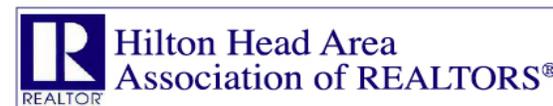


Monthly Indicators

A RESEARCH TOOL PROVIDED BY
THE HILTON HEAD AREA ASSOCIATION OF REALTORS®



December 2013

In its entirety, 2013 proved to be a good year for housing. Home sales and prices were broadly higher across the nation, while foreclosure loads, the number of homes for sale and the number of days it took to sell a home were all much lower. Multiple-offer situations became commonplace again and prices in many areas rallied to multi-year highs. This, of course, varied by location and segment, but the proverbial glass appeared to be more than half full throughout the year.

New Listings in the Hilton Head region decreased 11.0 percent to 252. Pending Sales were down 7.1 percent to 197. Inventory levels shrank 11.5 percent to 2,304 units.

Prices marched higher. The Median Sales Price increased 5.0 percent to \$250,000. Days on Market was down 17.4 percent to 95 days. Absorption rates improved as Months Supply of Inventory was down 20.3 percent to 7.3 months.

Housing is fortified by confident consumers and good jobs. The year 2013 was marked by a slowly improving labor market stunted by political gridlock, and the Federal Reserve's long-awaited taper announcement was not surprising. Interest rates remain low (but upwardly mobile), prices are still affordable, the employment picture looks decent and the stock market is up nearly 30.0 percent from this time last year. It's no wonder that buyers were active in 2013. Here's to more of the same in 2014.

Quick Facts

+ 14.6% **+ 5.0%** **- 11.5%**

Change in
Closed Sales

Change in
Median Sales Price

Change in
Inventory

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[Click on desired metric to jump to that page.](#)



Market Overview

Key market metrics for the current month and year-to-date figures.



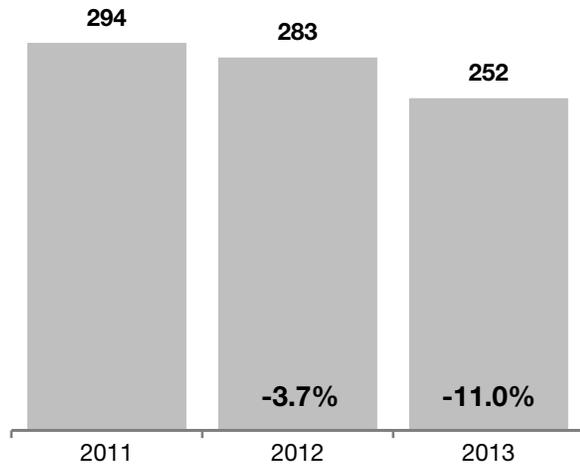
Key Metrics	Historical Sparklines	12-2012	12-2013	+ / -	YTD 2012	YTD 2013	+ / -
New Listings		283	252	- 11.0%	5,319	5,394	+ 1.4%
Pending Sales		212	197	- 7.1%	3,414	3,793	+ 11.1%
Closed Sales		247	283	+ 14.6%	3,305	3,620	+ 9.5%
Days on Market Until Sale		115	95	- 17.4%	127	117	- 7.6%
Median Sales Price		\$238,070	\$250,000	+ 5.0%	\$226,055	\$254,000	+ 12.4%
Average Sales Price		\$324,491	\$341,476	+ 5.2%	\$316,167	\$339,916	+ 7.5%
Percent of List Price Received		95.2%	95.0%	- 0.3%	94.6%	95.3%	+ 0.8%
Housing Affordability Index		147	132	- 10.0%	153	130	- 15.0%
Inventory of Homes for Sale		2,603	2,304	- 11.5%	--	--	--
Months Supply of Homes for Sale		9.1	7.3	- 20.3%	--	--	--

New Listings

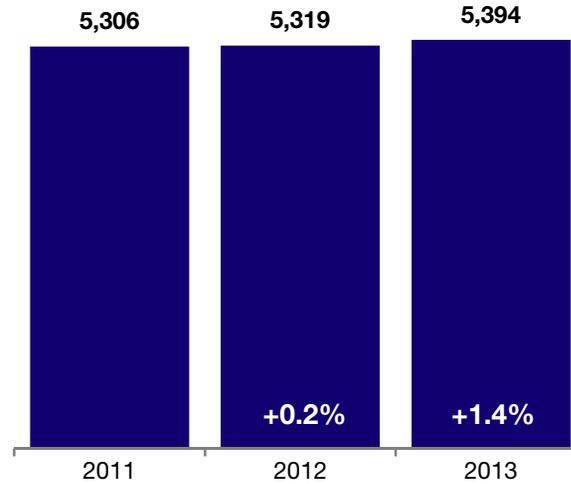
A count of the properties that have been newly listed on the market in a given month.



December



Year To Date



Month	Prior Year	Current Year	+ / -
January	495	502	+1.4%
February	476	516	+8.4%
March	555	560	+0.9%
April	548	516	-5.8%
May	448	449	+0.2%
June	417	425	+1.9%
July	400	445	+11.3%
August	456	442	-3.1%
September	445	427	-4.0%
October	429	493	+14.9%
November	367	367	0.0%
December	283	252	-11.0%
12-Month Avg	443	450	+1.4%

Historical New Listing Activity

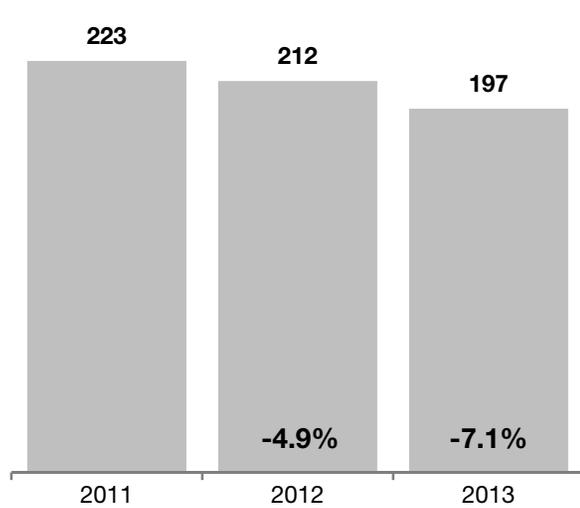


Pending Sales

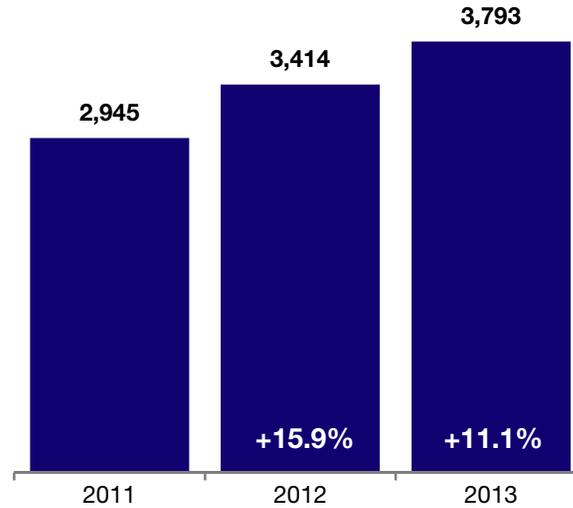
A count of the properties on which contracts have been accepted in a given month.



December



Year To Date



Month	Prior Year	Current Year	+ / -
January	239	298	+24.7%
February	265	326	+23.0%
March	323	323	0.0%
April	352	346	-1.7%
May	315	348	+10.5%
June	303	358	+18.2%
July	273	375	+37.4%
August	307	314	+2.3%
September	243	306	+25.9%
October	308	331	+7.5%
November	274	271	-1.1%
December	212	197	-7.1%
12-Month Avg	285	316	+11.1%

Historical Pending Sales Activity

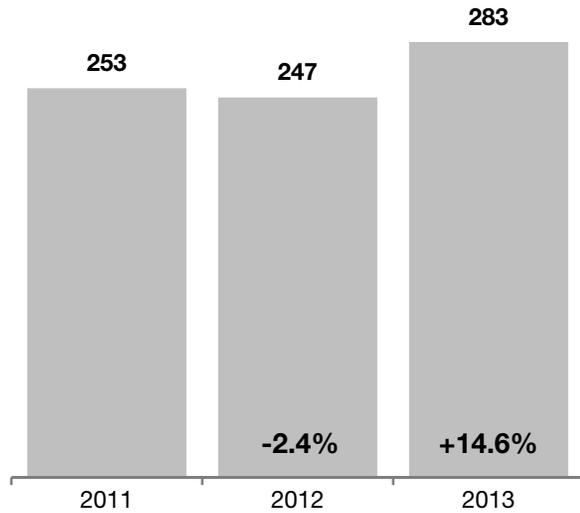


Closed Sales

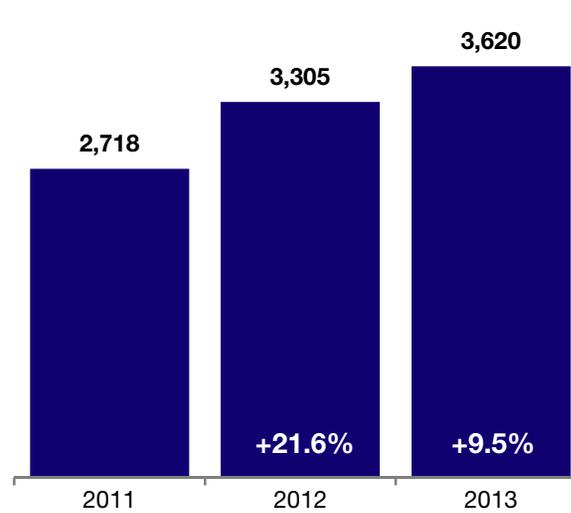
A count of the actual sales that have closed in a given month.



December



Year To Date



Month	Prior Year	Current Year	+ / -
January	220	217	-1.4%
February	181	229	+26.5%
March	280	306	+9.3%
April	274	303	+10.6%
May	332	351	+5.7%
June	346	341	-1.4%
July	279	334	+19.7%
August	304	374	+23.0%
September	252	295	+17.1%
October	283	316	+11.7%
November	307	271	-11.7%
December	247	283	+14.6%
12-Month Avg	275	302	+10.3%

Historical Closed Sales Activity

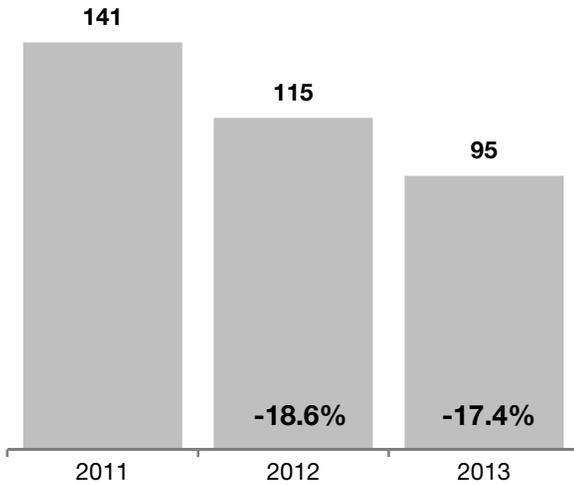


Days on Market Until Sale

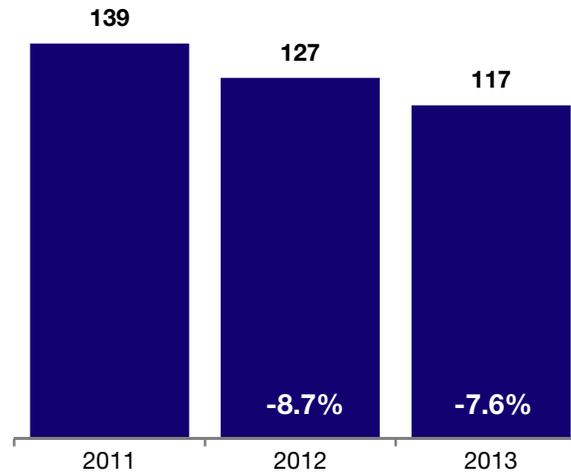
Average number of days between when a property is listed and when an offer is accepted in a given month.



December



Year To Date



Month	Prior Year	Current Year	+ / -
January	134	127	-5.5%
February	130	124	-4.8%
March	136	121	-10.5%
April	152	121	-20.0%
May	129	122	-5.4%
June	125	118	-5.1%
July	124	125	+0.6%
August	110	111	+1.1%
September	121	105	-13.2%
October	130	117	-9.7%
November	122	124	+1.7%
December	115	95	-17.4%
12-Month Avg	127	117	-7.6%

Historical Days on Market Until Sale

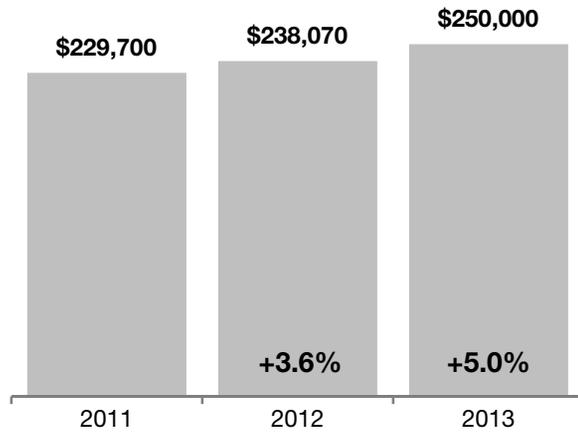


Median Sales Price

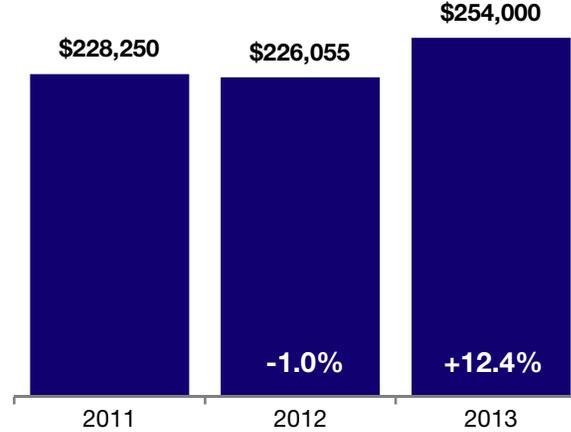
Median price point for all closed sales, not accounting for seller concessions, in a given month.



December

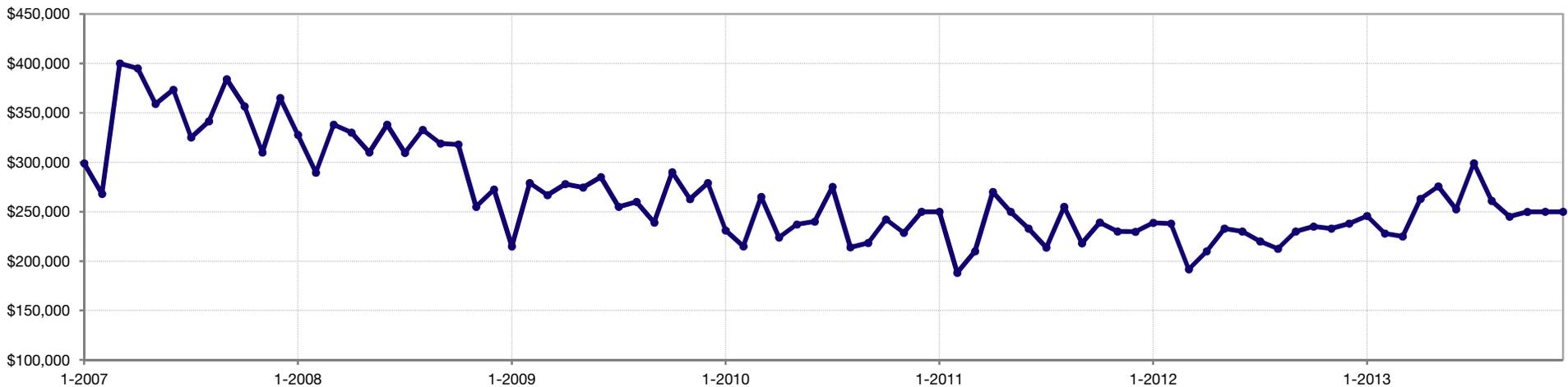


Year To Date



Month	Prior Year	Current Year	+ / -
January	\$238,750	\$245,745	+2.9%
February	\$238,000	\$228,000	-4.2%
March	\$191,750	\$225,000	+17.3%
April	\$210,000	\$263,000	+25.2%
May	\$233,000	\$275,625	+18.3%
June	\$230,000	\$252,500	+9.8%
July	\$220,000	\$299,000	+35.9%
August	\$212,500	\$260,964	+22.8%
September	\$230,000	\$245,000	+6.5%
October	\$235,000	\$249,833	+6.3%
November	\$233,000	\$250,000	+7.3%
December	\$238,070	\$250,000	+5.0%
12-Month Med	\$226,055	\$254,000	+12.4%

Historical Median Sales Price



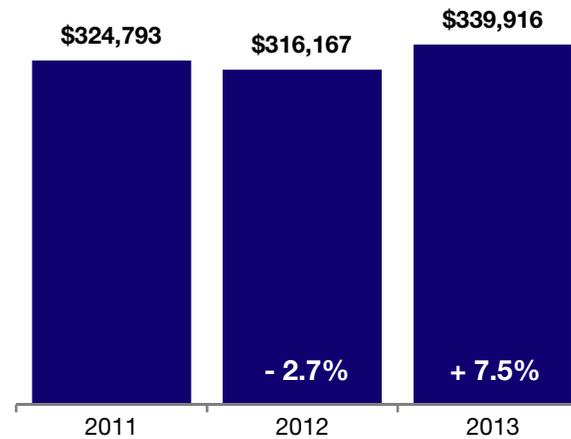
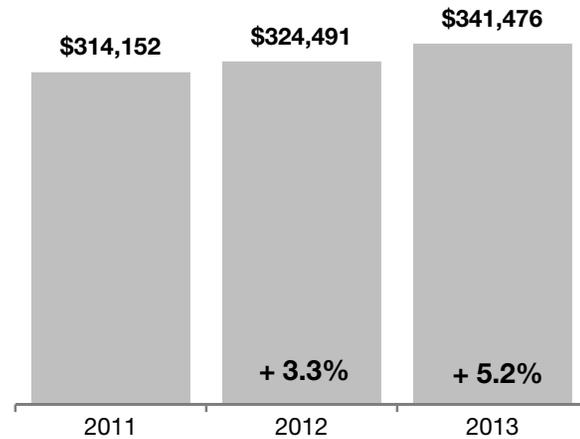
Average Sales Price

Average sales price for all closed sales, not accounting for seller concessions, in a given month.



December

Year To Date



Month	Prior Year	Current Year	+ / -
January	\$327,373	\$322,692	-1.4%
February	\$300,293	\$294,120	-2.1%
March	\$331,155	\$304,274	-8.1%
April	\$345,660	\$359,394	+4.0%
May	\$311,333	\$373,557	+20.0%
June	\$310,184	\$337,647	+8.9%
July	\$286,352	\$363,957	+27.1%
August	\$266,470	\$348,269	+30.7%
September	\$358,255	\$338,314	-5.6%
October	\$347,171	\$329,877	-5.0%
November	\$296,461	\$341,307	+15.1%
December	\$324,491	\$341,476	+5.2%
12-Month Avg	\$316,167	\$339,916	+7.5%

Historical Average Sales Price



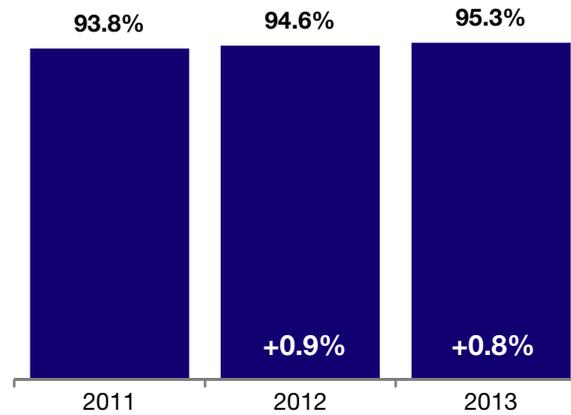
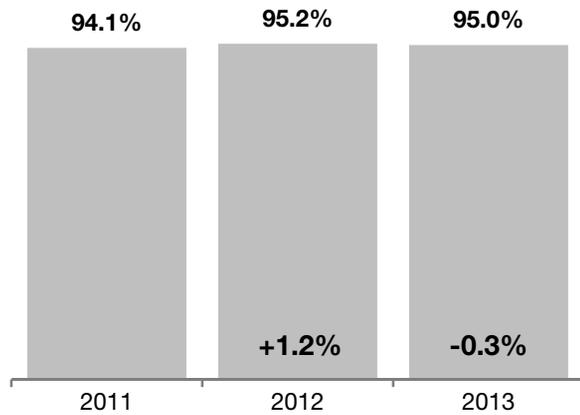
Percent of List Price Received

Percentage found when dividing a property's sales price by its last list price, then taking the average for all properties sold in a given month, not accounting for seller concessions.



December

Year To Date



Month	Prior Year	Current Year	+ / -
January	93.8%	95.1%	+1.3%
February	93.9%	95.3%	+1.5%
March	94.1%	96.1%	+2.1%
April	93.7%	95.1%	+1.6%
May	94.9%	95.8%	+1.0%
June	94.9%	95.2%	+0.3%
July	94.8%	95.1%	+0.4%
August	94.8%	95.5%	+0.7%
September	94.0%	95.5%	+1.6%
October	95.0%	95.6%	+0.6%
November	95.5%	94.6%	-0.9%
December	95.2%	95.0%	-0.3%
12-Month Avg	94.6%	95.3%	+0.8%

Historical Percent of List Price Received

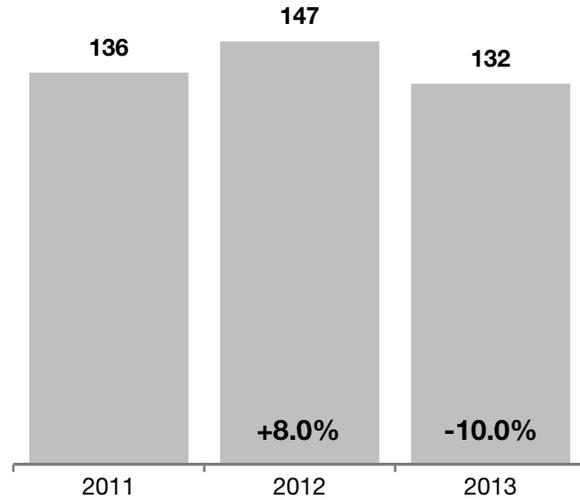


Housing Affordability Index

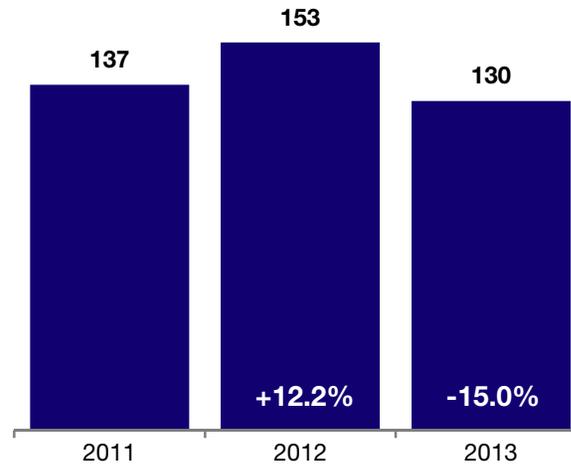
This index measures housing affordability for the region. An index of 120 means the median household income was 120% of what is necessary to qualify for the median-priced home under prevailing interest rates. A higher number means greater affordability.



December



Year To Date



Month	Prior Year	Current Year	+ / -
January	137	146	+6.3%
February	139	152	+9.4%
March	165	153	-7.0%
April	155	136	-12.0%
May	144	126	-12.2%
June	146	128	-12.1%
July	154	112	-27.4%
August	158	124	-21.2%
September	150	133	-11.3%
October	147	131	-10.7%
November	148	138	-6.6%
December	147	132	-10.0%
12-Month Avg	149	134	-9.6%

Historical Housing Affordability Index

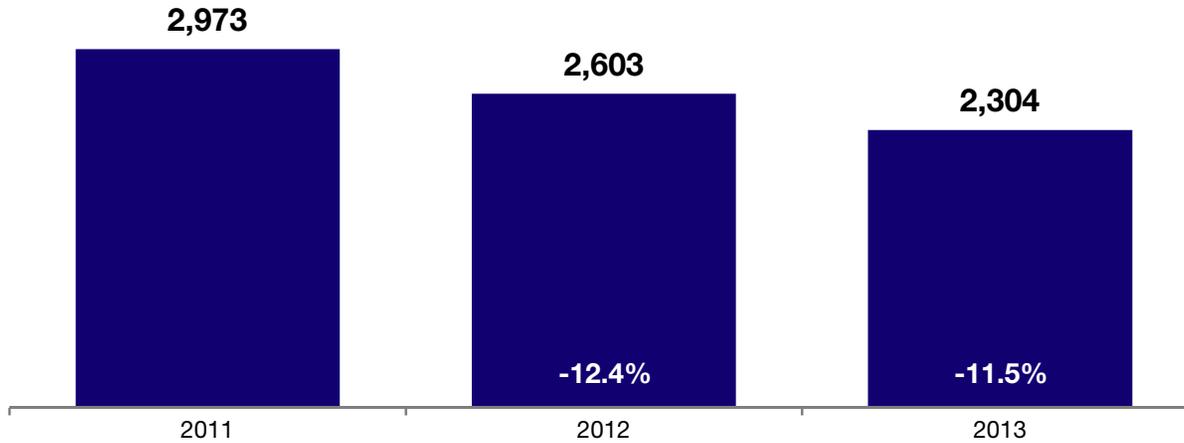


Inventory of Homes for Sale

The number of properties available for sale in active status at the end of a given month.

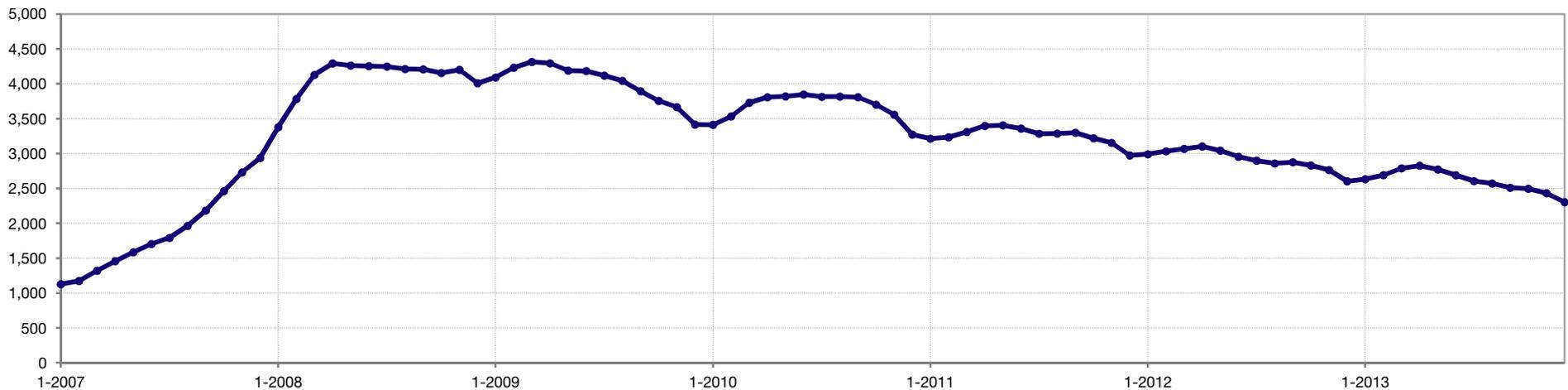


December



Month	Prior Year	Current Year	+ / -
January	2,990	2,632	-12.0%
February	3,032	2,691	-11.2%
March	3,068	2,789	-9.1%
April	3,102	2,825	-8.9%
May	3,042	2,773	-8.8%
June	2,954	2,689	-9.0%
July	2,897	2,605	-10.1%
August	2,858	2,571	-10.0%
September	2,876	2,510	-12.7%
October	2,829	2,496	-11.8%
November	2,764	2,433	-12.0%
December	2,603	2,304	-11.5%
12-Month Avg	2,918	2,610	-10.6%

Historical Inventory of Homes for Sale

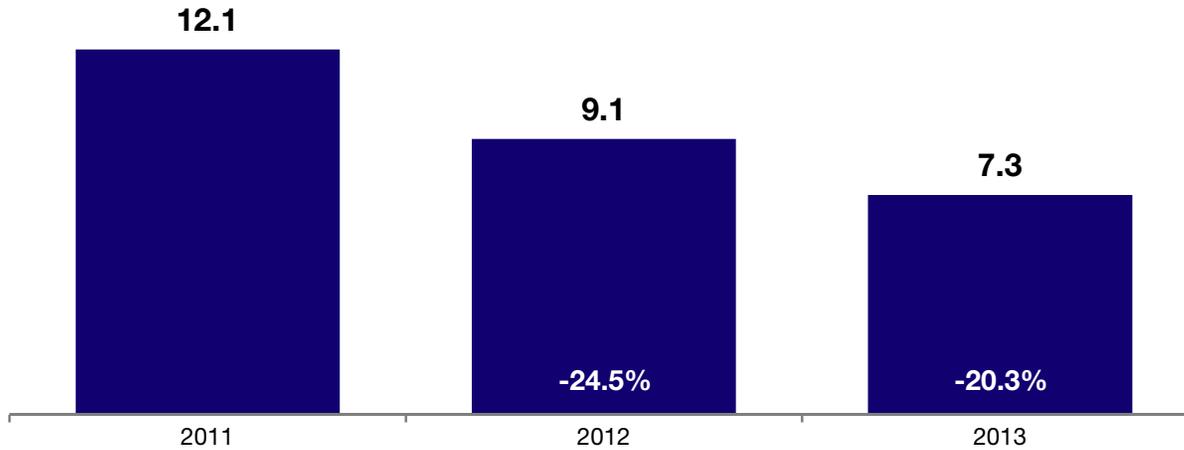


Months Supply of Inventory

The inventory of homes for sale at the end of a given month, divided by the average monthly pending sales from the last 12 months.



December



Month	Prior Year	Current Year	+ / -
January	12.2	9.1	-25.3%
February	12.3	9.1	-25.9%
March	12.4	9.5	-23.4%
April	12.1	9.6	-20.5%
May	11.6	9.3	-19.5%
June	11.2	8.9	-20.0%
July	10.9	8.4	-23.2%
August	10.5	8.3	-21.4%
September	10.4	8.0	-23.9%
October	10.1	7.9	-21.9%
November	9.7	7.7	-20.8%
December	9.1	7.3	-20.3%
12-Month Avg	11.0	8.6	-22.3%

Historical Months Supply of Inventory

