

Horry County, SC

County · SC · South Carolina

BUYER'S MARKET

\$313K

MEDIAN SALE PRICE

-6.6%

1-YR CHANGE

10,860

SALES (12 MO)

\$313K

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 27 / 100



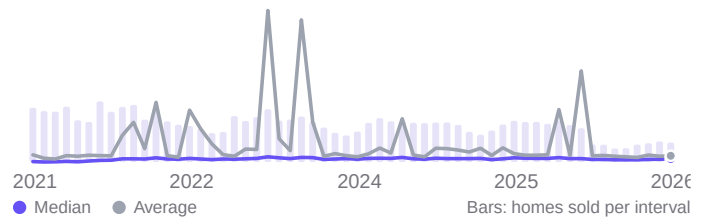
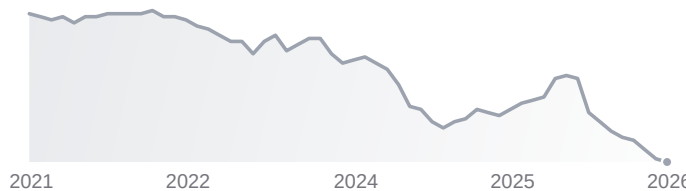
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

27 / 100

Sale prices

Median \$316K · Average \$383K

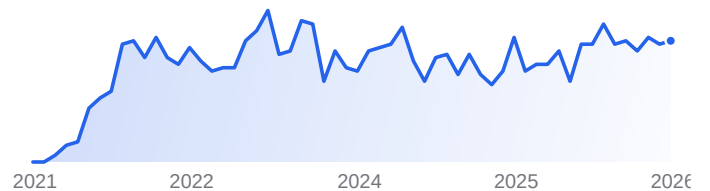
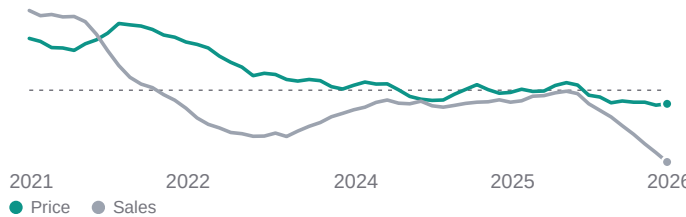


Growth (year over year)

Price -6.6% · Sales -34.7%

Price per square foot

\$207/ft²

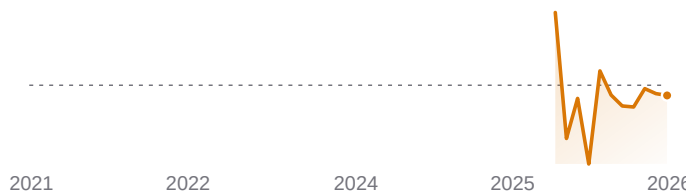


Sale premium vs estimated value

-0.1%

Annual turnover (share of homes sold)

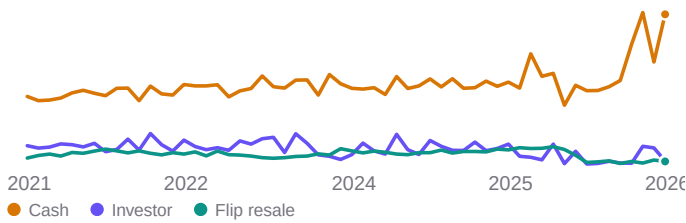
4.3%



BUYERS & OUTCOMES

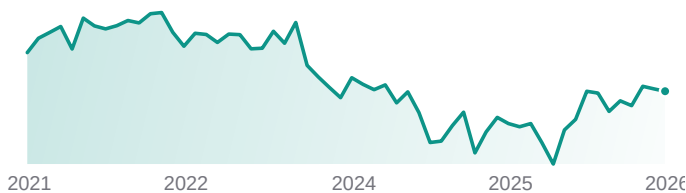
Buyer mix

Cash 90% · Investor 4.5% · Flip resale 4.2%



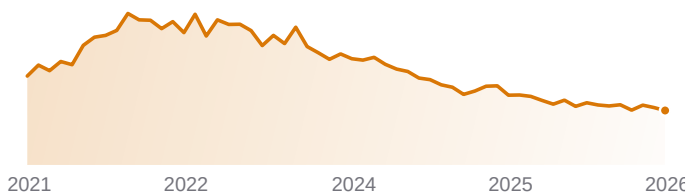
Sellers who sold at a gain

82%

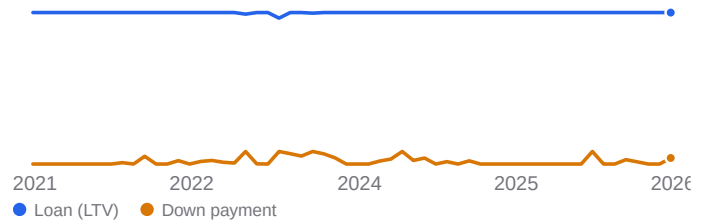


Median annualized return at resale

+4.6%

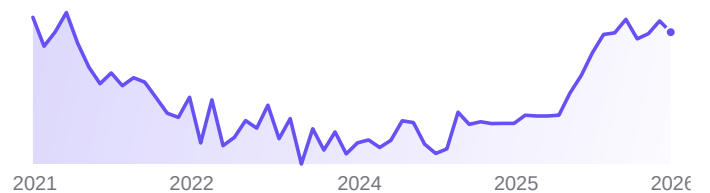


Financing (share of purchase price) Loan (LTV) 80% · Down payment 22%



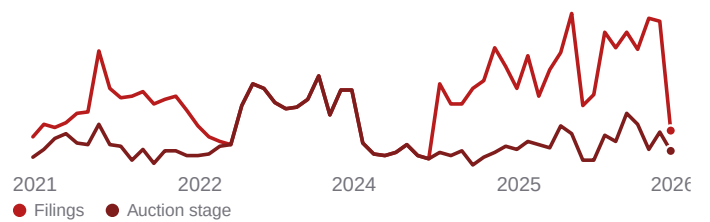
Typical hold before selling

5.1 yrs



Preforeclosure filings

Filings 26 · Auction stage 13



HOUSING STOCK

Homes	254,694
Median value (AVM)	\$313K
Median size	1,456 ft²
Median bedrooms	3
Median year built	2000
Single family	58%
Condos	21%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	65%
Underwater (LTV 125% or more)	1.1%
Owner occupied	46%
Company owned	14%
Median loan-to-value	34%

Typical ownership tenure

6.1 yrs

COMMUNITY

Population	420,333
Density	371 / mi²
Median household income	\$63K
Average household income	\$80K
Crime index (US avg 100)	97
Air pollution index (US avg 100)	94
Earthquake index (US avg 100)	178
Homes occupied	79%
Bachelor's or higher	17%
Poverty rate	10.5%
Unemployment	1.2%
Average temp	63°F
Annual precip	53 in
Sunshine	64%

Market metrics are derived from recorded arms-length deeds through June 2026. Temperature blends price momentum, sales velocity, turnover and resale outcomes, ranked nationally against geographies of the same type.