

Charleston’s Real Estate Resilience

What’s driving the city’s strength in 2026?

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THE DATA

$547K

Median Home Price

Charleston tri-county median home price rose to $547,000 in Q2 2026.

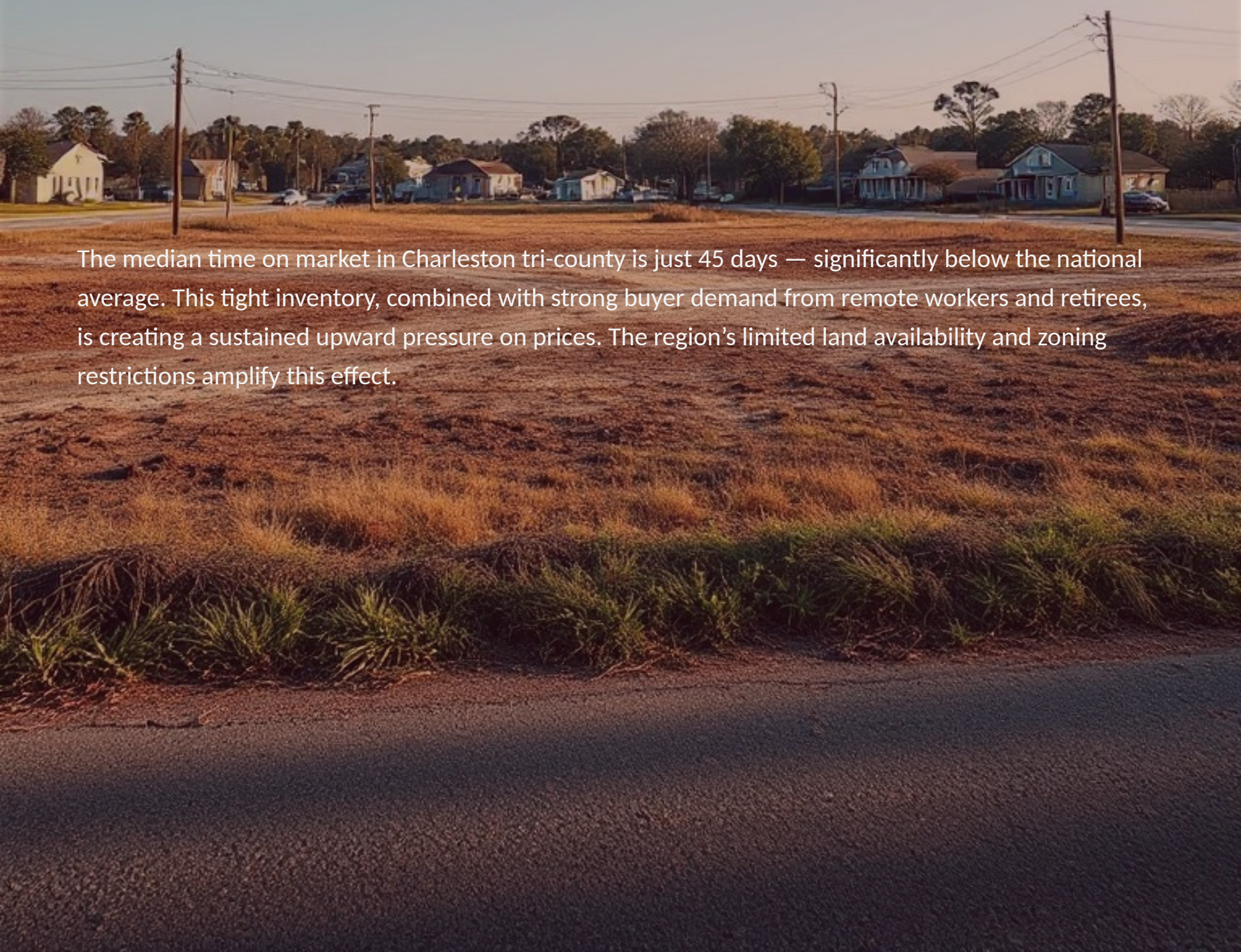
This price point reflects a strong demand dynamic, supported by Charleston's continued appeal as a lifestyle destination. Despite economic headwinds, the region has maintained its premium positioning due to limited inventory and high buyer intent from out-of-state purchasers.



Source: Richmond Fed · Published August 27, 2026

01

High Demand, Limited Supply



The median time on market in Charleston tri-county is just 45 days — significantly below the national average. This tight inventory, combined with strong buyer demand from remote workers and retirees, is creating a sustained upward pressure on prices. The region’s limited land availability and zoning restrictions amplify this effect.



02

A New Kind of Market Momentum

While other South Carolina markets like the Upstate or Grand Strand see modest growth, Charleston’s real estate is underpinned by a more resilient and diversified demand base. This suggests that its market strength is less cyclical and more structural — driven by long-term lifestyle trends rather than short-term speculative behavior.

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

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