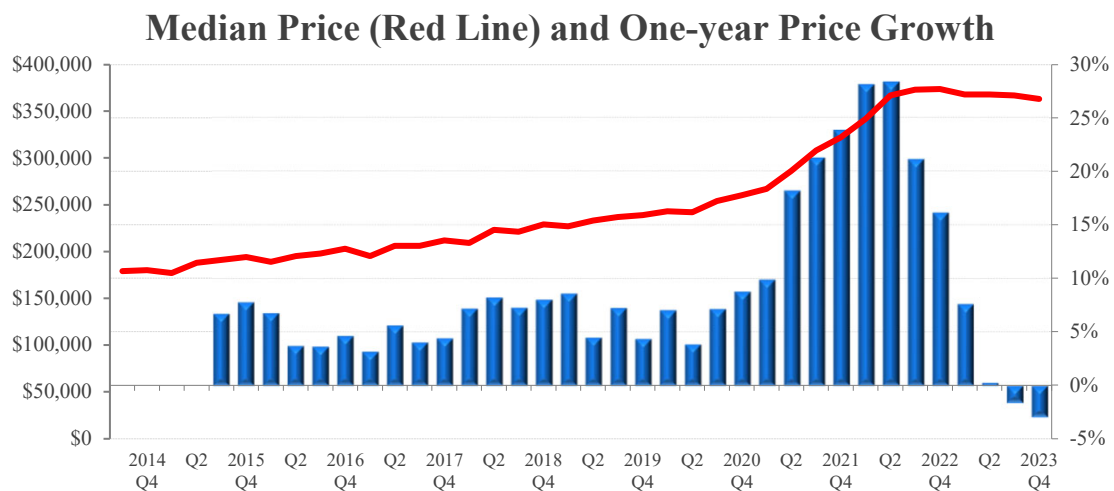


# Myrtle Beach-Conway-North Myrtle Beach Area

## Local Market Report, Fourth Quarter 2023

### Today's Market...



Local Price Trends			
Price Activity	Myrtle Beach	U.S.	Local Trend
Current Median Home Price (2023 Q4)	\$374,000	\$387,300	Prices are down compared to a year earlier and continue to weaken
1-year (4-quarter) Appreciation (2023 Q4)	-2.9%	3.9%	
3-year (12-quarter) Appreciation (2023 Q4)	39.6%	24.5%	
3-year (12-quarter) Housing Equity Gain*	\$103,000	\$76,300	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$160,000	\$153,367	
9-year (36 quarters) Housing Equity Gain*	\$183,000	\$179,667	

\*Note: Equity gain reflects price appreciation only

	Myrtle Beach	U.S.	
Conforming Loan Limit**	\$766,550	\$1,149,825	Most buyers in this market have access to government-backed financing
FHA Loan Limit	\$498,257	\$1,149,825	
Local Median to Conforming Limit Ratio	49%	not comparable	

Note: limits are current and include the changes made on January 1st 2024.

#### Local NAR Leadership

The Myrtle Beach-Conway-North Myrtle Beach market is part of region 4 in the NAR governance system, which includes all of North Carolina, South Carolina, Kentucky, and Tennessee. The 2024 NAR Regional Vice President representing region 4 is David Kent.

## Benefits of Ownership: Total Equity Appreciation

**Total Equity Accrued to Owner by Year and Quarter of Purchase**



**Total Equity Gained\*\* through 2023 Q4 from quarter in which home was of purchased**

Price Activity	Myrtle Beach	U.S.	Local Trend
1-year (4-quarter)	\$7,233	\$18,387	Price trends in the last three years have undercut the steady post-recession home equity growth despite owners paying down principle
3-year (12-quarter)*	\$118,765	\$95,158	
5-year (20-quarter)*	\$151,721	\$151,356	
7-year (28 quarters)*	\$186,392	\$183,780	
9-year (36 quarters)*	\$213,697	\$215,076	

\*Note: Equity gain reflects price and principle payments since purchase, prevailing 30-year fixed rate mortgage at time of purchase and a 10% downpayment. Downpayment is not included in total equity

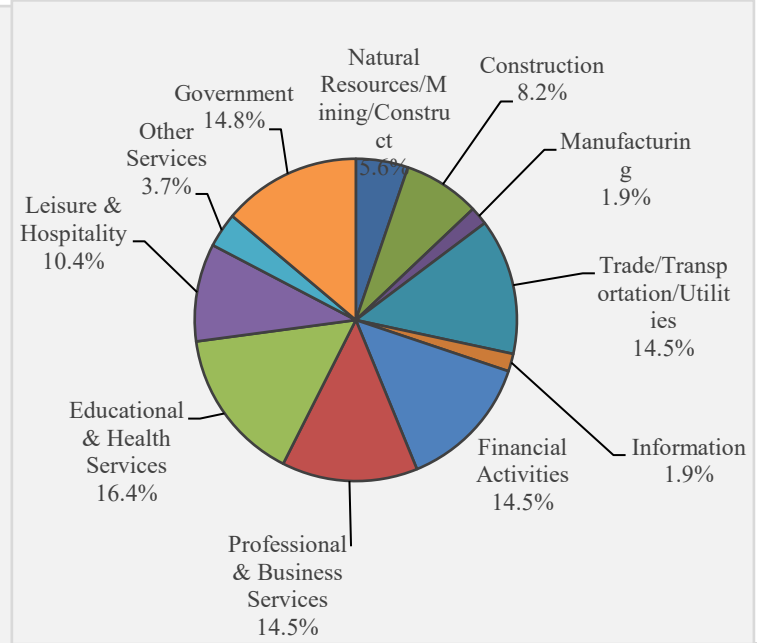
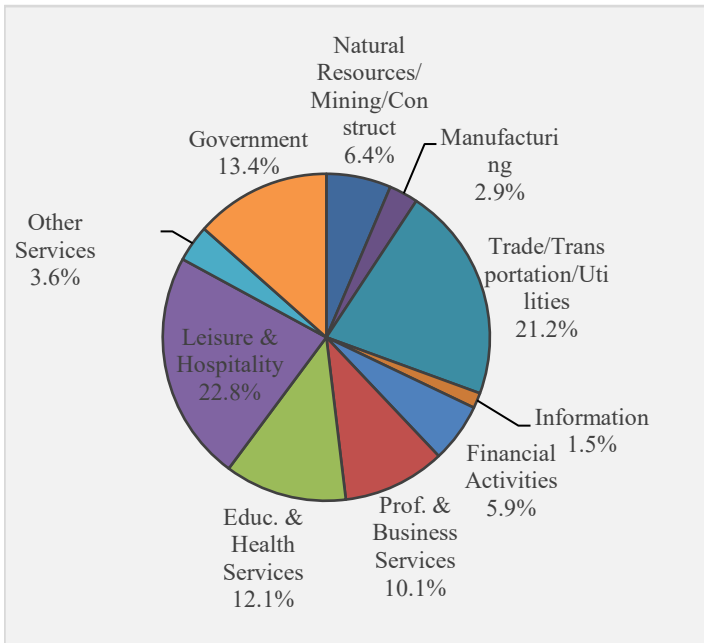
# Drivers of Local Supply and Demand...

Local Economic Outlook	Myrtle Beach	U.S.	
12-month Job Change (Dec)	5,100	Not Comparable	Employment has held up and is on an upward trend
12-month Job Change (Nov)	4,600	Not Comparable	
36-month Job Change (Dec)	24,500	Not Comparable	Myrtle Beach's unemployment rate lags the national average, but has improved relative to the same period last year
Current Unemployment Rate (Dec)	3.9%	3.7%	
Year-ago Unemployment Rate	4.0%	3.5%	Local employment growth is strong compared to other markets
1-year (12 month) Job Growth Rate	2.8%	2.3%	

## Share of Total Employment by Industry

Myrtle Beach-Conway-North Myrtle Beach Area

U.S.



### 12-month Employment Change by Industry (Dec - 2023)

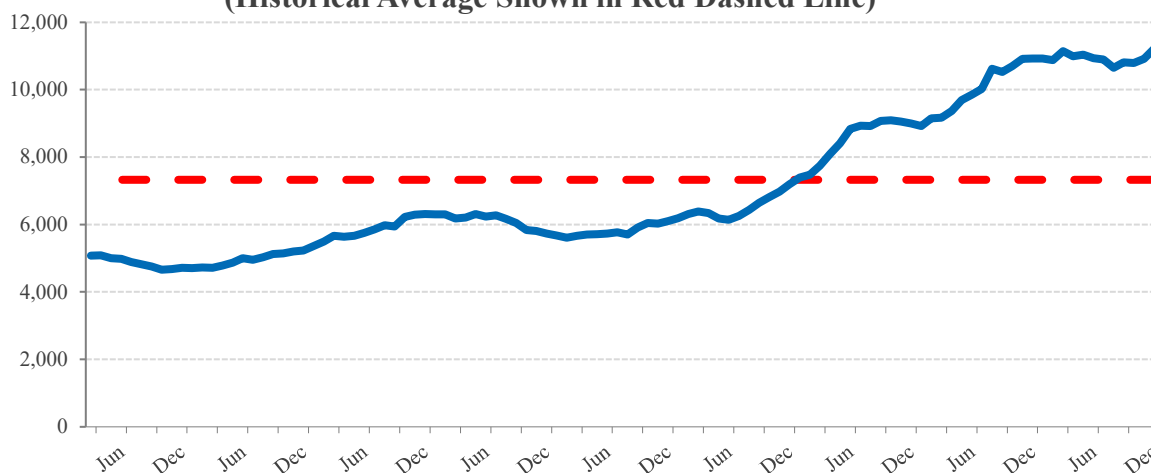
Goods Producing	NA	Information	0
Natural Resources/Mining/Construction	500	Financial Activities	700
Natural Resources and Mining	NA	Prof. & Business Services	800
Construction	NA	Educ. & Health Services	1,500
Manufacturing	200	Leisure & Hospitality	900
Service Providing Excluding Government	NA	Other Services	400
Trade/Transportation/Utilities	-1,200	Government	800

State Economic Activity Index	South Carolina	U.S.	
12-month change (2023 - Dec)	3.6%	3.0%	The economy of South Carolina has outpaced the rest of the nation and improved modestly from last month's 3.61% change
36-month change (2023 - Dec)	13.9%	14.3%	

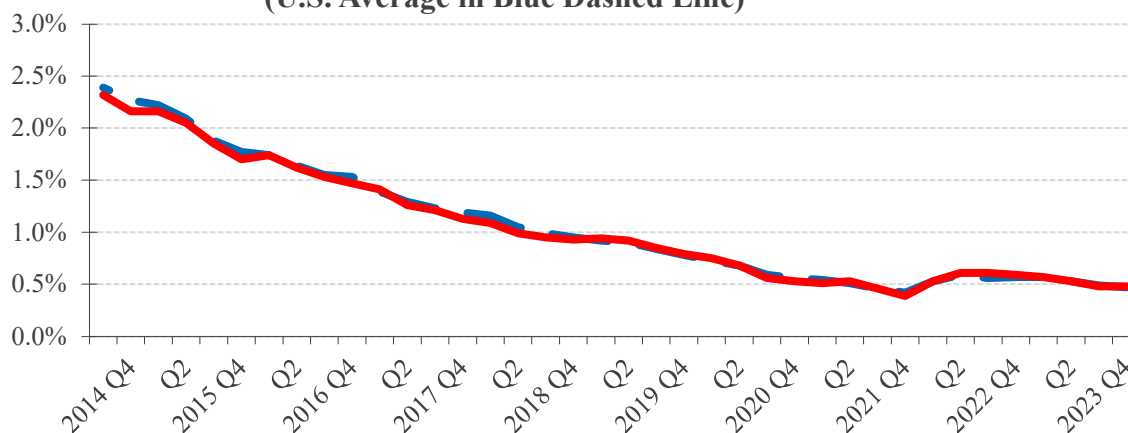
## New Housing Construction

Local Fundamentals	Myrtle Beach	U.S.	
12-month Sum of 1-unit Building Permits through Dec	11,223	not comparable	The current level of construction is 53.1% above the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	7,329	not comparable	Production above trend for an extended period of time could cause prices to moderate as inventory is built up.
Single-Family Housing Permits (Dec) 12-month sum vs. a year ago	2.7%	-6.1%	Construction is on the rise relative to last year, suggesting that the local inventory has stabilized

**Construction: 12-month Sum of Local Housing Permits**  
(Historical Average Shown in Red Dashed Line)

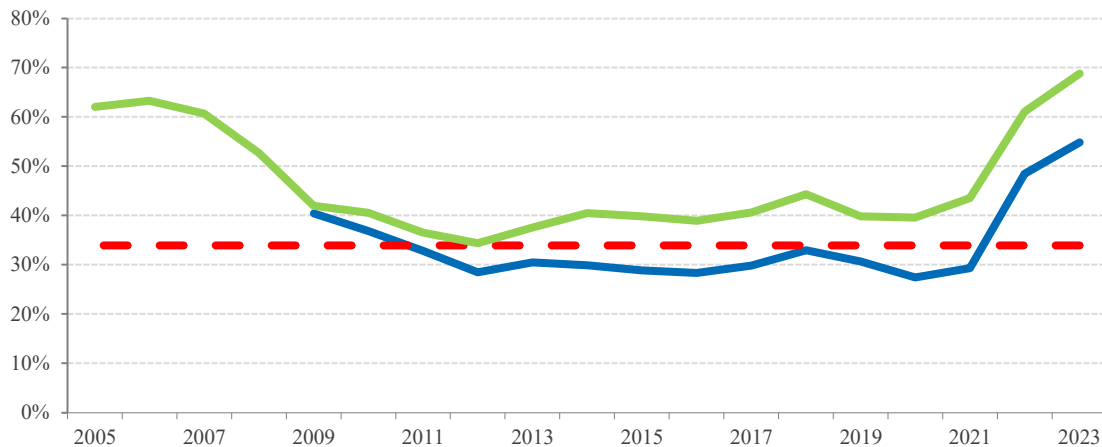


**State Total Foreclosure Rate vs. U.S. Average**  
(U.S. Average in Blue Dashed Line)



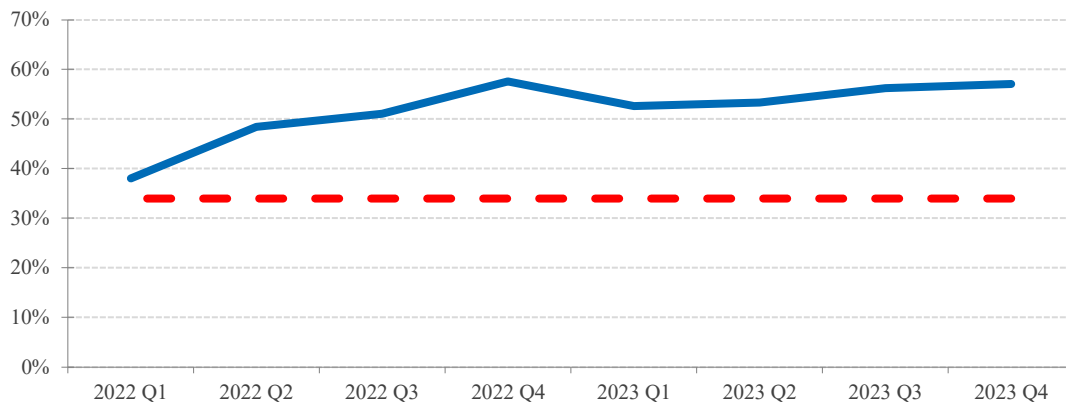
# Affordability

**Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income**  
(Local Historical Average Shown in Red, U.S. Average in Green)

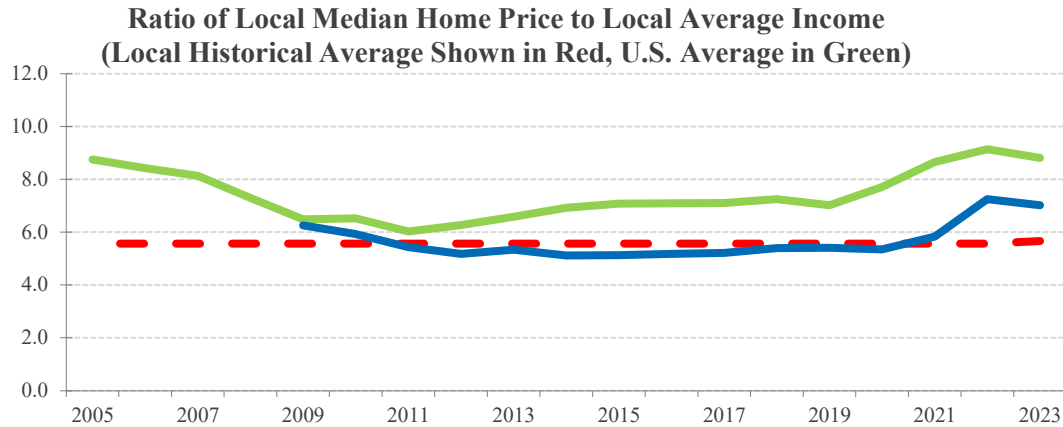


Monthly Mortgage Payment to Income	Myrtle Beach	U.S.	
Ratio for 2023	54.9%	68.8%	Weak by local standards and could weigh on demand
Ratio for 2023 Q4	57.1%	68.3%	
Historical Average	34.0%	47.0%	More affordable than most markets

**Recent Trend - Local Mortgage Servicing Cost to Income**  
(Historical Average Shown in Red Dashed Line)



Median Home Price to Income	Myrtle Beach	U.S.	
Ratio for 2023	7.0	8.8	The price-to-income ratio eased, but could be better
Ratio for 2023 Q4	6.9	8.3	
Historical Average	5.7	7.4	Affordable compared to most markets



## The Mortgage Market



Throughout much of the final quarter of the year, mortgage rates remained elevated near 7.5 percent. According to the mortgage provider Freddie Mac, the 30-year fixed mortgage rate rose to 7.3 percent in the fourth quarter of 2023 from 6.7 percent the previous year. Nevertheless, rates fell below 7 percent at the end of year as the Federal Reserve continued to halt its interest rates hikes. With lower interest rates on the horizon, mortgage rates are expected to continue their downward trend in 2024, thereby enhancing affordability for potential homebuyers. NAR forecasts the 30-year fixed mortgage rate to average 6.8 percent in the first quarter of 2024, with a further decline expected to bring them below 6.6% by the end of the first half.

## Geographic Coverage for this Report

The Myrtle Beach area referred to in this report covers the geographic area of the Myrtle Beach-Conway-North Myrtle Beach metro area as officially defined by the Office of Management and Budget of the U.S. Government. The official coverage area includes the following counties:

Horry County

More information on the OMB's geographic definitions can be found at [https://obamawhitehouse.archives.gov/omb/bulletins\\_default/](https://obamawhitehouse.archives.gov/omb/bulletins_default/)

