

# REAL ESTATE REPORT

## HILTON HEAD/BLUFFTON AREA

THE ALLIANCE GROUP REALTY

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## The Weather Is *HOT*... So Is Local Real Estate!

*This was the spring market we have been waiting for with brisk sales beginning in late March and accelerating through May. June has slowed slightly, however foot traffic is on the upturn and all indicators point toward a strong market ahead. 55% of all sales are off island which is primarily the Bluffton area, while 45% of all sales are on Hilton Head Island.*

### **Some Properties Are Hotter Than Others!**

The market began its turnaround several years ago when sales in the lower price ranges increased significantly. The heat began at the bottom and has now risen into the mid price ranges where we now have a balanced, stable market. The luxury market is clearly getting warmer, however sales activity in the million dollar plus range remains soft compared to the vigorous sales of homes at half that price. During the first six months of 2015 more villas sold on Hilton Head

Island than single family homes (461 Villas / 431 Homes). During the same time period, over twice as many single family homes sold off Island than on Hilton Head Island (421 On Island / 976 Off Island). Overall, accurately priced properties, especially if they show well, are selling!

### **National Market Is A Factor!**

Although there is really no such thing as a national housing market because all real estate is local, we do watch the nationwide trends closely since they are the feeders of our resort/retirement communities which make up a large segment of our overall market. For example, spring sales in the Northeast increased by nearly 90%. Although most experts agree this is a result of pent-up demand following an extremely harsh winter and likely unsustainable, it means more baby boomers are out from under and ready to enjoy a warm climate and the kind of lifestyle we offer. Expect factors like strong job growth, low rates, and rising rental costs to continue supporting the broader market.

in fact, gone lower! If, or when, there is an increase, it will likely be in small increments. In today's market, with rates this low, we would expect any announcement of increasing mortgage rates to trigger a surge in sales from buyers looking to lock in on today's extremely low rates. Historically, when rates trend downward, buyers wait for them to go lower. Conversely, when rates trend higher, buyers act quickly to avoid higher payments.

## **In This Issue...**

- **Weather and Real Estate are HOT!**
  - **Bluffton Named Best Waterfront Place to Retire**
- **Our Business is BOOMING!**
  - **Hilton Head Island = Top Destination**
  - **Why We Live Here**

## **AT A GLANCE** **First 6 Months of 2015**

*based on MLS data*

### **Total Sales - On Island VS. Off Island**

Off Island 1209 (55%)

On Island 973 (45%)

### **On Island - Villas VS. Homes**

Villas 461 (52%)

Homes 431 (48%)

### **Homes - On Island VS. Off Island** *(single family residential homes)*

On Island 421 (30%)

Off Island 976 (70%)

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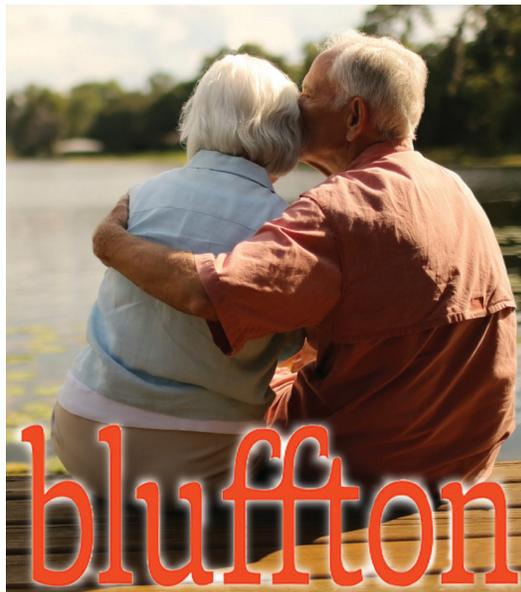


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## Bluffton Named Best “Waterfront” Place To Retire



Money Magazine has named Bluffton the winner of its “Best Places to Retire 2015: Waterfront Living” rankings. Praising its “quirky charm and artsy, close-knit community”, the magazine website also credits low property taxes and 47 miles of riverfront in its description.

One negative, the median home price “on the higher” at \$230,000, wasn’t enough of a deterrent to keep Bluffton out of the top spot. Runners-up in the waterfront living category were Sarasota, Florida, Loveland, Colorado, Cape Coral, Florida, and Traverse City, Michigan.

## Hilton Head Island Ranked Among Top Destinations



Hilton Head Island was named among top U.S. islands and locations for travel by TripAdvisor and Forbes magazine, according to the Hilton Head Island-Bluffton Chamber of Commerce.

Forbes named the island among its “Top 5 Places to Travel To”, along with other destinations such as San Diego and Puerto Vallarta.

TripAdvisor ranked Hilton Head fifth on the top 10 islands in the nation in its 2015 Traveler’s Choice awards.

## Our Business Is Booming - Thanks To You!

The Alliance Group Realty continues to be the fastest growing real estate organization in the area. The Hilton Head Area Multiple Listing Service statistics show during the first half of 2015 sales increased 6% over 2014. Yes, the market is improving, however our company’s sales have increased by an astonishing 93% during the same period! This increase is a result of hard work, innovative marketing, an excellent support staff, strong internet presence, and most importantly... taking care of our clients. We thank everyone who puts their trust in us to serve their real estate needs and refers their friends. We love what we do and we appreciate your support.

**THANK YOU**



## Why We Live Here

Summer has arrived and every day we are reminded what summer on Hilton Head is all about! Beyond the flip flops and suntan lotion what really makes our area so unique is the abundance of extended families here on vacation: mom, dad, kids, grand kids, and even the dog. Bikes, baby carriages, and SUV’s packed

with beach supplies are everywhere. It warms the heart to watch these families enjoy themselves and it brings us back to our fondest memories of family vacations. It is these memories that last forever and will be shared for generations to come. Local legend Gregg Russell so perfectly describes this phenomenon in his evening music under the 300 year old Harbour Town Liberty Oak. Tourists are

welcomed here by the locals because they bring joy and excitement along with a respect not always found in vacation hot spots. Besides, how can anyone not smile at the sound of that 4 year old giggle or the pride in the eyes of the grandfather taking the kids to that favorite yogurt shop. Summer is a special time here, it’s just another reason why we live here!