

Little River 29566

ZIP code · SC · South Carolina > Horry County > Little River

BUYER'S MARKET

\$307K

MEDIAN SALE PRICE

-5.5%

1-YR CHANGE

760

SALES (12 MO)

\$311K

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 32 / 100



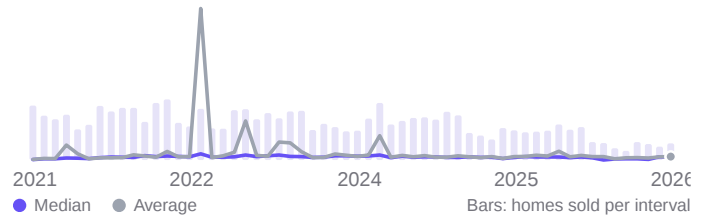
MARKET TRENDS (5 YEARS)

Market temperature (0–100)

32 / 100

Sale prices

Median \$327K · Average \$335K

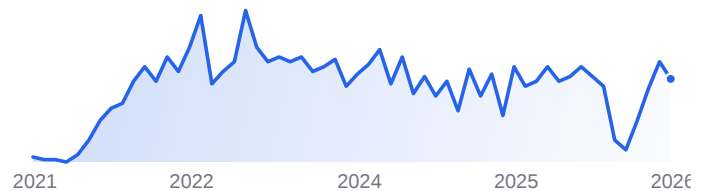
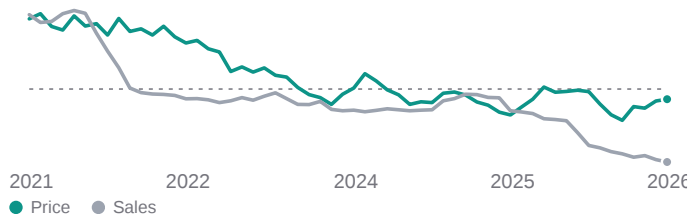


Growth (year over year)

Price -5.5% · Sales -39.2%

Price per square foot

\$192/ft²

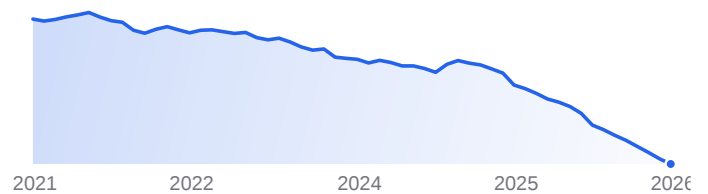
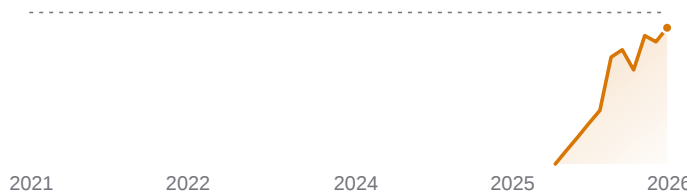


Sale premium vs estimated value

-0.1%

Annual turnover (share of homes sold)

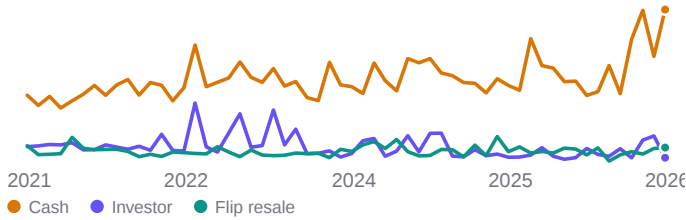
4.8%



BUYERS & OUTCOMES

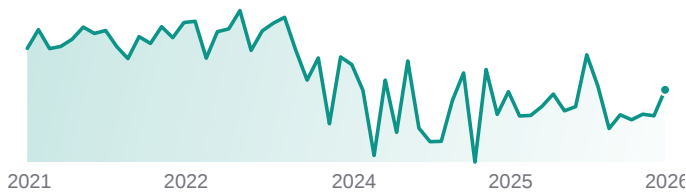
Buyer mix

Cash 88% · Investor 2.0% · Flip resale 7.8%



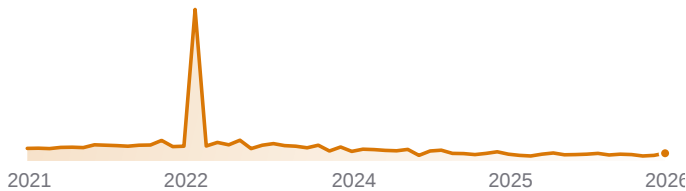
Sellers who sold at a gain

84%

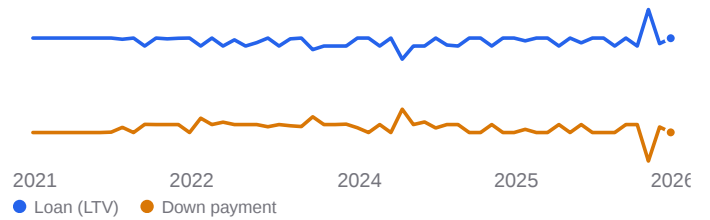


Median annualized return at resale

+5.3%

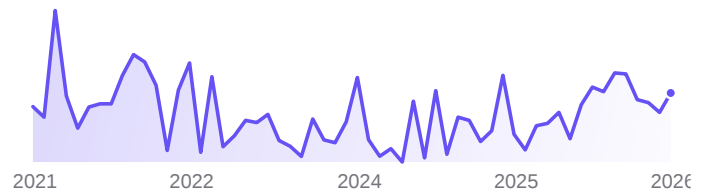


Financing (share of purchase price) Loan (LTV) 80% · Down payment 20%



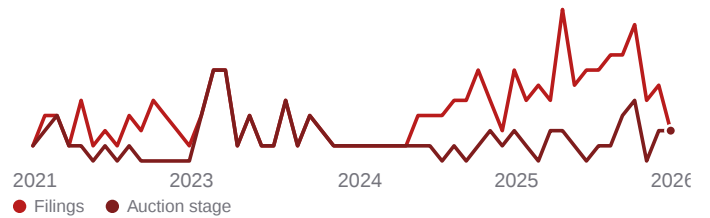
Typical hold before selling

4.9 yrs



Preforeclosure filings

Filings 2 · Auction stage 2



HOUSING STOCK

Homes	15,751
Median value (AVM)	\$311K
Median size	1,615 ft²
Median bedrooms	3
Median year built	2004
Single family	68%
Condos	19%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	65%
Underwater (LTV 125% or more)	0.9%
Owner occupied	55%
Company owned	9.5%
Median loan-to-value	33%

Typical ownership tenure

5.4 yrs

COMMUNITY

Population	27,761
Density	889 / mi²
Median household income	\$61K
Average household income	\$80K
Crime index (US avg 100)	107
Air pollution index (US avg 100)	89
Earthquake index (US avg 100)	122
Homes occupied	82%
Bachelor's or higher	17%
Poverty rate	7.8%
Unemployment	1.0%
Average temp	63°F
Annual precip	55 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.