

Longs 29568

ZIP code · SC · South Carolina > Horry County

BUYER'S MARKET

\$293K

MEDIAN SALE PRICE

-7.0%

1-YR CHANGE

623

SALES (12 MO)

\$284K

MEDIAN VALUE (AVM)

Market temperature

Buyer's market · 30 / 100



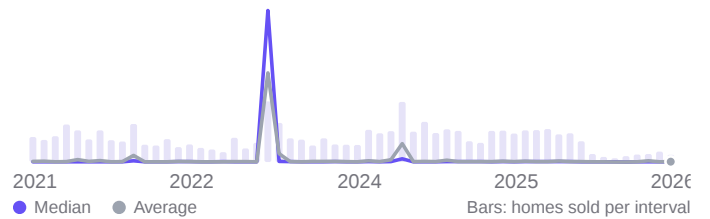
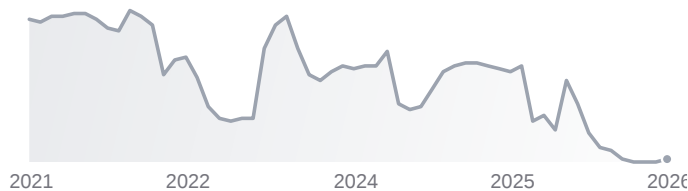
MARKET TRENDS (5 YEARS)

Market temperature (0-100)

30 / 100

Sale prices

Median \$290K · Average \$310K

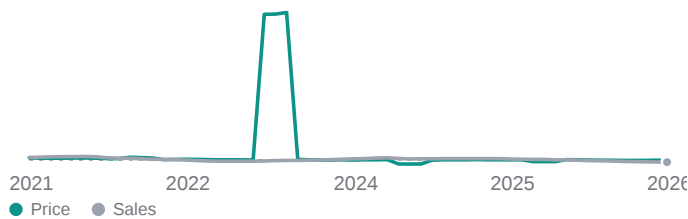


Growth (year over year)

Price -7.0% · Sales -53.7%

Price per square foot

\$195/ft²

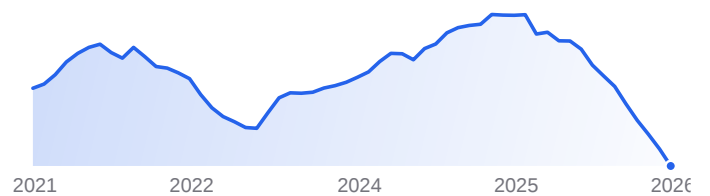
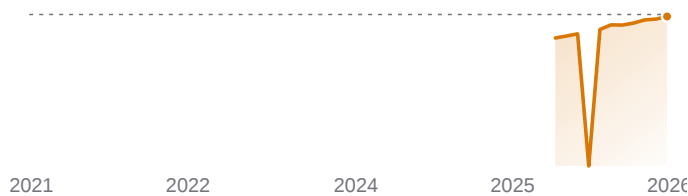


Sale premium vs estimated value

-0.0%

Annual turnover (share of homes sold)

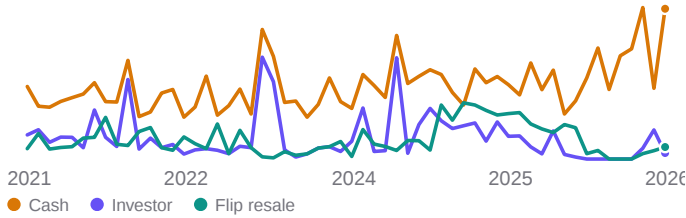
5.8%



BUYERS & OUTCOMES

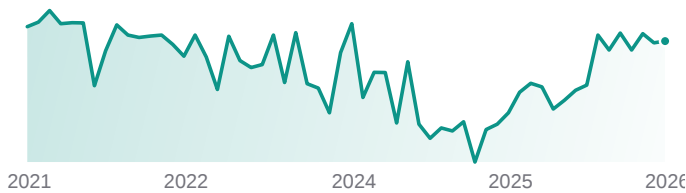
Buyer mix

Cash 93% · Investor 3.7% · Flip resale 7.4%



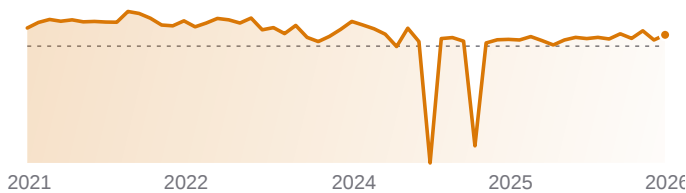
Sellers who sold at a gain

81%

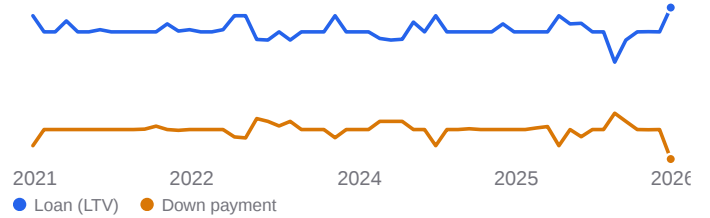


Median annualized return at resale

+4.6%

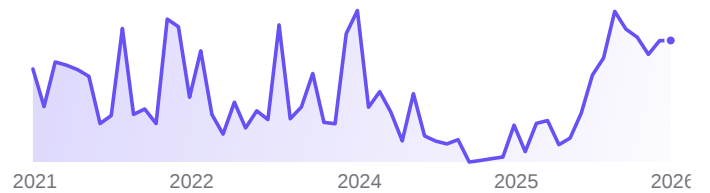


Financing (share of purchase price) Loan (LTV) 95% · Down payment 1.8%



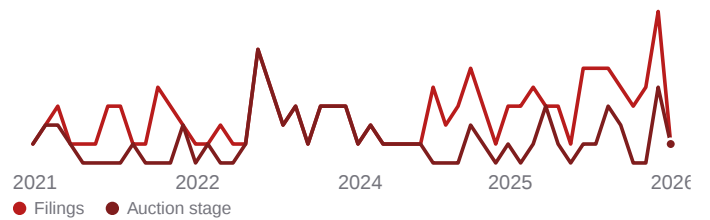
Typical hold before selling

4.7 yrs



Preforeclosure filings

Filings 1 · Auction stage 1



HOUSING STOCK

Homes	10,748
Median value (AVM)	\$284K
Median size	1,620 ft²
Median bedrooms	3
Median year built	2011
Single family	83%
Condos	4.4%

EQUITY & OWNERSHIP

Equity rich (LTV 50% or less)	54%
Underwater (LTV 125% or more)	1.1%
Owner occupied	65%
Company owned	9.0%
Median loan-to-value	47%

Typical ownership tenure

5.0 yrs

COMMUNITY

Population	16,000
Density	184 / mi ²
Median household income	\$58K
Average household income	\$70K
Crime index (US avg 100)	72
Air pollution index (US avg 100)	96
Earthquake index (US avg 100)	138
Homes occupied	89%
Bachelor's or higher	12%
Poverty rate	12.3%
Unemployment	1.1%
Average temp	63°F
Annual precip	54 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.