Is Grand Strand Recovering?

Real estate market shows signs of improvement with increased demand and sales.

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THE DATA

$413K

Median Price

Median home prices in the Grand Strand are stabilizing.

The median price of homes in the Grand Strand has increased to $413K, indicating a growing demand in the area.

Source: Richmond Fed · Published August 17, 2026

01

Tourism Fuels Recovery

The strong tourism industry is a key driver of the Grand Strand's real estate recovery. With more visitors, local properties are seeing increased demand.

02

Economic Growth Supports Market

Steady economic growth in the Grand Strand is supporting the real estate market. As conditions improve, more buyers are entering the market.

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

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