

Sales & Marketing Report 2024 Q2

A quarterly overview of the Dataw Island Marketing Initiatives & Sales Results

The Dataw Island Marketing & Communications team regularly produces press releases and content and shares this regularly with local, niche, and partner media outlets, as well as paid advertorials and traditional ads. A few examples and types that published in Q2 follow:

- To the right, you see a press release placement on the *Private Communities* marketing website.
- On the following page is another earned media (non-paid) placement, with *Waterway Guide*. This was written in-house but ran as editorial.
- Following that is a paid advertorial (also written in-house) with *Connecticut Cottages and Gardens* special section “Where to buy Next.”
- Examples of recent paid ad placements
- And finally, a paid ad on the *Links Magazine* “Insider” email blast.

USTA “DATAW SPLASH!” TENNIS TOURNAMENT

Dataw Island Community News

Beaufort, SC — The United States Tennis Association *Dataw Splash!* was held this weekend across three area tennis courts: Fripp Island, Spring Island, and the host site, Dataw Island.

Nearly 200 players gathered to compete in this USTA level three tournament, sanctioned by the Southern South Carolina region of the United States Tennis Association. Held annually Dataw Island, the overwhelming response this year has caused the event to grow into an even bigger event with even more competition, and incorporating these additional venues.

Dataw Island Director of Lawn & Racquet Sports, Warren Florence, says “We love seeing so many players return year after year. This tournament has grown to be a summer tradition for them to come together year after year, seeing old friends and creating new friendships.”

Florence went on to say that Dataw Island is grateful to all the volunteers, community support and sponsors, without whom the event would not be possible, especially our partner facilities this year. “The

Dataw Island Better Than Par



A scenic drive over Dataw Island's bridge and causeway often elicit a collective exhale of relaxation, with many members proclaiming "You had me at the bridge." Enter via the full-service marina and you are bound to feel the same magical allure of this special community, one of the region's best kept secrets.

While indeed the entrance is a charmer, lined with quintessential Southern moss-draped oaks and palm trees, it's truly just a hint of what you will find inside the gates of this private, gated community. The relaxed coastal lifestyle found in the South Carolina Lowcountry (the locals' term for the gorgeous coastal region) is exemplified at Dataw Island. Nature abounds, from frolicking dolphins to eagles and osprey, and history is honored at an on-site **History & Learning Center**, featuring items from 10,000 year-old relics to more modern island history.



This nearly 900-acre slice of island paradise is complemented by the smaller Oak Island. Preserved for perpetuity as a maritime nature preserve, Oak Island is an Old Growth Forest Network designee. In fact, the community itself is Audubon-sanctuary certified and participates in the Monarchs in the Rough conservation effort, in addition to numerous other conservation initiatives.

If the only driving you care to do is towards the green or towards the ocean blue, check out Dataw Island and find the life your soul has been seeking. (Located in Beaufort, SC – just minutes from the ICW, between Charleston & Hilton Head.)

DATAW ISLAND MARINA guests are invited to Explore Dataw! Inquire at time of booking your dockage.

- Full-Service Marina (Maintenance & Repairs)
- Full-Service Restaurant
- Diesel & Ethanol-Free Gasoline
- 50-Ton Travel Lift and 24,000 Pound Forklift
- Pump-out
- Complimentary Laundry, Showers, Wi-Fi



Dataw Island is home to 36 holes of golf, by Tom Fazio and Arthur Hills – and **both courses** are distinguished with the rating of being in the "Top 50" in South Carolina, battling the courses in golf meccas Hilton Head and Myrtle Beach. Har-Tru tennis courts, pickleball, bocce, and even regulation-sized croquet lawns offer alternative sporting options.

BEAUFORT, SOUTH CAROLINA

Dataw Island

Lined with quintessential Southern moss-draped oaks and palm trees, the scenic drive over Dataw Island's bridge and causeway often elicit a collective exhale of relaxation. While indeed the entrance is a charmer, it's truly just a hint of what you will find inside the gates of this private, gated community. A full service marina, championship golf, Har-Tru tennis courts, pickleball, bocce, croquet, nature preserve with dog run, and several water-based activities keep members active.

Those more inclined toward the social aspects of living will enjoy Dataw's 50+ clubs and organizations, outnumbered only by the community organizations for which members volunteer. On-site art and yoga studios, community gardens and docks, indoor and outdoor pools, and kayak launches are included in their impressive line-up of amenities. Honored with a Bliss Award for philanthropy, members also actively contribute their talents and time in the local community. Shortlist Dataw Island and explore what locals call the "best kept secret" in the Lowcountry.

843.838.3838
DATAW.COM



Dataw's 36 holes of golf, by Tom Fazio and Arthur Hills, are both distinguished as "Top 50" in South Carolina. Challenging courses for the avid golfer also offer tee options accessible to beginners, along with programs and clinics to fine tune your game.

America's

100

Best

Places

TO LIVE

ideal-LIVING

DATAW ISLAND

HISTORICAL CHARM.
NATURAL BEAUTY.

Extraordinary Living

"Club of the Year"
(South Carolina Golf Association)

"Outstanding Tennis Facility"
(USTA)

"Top Community to Follow Your Passion: Charitable Giving"
(Golf Home Network)

"Best Kayaking"
"Best Island Community"
"Best Health & Wellness"
(ideal-LIVING)

"Best Community"
"Best Golf Course"
"Best Tennis Pro"
(Beaufort Gazette)

Learn more:

Dataw.com | (843) 838-3838

America's

100

Best

Places

TO LIVE

ideal-LIVING

DATAW ISLAND

HISTORICAL CHARM.
NATURAL BEAUTY.

Extraordinary Living

Six miles from historic Beaufort, South

Dataw Island is a gated golf, tennis & boating community located six miles east of the historic Lowcountry town of Beaufort, SC. Between Hilton Head, Savannah, and Charleston and close to the beach, shopping, history, and fine & performing arts. Steeped in natural beauty, Dataw Island is a neighborhood full of activity in tranquil surrounds. Enjoy scenic golf courses by Tom Fazio and Arthur Hills - challenging enough for the avid golfer, yet accessible for those just learning. Also featuring world-class Tennis and Croquet, a full-service Marina, and our newest club sports - Bocce and Pickleball!

Homes available from the \$400s to \$2 million. Dataw Island: created by nature, and reserved for you!

"Club of the Year"
(South Carolina Golf Association)

"Top Community to Follow Your Passion: Charitable Giving"
(Golf Home Network)

"Outstanding Tennis Facility"
(USTA)

"Best Kayaking"; "Best Island Community";
"Best Health & Wellness"
(ideal-LIVING)

"Best Community"
"Best Golf Course"
"Best Tennis Pro"
(Beaufort Gazette)

(843) 838-3838

Dataw.com

DATAW ISLAND

40

Years

Six miles from historic Beaufort, South Carolina

100 Best Places TO LIVE ideal-LIVING

Dataw Island is an active lifestyle gated community just six miles east of the historic Lowcountry town of Beaufort, SC - between Hilton Head, Savannah, and Charleston and close to the beach, shopping, history, and fine & performing arts. Steeped in natural beauty, Dataw Island is a neighborhood full of activity in tranquil surrounds. Enjoy 36 holes of scenic golf by Tom Fazio and Arthur Hills - challenging enough for the avid golfer, yet accessible for those just learning. Also featuring world-class Tennis and Croquet, a full-service Marina, a brand new Pickleball complex, Bocce, indoor & outdoor Pools, Walking Paths, Dog Park, Community Gardens, and so much more. Homes available from the high \$300s to \$2 million. Dataw Island: created by nature, and reserved for you!

"Club of the Year"
(South Carolina Golf Association)

"Top Community to Follow Your Passion: Charitable Giving"
(Golf Home Network)

"Outstanding Tennis Facility"
(USTA)

"Best Kayaking"; "Best Island Community";
"Best Health & Wellness"
(ideal-LIVING)

"TWO Top 50 Golf Courses"
(SC Rater's Panel)

(843) 838-3838

Dataw.com

Top 100: Best Places to Live

100 Best Places TO LIVE ideal-LIVING

DATAW ISLAND

HISTORICAL CHARM.
NATURAL BEAUTY.

Extraordinary Living

Between Hunting Island & Beaufort:
Dataw Island

Golf
Tennis
Boating

Pickleball
Croquet
Bocce

(843) 838-3838 | Dataw.com

Upper left:
Beaufort Lifestyle Magazine

Lower left:
Special "Senior Section" pullout in *USA Today* NJ and PA;
Hunting Island Visitors Map

Right: *Links Magazine*

APRIL 8, 2024

FORWARD TO A FRIEND

LINKS Insider

YOUR GUIDE TO THE BEST IN GOLF



















My 5 Favorite Spots to Watch Golf at Augusta National



Dataw Island: Better Than Par

This charming Lowcountry community is 15 minutes from the charming Historic Beaufort, S.C., waterfront and the beach at Hunting Island State Park. Abuzz with activity, members enjoy two fantastic golf courses (Tom Fazio & Arthur Hills), Har-Tru tennis courts, croquet, pickleball, bocce, kayaking, and social clubs too numerous to mention.

[READ MORE](#)

	Thinking about serving? A message from the Dataw Island Nominating Committee Add description	Unlisted	None	May Uplo
	Board Service: What does it look like? Is it for me? Add description	Unlisted	None	May Uplo
	Eye of the Storm: Hurricanes Paste & Present Presented on May 17th, 2024 in the Carolina Ballroom.	Unlisted	None	May Uplo
	SESSION THREE - Tides of Time: Navigating 40 Years on Dataw Island 2000s - 2010s on Dataw Island	Unlisted	None	May Uplo
	SESSION TWO - Tides of Time: Navigating 40 Years on Dataw Island 1980s - 1990s on Dataw Island	Unlisted	Copyright	May Uplo
	SESSION ONE - Tides of Time: Navigating 40 Years on Dataw Island A conversation with Larry Rowland & Cynthia Jenkins	Unlisted	None	May Uplo
	Dataw Island Celebrates 40 Years Add description	Public	None	May Publi
	2024 Ladies Member Guest - DATAW DERBY Welcome to the DATAW DERBY! 2024 Ladies Member-Guest We had some fantastic competition and a thrilling shootout to crown our 2024 Ladies Member-Guest Champions...	Public	None	May Publi
	New Discoveries in Cancer Treatment The Dataw Island Government & Community Relations Committee this week hosted renowned cancer treatment specialist Dr. Mark Reeves, who traveled from Loma Linda to teach us all...	Public	None	May Publi
	DIC & DIOA School: Finance Presentation Add description	Unlisted	None	Apr 2 Uplo
	2024 CAA College Golf Championship at Dataw Island CAA College Golf Championship Charleston Surges to CAA Men's Golf Title with Record Performance SAINT HELENA ISLAND, S.C. (April 23, 2024) - The Charleston men's golf tea...	Public	None	Apr 2 Publi
	2024 CAA Cares Honors Dataw's Larry Beidelman 2024 CAA Cares Community Award: Larry Beidelman CAA Commissioner Steve Kanaby this week honored Dataw Island member Larry Beidelman for his continued dedicated service. In...	Public	None	Apr 2 Publi
	DI 40th anniversary Dataw 16x9 No CC V4 041024 1	Public	None	Apr 2 Publi
	Dataw Community for a Cure 2024 Benefitting Beaufort Memorial Hospital's Keyserling Cancer Center.	Public	None	Apr 1 Publi
	2024 Blessing of the Fleet on Dataw Island Dataw Island Yacht Club (DIYC) presents the Annual Blessing of the Fleet #datawislandmarina #DIYC #datawisland #beaufortSC #marina	Public	None	Apr 1 Publi
	2024 Easter Egg Hunt Happy Easter from Dataw Island!	Unlisted	None	Apr 1 Uplo

In addition to the previous media placements, your Marketing & Communications department also produced and published 16 full videos plus 3 “shorts” (a YouTube :60 or less format) this quarter.

Left: full videos
Below: Shorts



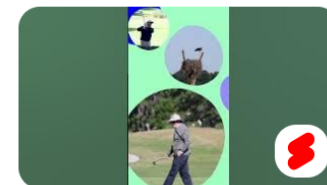
2024 Camp Dataw

This year's exciting Camp Dataw concluded on Friday! Tons of children an...



Dataw Island Tennis Association Supp...

Dataw Island Tennis Association serves up their support! 🌞 Our member...



2024 Mens BB Sams Cup on Dataw Isl...

Unseasonably chilly temperatures did not stop our intrepid golfers from completin...

How can members help with marketing?

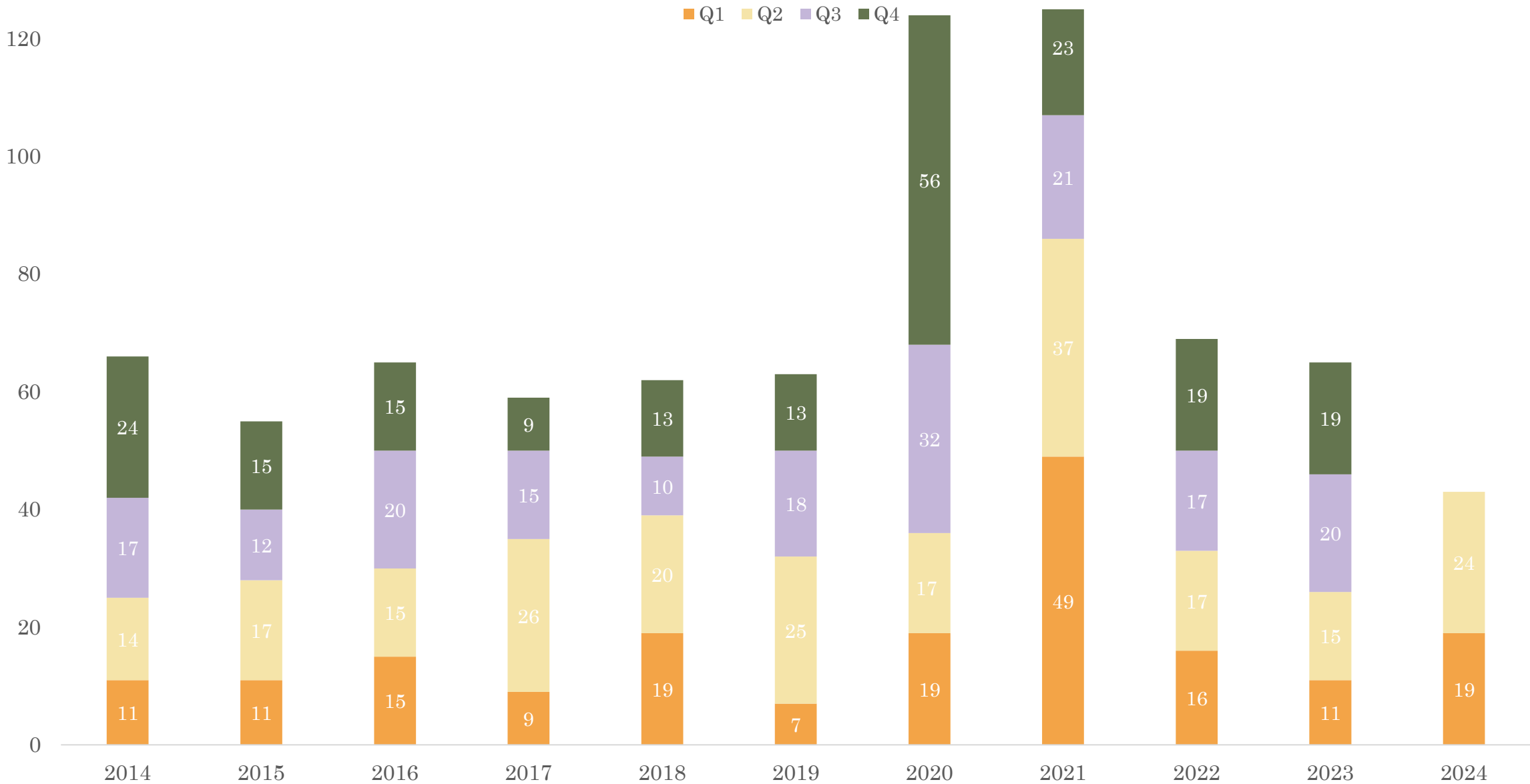
Did you know...

- 92% of consumers are more likely to purchase a product after reading a positive online review.
- WOW! That is a LOT of weight on positive reviews. Websites also now weigh recency of reviews. So, if you are on **Google** or **Facebook**, won't you please do your community a favor and leave us a **FIVE STAR review**? Whichever platform you use, please look for the ability to add a review: from **Marinas.com** to **Bing**, and everyone in between – if there is an option to tell people about our wonderful island, please do!

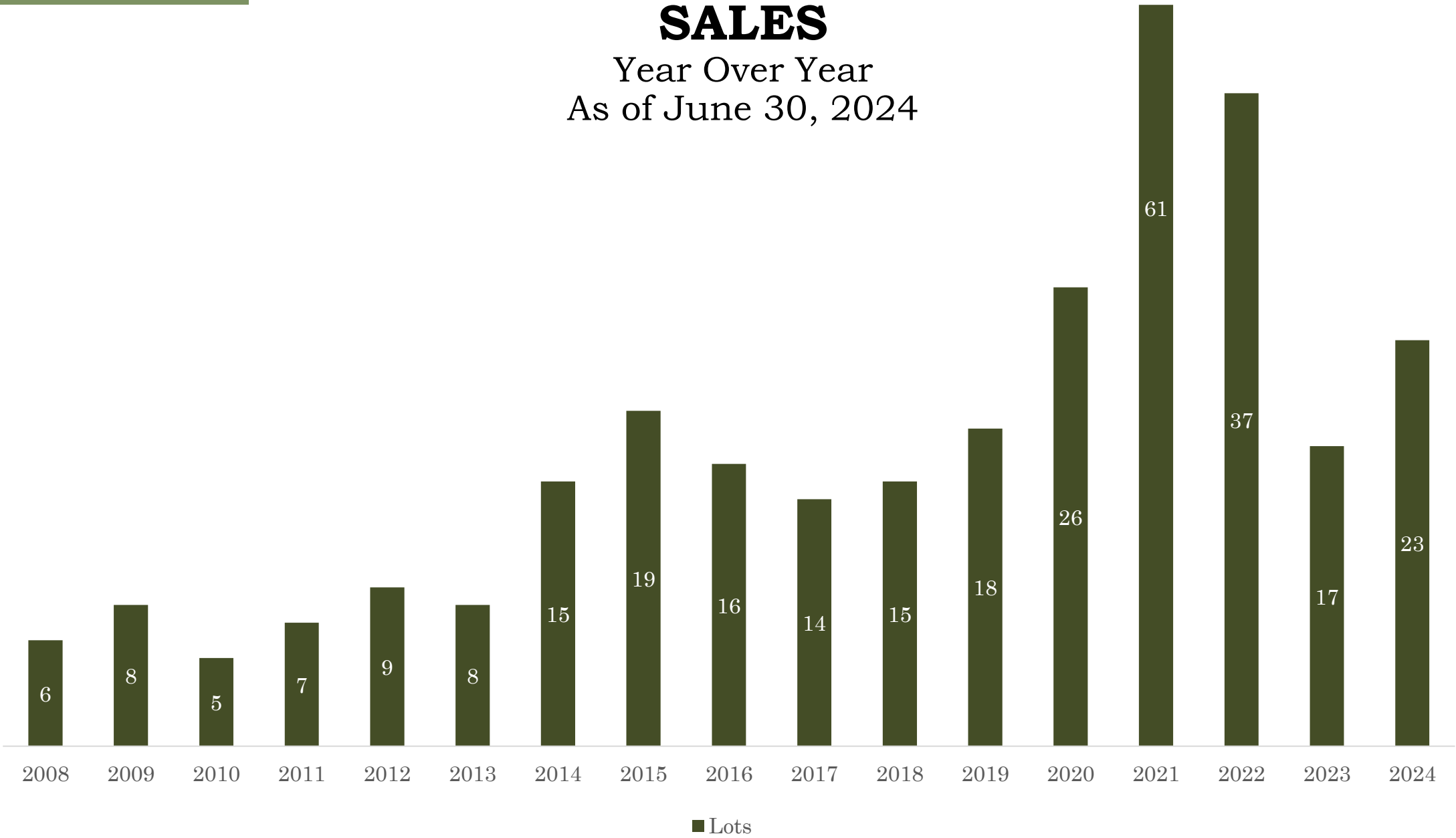


Number of **Home Sales**

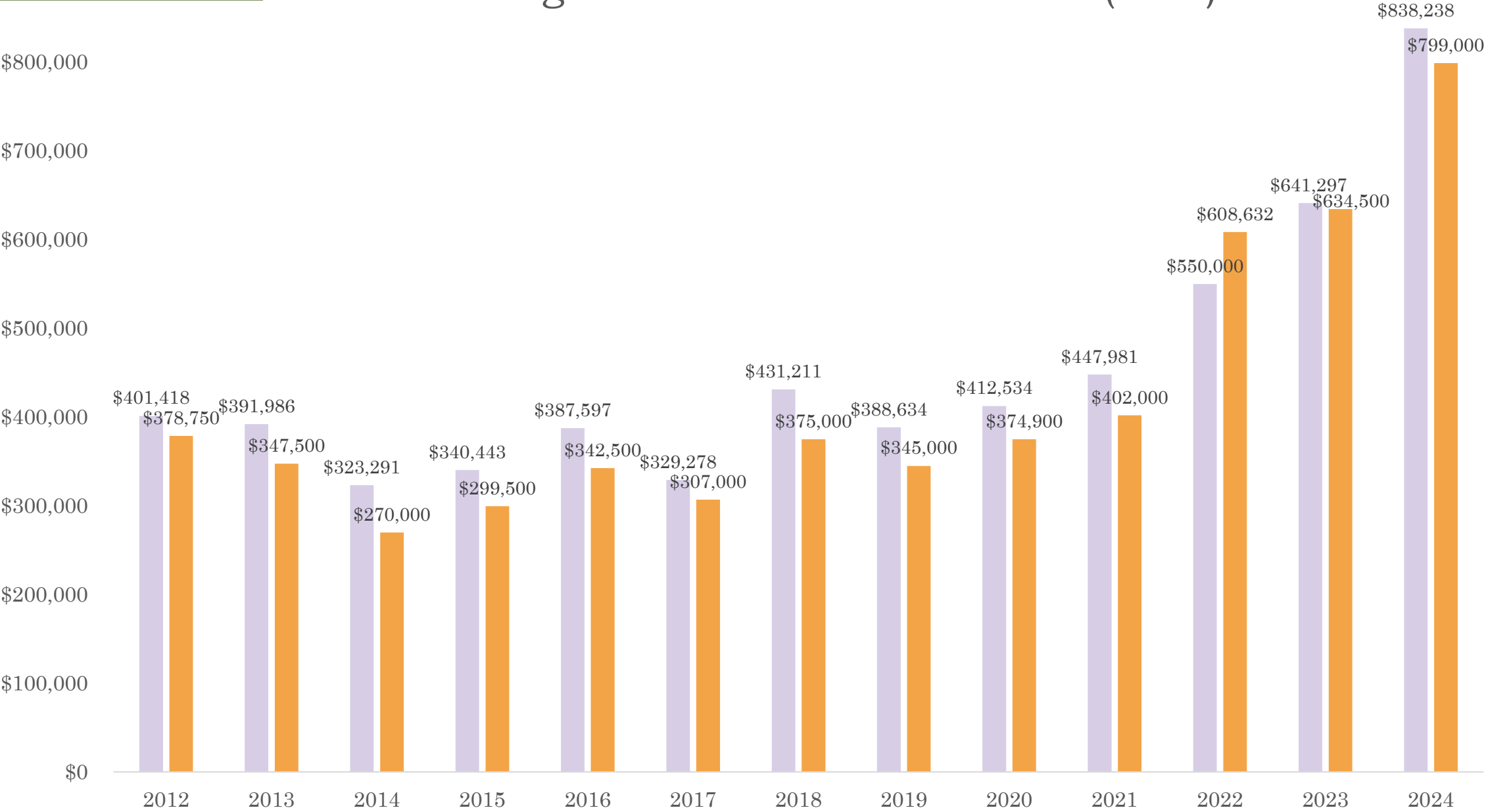
Per Quarter, By Year



Number of **LOT**
SALES
Year Over Year
As of June 30, 2024



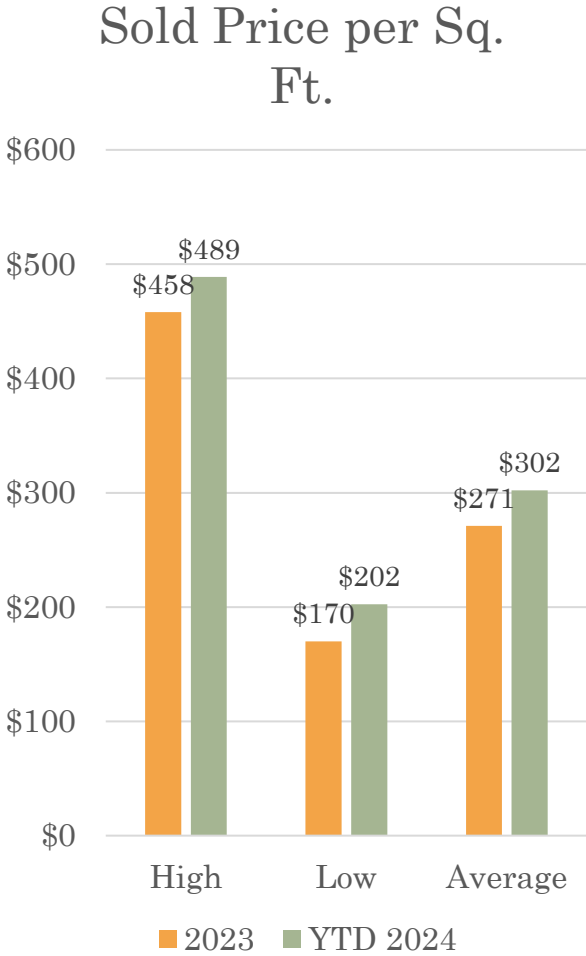
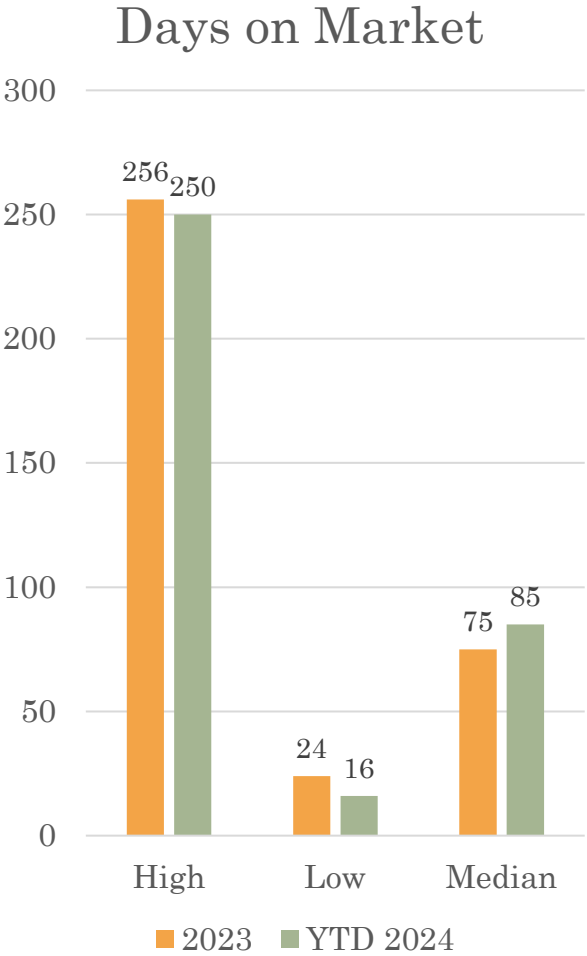
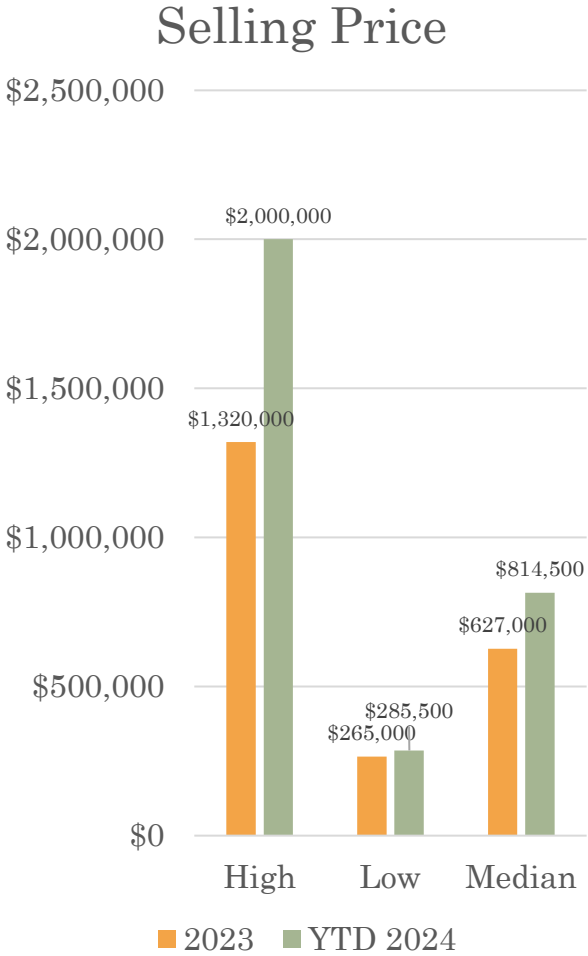
Average and Median Home Price (Sold)



*All data according to the MLS

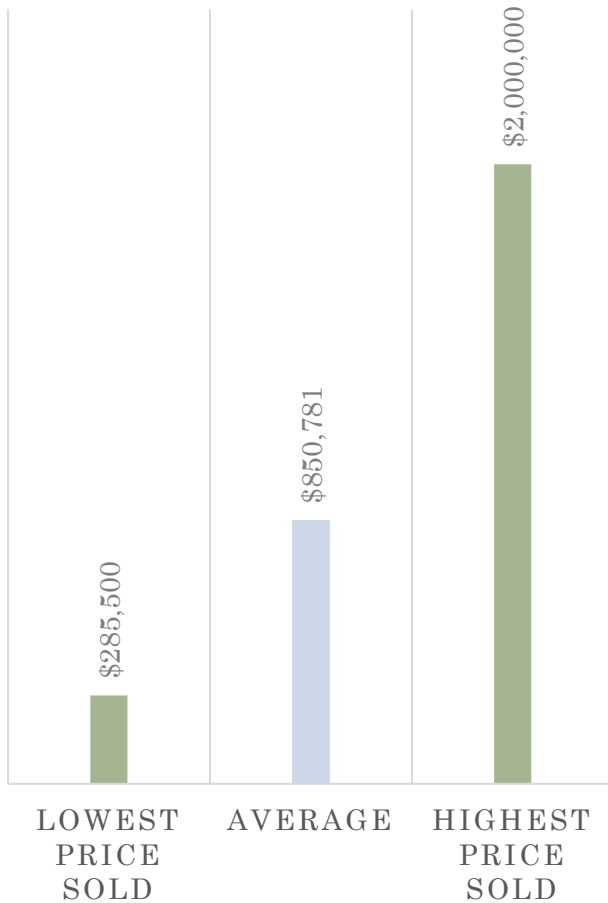
YOY Comparison of Sales Statistics

2023 – 2024 Trends

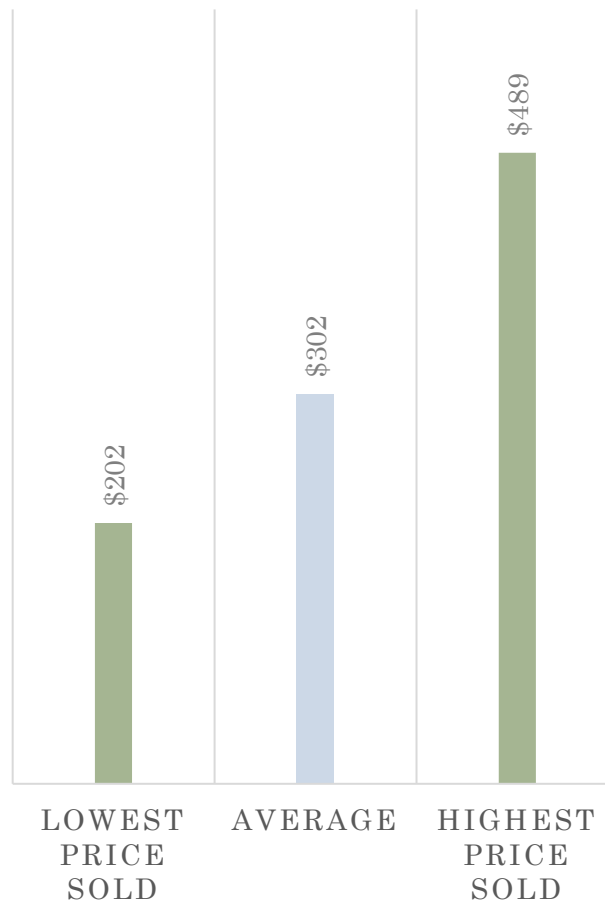


Q2 2024 Home Sales: Ranges (per MLS)

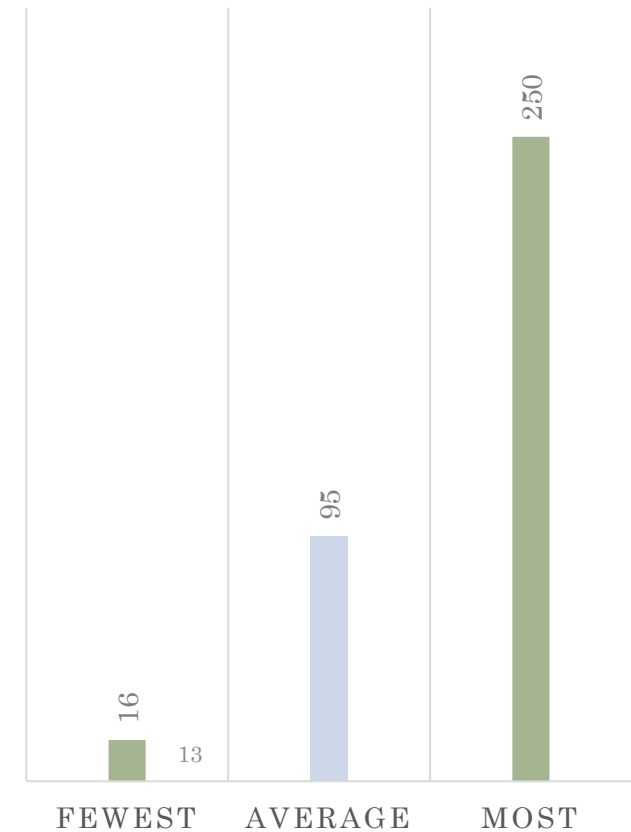
PRICE SOLD



PRICE PER SF



DAYS ON MARKET



Sales Trends YOY

Statistic	2024	2023	% Change
Absorption Rate (June)	3.92	1.75	124%
Average List Price (June)	\$841,587	\$479,071	76%
Median Sale Price (YTD)	\$799,000	\$579,500	38%
Average Days on Market (YTD)	102	111	-8%
New Listings (June)	4	7	-43%
New Listings (YTD)	45	23	96%

• NOTE: This summary represents only home sales, as listed in the Beaufort MLS.

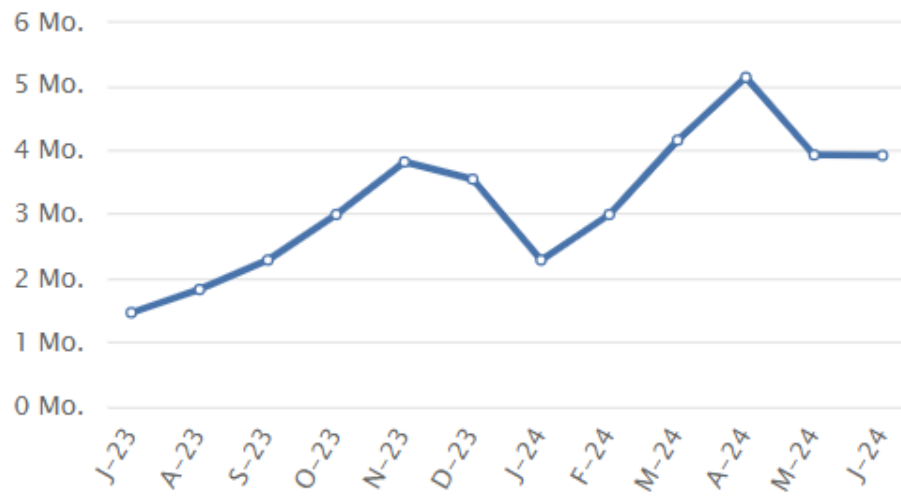
Number of Listings



Listing Prices



Absorption Rate, in Months



	Thinking about serving? A message from the Dataw Island Nominating Commr Add description
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	2024 Ladies Member Guest - DATAW DERBY! Welcome to the DATAW DERBY! 2024 Ladies Member-Guest We had some fantast competition and a thrilling shootout to crown our 2024 Ladies Member-Guest Chair
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	DI 40th anniversary Dataw 16x9 No CC V4 041024 1
	Dataw Community for a Cure 2024 Benefitting Beaufort Memorial Hospital's Keyserling Cancer Center.
	2024 Blessing of the Fleet on Dataw Island Dataw Island Yacht Club (DIYC) presents the Annual Blessing of the Fleet #datawistandmarina #DIYC #datawistand #beaufortsc #marina
	2024 Easter Egg Hunt Happy Easter from Dataw Island!

Year to Date Sales (page 1 of 2)

Sold Date	Address	Listing Agent	Co-Listing Agent	Agency Name	Selling Agent	Co-Selling Agent	Selling Agency	Sold Price
1/9/2024	124 Dataw Drive	Teresa Eller	Roddy Diotalevi	BHHS Bay Street Realty (4496)	Allison Sutcliffe Greco		eXp Realty LLC (exp)	\$860,000
1/10/2024	303 Westbrook Road	Nancy H. Butler	Trudy Arthur	Lowcountry Real Estate (13)	MLS S NON		NOT IN MLS (35)	\$574,814
1/15/2024	5 The Point	MLS S NON		NOT IN MLS (35)	William Lee Gray	Michelle Bunce	BHHS Bay Street Realty (4496)	\$2,000,000
1/19/2024	744 N Reeve Road	Annette M Bryant		BHHS Bay Street Realty (4496)	Annette M Bryant		BHHS Bay Street Realty (4496)	\$495,000
1/25/2024	34 Sparrow Nest Point	Christy Diller White		Keller Williams Realty (8100)	Fred Hogshead		Collins Group Realty (16300)	\$1,875,000
1/30/2024	216 Dataw Drive	Dorothy North	Robert North	ERA Evergreen Real Estate Co (143)	Christian Sherbert		BHHS Bay Street Realty (4496)	\$900,000
2/15/2024	615 S Reeve Road	Teresa Eller	Roddy Diotalevi	BHHS Bay Street Realty (4496)	Claudia Clare	Allison Sutcliffe Greco	eXp Realty LLC (exp)	\$527,000
2/15/2024	757 Island E Circle	Robert North	Dorothy North	ERA Evergreen Real Estate Co (143)	Karen Kenan Glisson	Anna Johnson	The HomesFinder Realty Group (348)	\$1,250,000
2/20/2024	1710 Longfield Drive	Teresa Eller	Roddy Diotalevi	BHHS Bay Street Realty (4496)	Loni Lueke		eXp Realty LLC - Bluffton (EXPLLCBLUF)	\$775,000
2/23/2024	440 Bb Sams Drive	Nancy H. Butler	Trudy Arthur	Lowcountry Real Estate (13)	Nancy H. Butler		Lowcountry Real Estate (13)	\$285,500
2/26/2024	405 Island E Circle	Trudy Arthur	Nancy H. Butler	Lowcountry Real Estate (13)	Trudy Arthur		Lowcountry Real Estate (13)	\$645,000
2/28/2024	727 N Reeve Road	Trudy Arthur	Nancy H. Butler	Lowcountry Real Estate (13)	Christine A Morrison		Coastal Real Estate Solutions (293)	\$330,900
2/28/2024	535 Island Circle East E Circle	Teresa Eller		BHHS Bay Street Realty (4496)	Teresa Eller		BHHS Bay Street Realty (4496)	\$1,200,555
2/29/2024	321 Westbrook Road	James T Beck		Carolina Realty of the Lowctry (334)	Julia O'Hara		Lowcountry Real Estate (13)	\$375,000
3/7/2024	423 BB Sams Drive	William Lee Gray	Michelle Bunce	BHHS Bay Street Realty (4496)	Jessica Akers		Keller Williams Realty (8100)	\$299,000
3/15/2024	132 Dataw Drive	Kristine Groover		ERA Evergreen Real Estate Co (143)	Roddy Diotalevi		BHHS Bay Street Realty (4496)	\$949,000
4/1/2024	444 Bb Sams Drive	Teresa Eller	Roddy Diotalevi	BHHS Bay Street Realty (4496)	Robert North		ERA Evergreen Real Estate Co (143)	\$549,000
4/1/2024	1000 Curisha S Point	Teresa Eller	Roddy Diotalevi	BHHS Bay Street Realty (4496)	Roddy Diotalevi		BHHS Bay Street Realty (4496)	\$950,000
4/1/2024	1221 Big Dataw Point	Teresa Eller	Roddy Diotalevi	BHHS Bay Street Realty (4496)	Stephanie Guess Graham		BHHS Bay Street Realty (4496)	\$1,200,000
4/4/2024	412 Bb Sams Drive	Dorothy North	Robert North	ERA Evergreen Real Estate Co (143)	Sylvia P Horres		The HomesFinder Realty Group (348)	\$465,000
4/8/2024	1454 Gleasons Landing Drive	Trudy Arthur	Nancy H. Butler	Lowcountry Real Estate (13)	MLS S NON		NOT IN MLS (35)	\$1,375,000

Year to Date Sales (page 2 of 2)

Sold Date	Address	Listing Agent	Co-Listing Agent	Agency Name	Selling Agent	Co-Selling Agent	Selling Agency	Sold Price
4/22/2024	335 Westbrook Road	Dorothy North	Robert North	ERA Evergreen Real Estate Co (143)	Robert North		ERA Evergreen Real Estate Co (143)	\$527,500
4/25/2024	1209 Big Dataw Point Drive	Dorothy North	Robert North	ERA Evergreen Real Estate Co (143)	Dorothy North		ERA Evergreen Real Estate Co (143)	\$799,000
4/30/2024	259 Locust Fence Road	Annette M Bryant		BHHS Bay Street Realty (4496)	Annette M Bryant		BHHS Bay Street Realty (4496)	\$650,000
4/30/2024	1205 Big Dataw Point	Trudy Arthur		Lowcountry Real Estate (13)	Teresa Eller		BHHS Bay Street Realty (4496)	\$830,000
5/1/2024	1719 Longfield Drive	Teresa Eller	Roddy Diotalevi	BHHS Bay Street Realty (4496)	Kristine Groover		ERA Evergreen Real Estate Co (143)	\$1,525,000
5/3/2024	3 Sparrow Nest Point	Dorothy North	Robert North	ERA Evergreen Real Estate Co (143)	Robert North		ERA Evergreen Real Estate Co (143)	\$1,400,000
5/29/2024	204 Locust Fence Road	Dorothy North	Robert North	ERA Evergreen Real Estate Co (143)	Dorothy North		ERA Evergreen Real Estate Co (143)	\$687,000
6/5/2024	228 Cotton Dike Road	Dorothy North	Robert North	ERA Evergreen Real Estate Co (143)	Teresa Eller		BHHS Bay Street Realty (4496)	\$940,000
6/6/2024	717 Island E Circle	Teresa Eller	Roddy Diotalevi	BHHS Bay Street Realty (4496)	Shae Chambers Helms		Keller Williams Realty (8100)	\$1,002,500
6/11/2024	402 Island E Circle	Sharon Williams	Jamie Peart	Keller Williams Realty (8100)	Teresa Eller	Roddy Diotalevi	BHHS Bay Street Realty (4496)	\$621,000
6/14/2024	202 Cotton Dike Road	Teresa Eller	Roddy Diotalevi	BHHS Bay Street Realty (4496)	Teresa Eller		BHHS Bay Street Realty (4496)	\$875,000
6/18/2024	439 Bb Sams Drive	Scott Anderson		ERA Evergreen Real Estate Co (143)	Marianne K Scallate		The HomesFinder Realty Group (348)	\$515,000
6/18/2024	852 Island W Circle	Trudy Arthur		Lowcountry Real Estate (13)	Caitlin E Ketchie		Coastal Real Estate Solutions (293)	\$1,000,000
6/18/2024	714 Island E Circle	Dorothy North	Robert North	ERA Evergreen Real Estate Co (143)	Elijah L Harris	Allison Sutcliffe Greco	Greco Group Brokered by eXp (GRECOGROUP)	\$1,080,000
6/24/2024	66 South Boone	William Lee Gray	Michelle Bunce	Beaufort Properties (BFTPROPERT)	Michael A McFee		Hometown Realty (39)	\$629,000
6/25/2024	1132 Palmetto Point	Karen Kenan Glisson	Anna Johnson	The HomesFinder Realty Group (348)	Scott Anderson		ERA Evergreen Real Estate Co (143)	\$864,500
6/25/2024	855 Island W Circle	Dorothy North	Robert North	ERA Evergreen Real Estate Co (143)	Roddy Diotalevi		BHHS Bay Street Realty (4496)	\$1,030,000
6/26/2024	161 Locust Fence Road	Trudy Arthur		Lowcountry Real Estate (13)	Bryan Gates		Lowcountry Real Estate (13)	\$500,000
6/28/2024	361 Westbrook Road	Annette M Bryant		BHHS Bay Street Realty (4496)	Julia O'Hara		Lowcountry Real Estate (13)	\$675,000

Number of transaction sides per agency in Q2

Agency	Selling	Listing	Total Sides
ERA Evergreen Real Estate Co	9	7	16
BHHS Bay Street Realty	8	8	16
Lowcountry Real Estate	4	2	6
Beaufort Properties	1		1
Keller Williams Realty	1	1	2
The HomesFinder Realty Group	1	2	3
Coastal Real Estate Solutions		1	1
Greco Group Brokered by eXp		1	1
Hometown Realty		1	1
Not in MLS		1	1

Number of transaction sides per agent in Q2

	Selling	Listing	TOTAL
Dorothy North & Robert North	5	8	13
Teresa Eller & Roddy Diotalevi	6	6	12
Trudy Arthur		4	4
Annette M Bryant	1	2	3
Scott Anderson	1	1	2
Bryan Gates	1		1
Caitlin E Ketchie	1		1
Elijah L Harris & Allison Greco	1		1
Julia O'Hara	1		1
Kristine Groover	1		1
Marianne K Scallate	1		1
Michael A McFee	1		1
MLS S NON	1		1
Shae Chambers Helms	1		1
Stephanie Guess Graham	1		1
Sylvia P Horres	1		1
Karen Kenan Glisson		1	1
Lee Gray & Michelle Bunce		1	1
Sharon Williams		1	1

Each transaction has 2 “sides”: the listing side, and the selling side. This information tracks how many “sides” each agency/agent as reported by MLS. The “selling” side indicates the agent who brought the buyer and the “listing side” is the agent who listed/marketed the home.



Quick Hits: Q2 2024



Your Marketing & Communications team continues to work hard to serve our current and prospective members. We are experiencing a decrease in the number of new leads; however, the ones we do receive are from very qualified buyers.



The Experience Dataw program continues to be in high demand, and Realtors have complimented the recent execution and effectiveness of the program.



With 37 new listings YTD (compared to 22 last year) our absorption rate is now 4 months (meaning how long our current inventory would last, should no new listings become available). Historically, it has varied from 1 month to well over a year.



Although we keep hearing that the market is softening, we continue to record more sales than average and at significantly higher prices.



Our top-performing sales teams continue to be our 2 partner agencies (ERA and Berkshire Hathaway), with our former partner, Lowcountry, continuing to be a strong third.



Builder Saltwater Homes has purchased numerous lots and is in the process of surveying them; they intend to break ground soon.