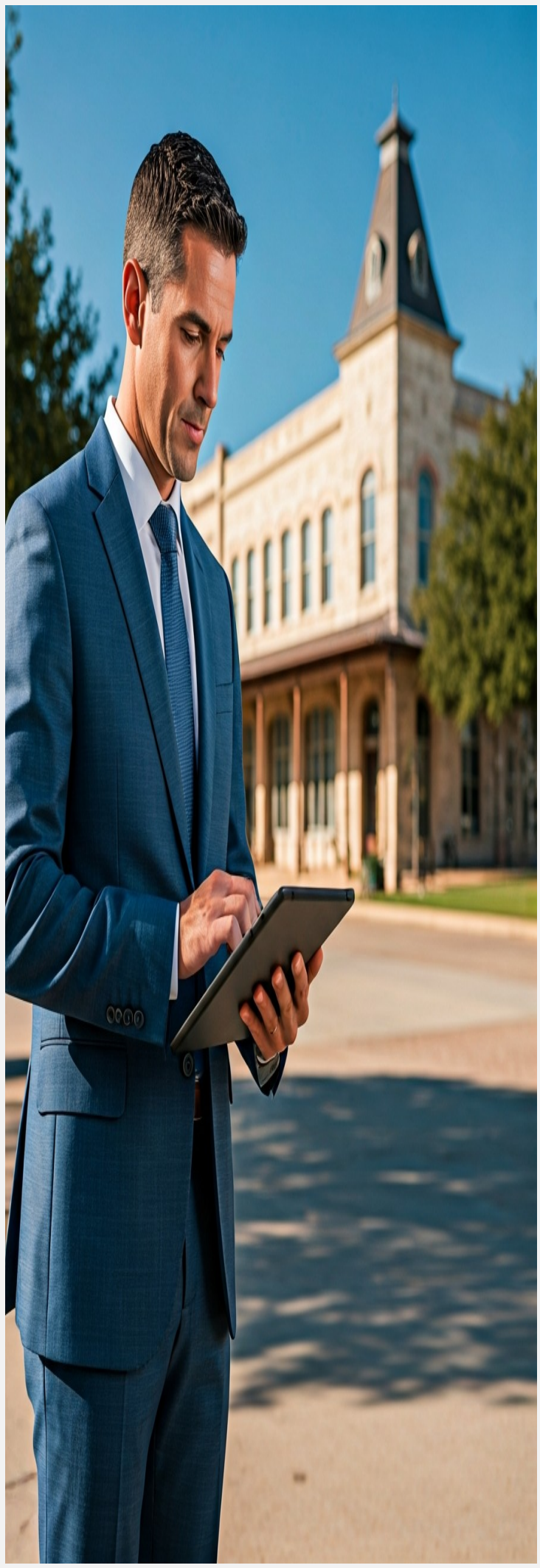
THE DATA

4.8%

Annual Price Growth

Year-over-year median sales price increase for existing homes in the Grand Strand, Q2 2026.

While home prices in the Grand Strand continue to appreciate, the pace has moderated to 4.8% annually in Q2 2026. This represents a cooling from the 6.1% growth observed in Q1, indicating a potential shift in market dynamics for Horry and Georgetown counties.



Source: Federal Reserve Bank of Richmond · Published August 12, 2026

01

Supply Adjusts to Sustained Demand

The slight moderation in price growth suggests that new construction, particularly in higher price points, is beginning to meet the sustained influx of buyers migrating to the Grand Strand. This delicate rebalancing acts as a natural brake on rapid appreciation, fostering a more sustainable market.



02

Buyer Dynamics Evolve in Coastal Markets

As inventory gradually increases, buyers in Horry and Georgetown counties may find slightly more negotiation leverage and a longer decision-making window than in recent years. This evolving landscape could signal a more sustainable growth trajectory, shifting from a seller-dominated environment.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Designated Broker, ALEX.RealEstate
Chair & CEO, ALEX

+1 713.591.9902 · diane@alex.realestate



ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy