

An aerial photograph of the South Carolina State Capitol building, featuring a prominent dome and classical architecture, surrounded by urban buildings and greenery under a clear blue sky.

WELCOME TO

South Carolina

AN INTRODUCTION TO
THE PALMETTO STATE

A REAL ESTATE EBOOK FROM

 **The CE Shop**



INTRODUCING ONE OF
THE HOTTEST REAL ESTATE MARKETS IN THE U.S.

South Carolina

As a real estate education company, we make it our duty to explore different markets and uncover what makes them so attractive. For this report, we went to South Carolina to learn about how its economy and housing market is projected to be stronger year over year for the next decade.

In this ebook, we dive into the hottest markets that are bringing the heat in South Carolina.

Top 5 Markets in South Carolina



#5:

HILTON HEAD ISLAND

Known for some of the priciest real estate in the region, Hilton Head Island and its 12 miles of clean, white-sand beaches are a respite for retirees and those looking to take the whole family on a vacation. Since it's an island, real estate is limited, yet quiet evening walks along the beach, plenty of bike trails, and the island's 24 championship golf courses keep people coming.

Local Tip: Hungry? Go check out The Lucky Rooster Kitchen and Bar, where soulful southern cooking meets creative cocktails.

The median home value in Hilton Head Island is \$444,546 which is a 2.5% increase from the previous year. Zillow predicts this will rise an additional 4.4% within the next year.

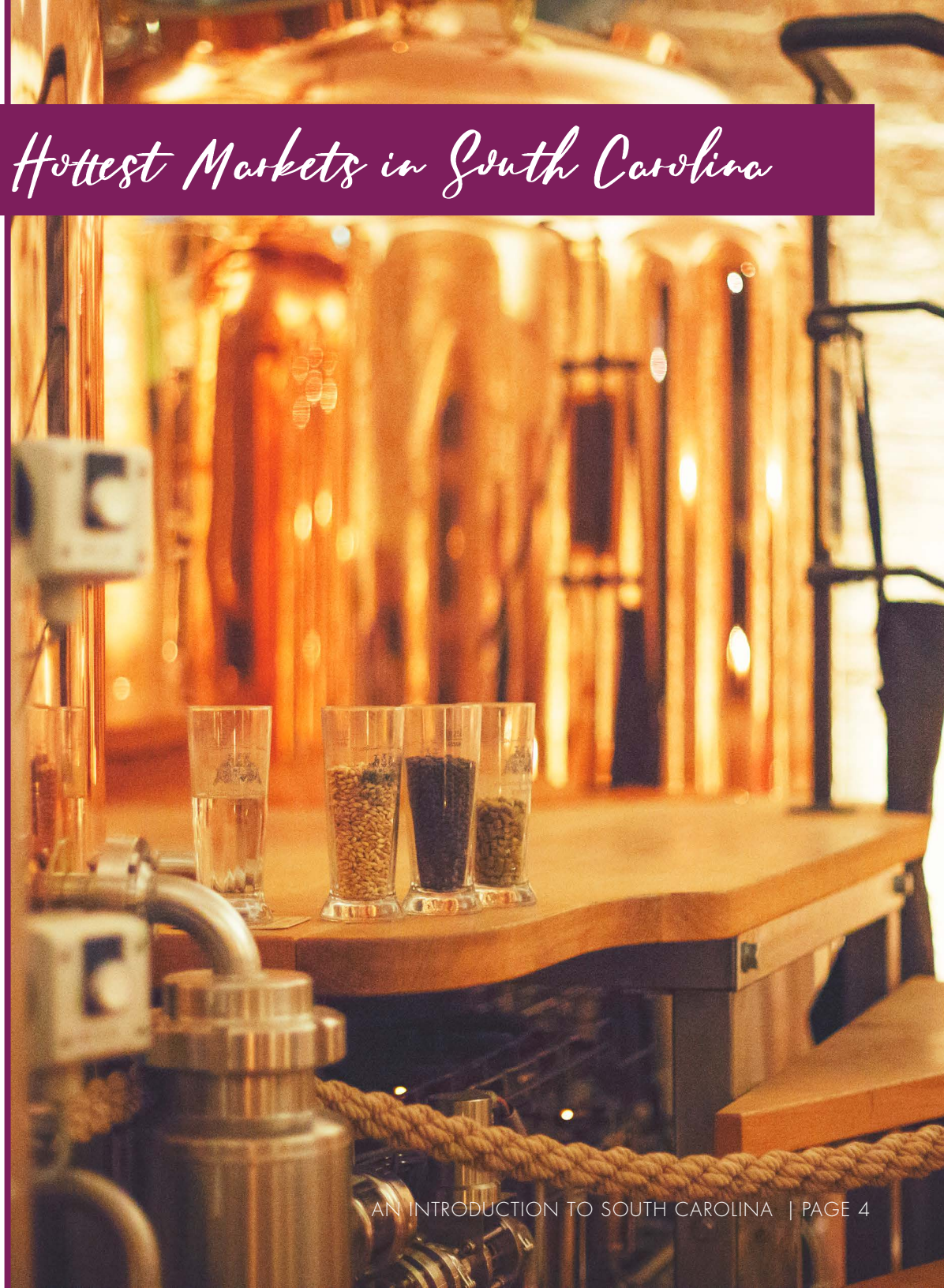
#4: SUMTER

An hour's drive east of Columbia, Sumter is a small city that offers potential buyers affordable digs and plenty of potential. Not only have large companies invested in Sumter County, like [Continental Tire's \\$500 million dollar 330-acre manufacturing facility](#), but local companies like Sumter Original Brewery are spearheading the area's revitalization efforts. In other words, now is the time to enter this market.

Local tip: Stay tuned for the opening of the brewery, then raise a glass to the new future of Sumter.

The median home value price in Sumter is \$125,186, which is a 4.3% increase from the previous year. Zillow predicts this will rise an additional 4.6% within the next year.

Hottest Markets in South Carolina



An aerial photograph of a city, likely Raleigh, North Carolina, featuring a large, white, classical-style building with a prominent dome and columns in the foreground. The city is surrounded by green trees and other buildings, with a clear blue sky in the background.

“Nothing could be finer
than to be in Carolina
in the morning.”

- "Carolina In The Morning" by Bing Crosby



Hottest Markets in South Carolina

#3: COLUMBIA

In 2016, South Carolina was among the top 10 fastest-growing states in the U.S. Not surprisingly, some of those transplants made their way to the capitol city, and why not? Columbia offers many of the spoils of a large city, including the University of South Carolina, without sacrificing the down-to-earth southern charm that's attracting people to the state in the first place.

Local tip: Columbia's downtown market, Soda City on Main St., is always an adventure in jewelry, fabrics, books, and crafts.

The median home value in Columbia is \$146,597, which is a 4.1% increase from last year. Zillow predicts this will rise another 4% within the next year.

A scenic view of a beach at sunset. The sky is a mix of orange, pink, and purple. The ocean is calm, reflecting the colors of the sky. A long pier extends from the beach into the water. The beach is sandy and has some small waves breaking near the shore.

Hottest Markets in South Carolina

#2:

NORTH MYRTLE BEACH

In 2019, Myrtle Beach and the surrounding area had one of the highest growth rates in the country. People are attracted to the area's temperate climate, warm waters, beautiful white-sand beaches, and low cost of living. Could this just be the best place to retire? We think so. Both current and new developments are on the rise in North Myrtle Beach and it's expected to grow.

Local tip: South Carolina is a golfer's paradise, and North Myrtle Beach is no exception. Check out 'the Pebble Beach of the East' Tidewater Golf Club

The median home value in North Myrtle Beach is \$238,876, which is a 1.9% increase from last year. Zillow predicts this will rise another 2.8% within the next year.

Hottest Markets in South Carolina

#1: CHARLESTON

Charleston is one of those places where there's nowhere else like it on earth, and people want to own a piece of it. From gorgeous waterfront properties to the hauntingly beautiful historic downtown district, Charleston has a gravitas to it that attracts people from all over the country. Yet, there's more to Charleston than just a pretty face. Just north of Charleston, men and women are hard at work producing Boeing 787s and vehicles like the Mercedes-Benz Sprinter Van.

Local tip: For a contemporary and hip take on breakfast, check out the very Instagram-worthy Miller's All Day for a bite.

The median home value in Charleston is \$332,909, which is a 1.7% increase from last year. Zillow predicts this will rise another 3.7% within the next year.





“Charleston is one of the
best built, handsomest,
and **most agreeable cities**
that I have ever seen.”

—Marquis de La Fayette



Why South Carolina Real Estate?

South Carolina has a strong economy and, more importantly, affordable housing.

Quick Stats- SOUTH CAROLINA

YEAR/YEAR MEDIAN HOME PRICES (FEB 2019 - FEB 2020):	3.8%
MEDIAN HOME VALUE:	\$189,162
MEDIAN RENT PRICE:	\$1,350
AVERAGE DAYS LISTED:	98
HOMES WITH NEGATIVE EQUITY:	9.5%
DELINQUENT MORTGAGES:	1.4%

MARKET OUTLOOK

Low inventory and growing demand puts developers on the clock to meet this demand at an affordable rate. Zillow sees South Carolina as a 'Hot' seller's market that will remain moderately stable.

THERE'S NEVER A BETTER TIME TO BECOME A

South Carolina Real Estate Agent

With so many amazing cities with rich history, attractions, and access to the outdoors, South Carolina has become a premier relocation destination for many families. This new growth opens up a fantastic opportunity for real estate agents. When you consider that Indeed.com reports the average full-time real estate agent in South Carolina makes around \$80,281 - which is about double the national average - then it's pretty obvious there's never been a better time to become a real estate agent.

If you want to learn more about how you can get your license and join the ranks of South Carolina real estate agents, visit us at TheCEShop.com/South-Carolina/SC-Real-Estate. There you'll be able to find out what exactly you'll need to do to become an agent and how The CE Shop can help you achieve your goals through our award-winning real estate education.

About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education. With industry-leading pass rates and support from Pre-Licensing through CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With products available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

