Why Is Charleston's Price Growth Slowing?

A surprising shift in the housing market dynamics

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THE DATA

4.3%

Year-over-Year Price Growth

In the Charleston tri-county area, as of August 2026.

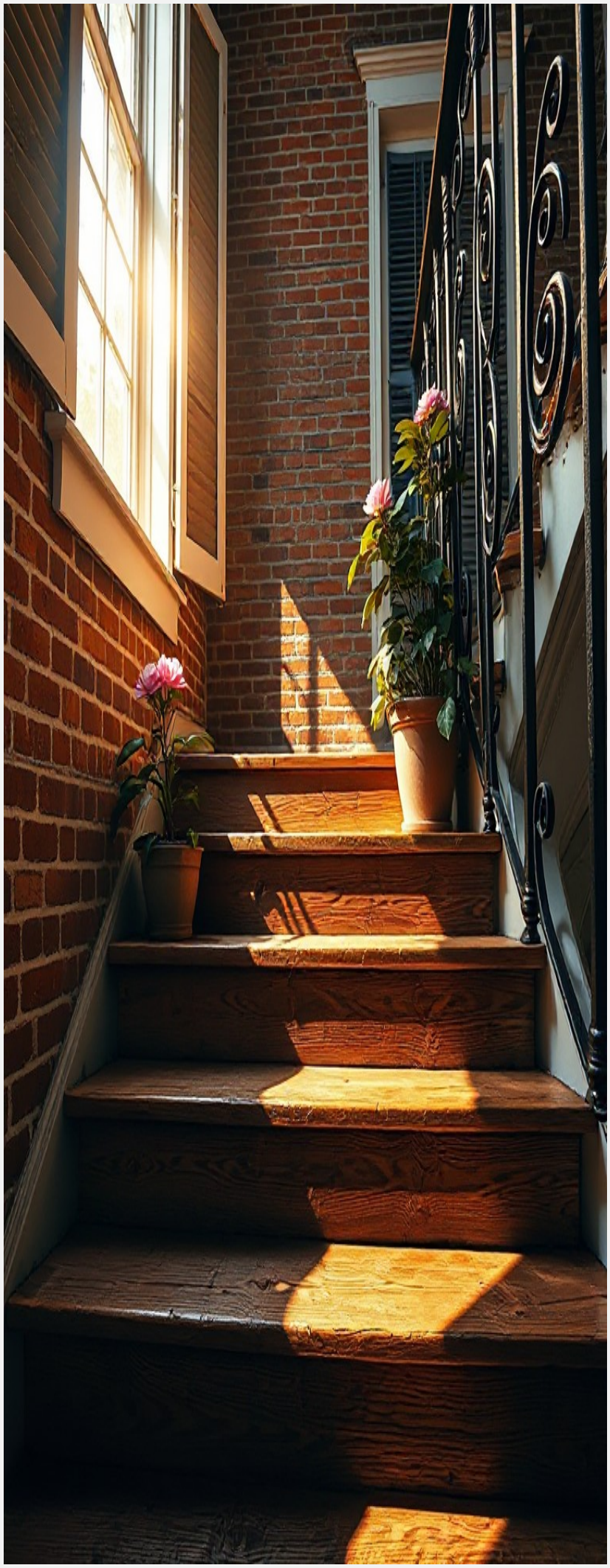
While price appreciation has slowed compared to last year’s peaks, inventory levels remain historically low. This decoupling of growth and supply is not typical for a market in its current phase of expansion. It suggests a shift in buyer motivations or expectations, possibly driven by economic uncertainty or changing affordability dynamics among high-net-worth buyers.



01

Buyer Behavior Shifts

The slowing price growth may reflect a more cautious approach from buyers, particularly in the luxury segment. As interest rates stabilize and economic forecasts become clearer, demand is being directed toward properties with stronger fundamentals — such as those with updated infrastructure or prime waterfront locations.



02

A New Equilibrium Emerges

This dynamic could signal the emergence of a new market equilibrium in Charleston. Rather than price surges, we’re seeing more balanced transactions and increased buyer confidence in mid-tier properties — potentially indicating a maturation of the market that's less dependent on speculative momentum.

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