



## **KIAWAH ISLAND REAL ESTATE REPORTS RECORD \$568M IN 2020 SALES**

*Brokerage Announces Highest Grossing Year in Firm's 44-Year History*

**KIAWAH ISLAND, S.C., February 2021** - In 2020, Kiawah Island Real Estate (KIRE), recorded the most successful year in the company's 44-year history, completing \$568M in closed sales volume, an 185% increase year-over-year (YOY) from 2019. Kiawah Island as a whole also reported record breaking sales volume, generating \$807M in closings across 656 transactions in 2020. This represents a 169% increase in YOY volume and a 106% YOY increase in transactions. Of the record breaking \$807M in closed Island-wide volume in 2020, KIRE was responsible for \$568M. Of the 656 closed Island-wide transactions, KIRE was responsible for 406. The next closest firm closed 76 Kiawah properties for a total of \$66M. Kiawah Island Real Estate also transacted the highest single-family sale for Kiawah Island and Charleston County in 2020, a home located at 107 Flyway Drive for \$13,250,000,

Kiawah Island Real Estate was able to achieve these results because of their disciplined investment in bringing new buyers to Kiawah. In 2020 alone, through strategic marketing initiatives and research, the firm introduced nearly 3,000 potential new buyers to the Island. As of January 1, 2021, KIRE had already secured buyers for an additional 58 contracts totaling more than \$100M. This indicates that while 2020's numbers were the highest in history, 2021 buyers are still eager to purchase property on Kiawah.

### **QUOTE**

Accounting for 69% of the total sales volume in 2020, single-family home (SFH) transactions more than doubled YOY and nearly quadrupled in volume. This was the most SFH transactions ever recorded on Kiawah Island in one calendar year.

Homesite sales also soared, with a 131% increase in transactions and a 159% increase in volume YOY. It was the highest grossing year for homesites in 15 years. Sales of homesites priced under one million more than doubled, between \$1M and \$2M quadrupled, and greater than \$2M nearly tripled.

2020 ended with inventory on the Island at the lowest ever recorded at 203 properties, an average sales price increase of 27% and median price increase of 20% YOY.

## **About Kiawah Island Real Estate**

Kiawah Island Real Estate is the sole real estate brokerage with offices on Kiawah Island, exclusively focused on Kiawah Island properties. Their decades serving buyers and sellers of Kiawah's properties have made the team of over 50 full-time sales executives and marketing professionals the undisputed authority on the Kiawah Island real estate market. As a premier luxury resort community for high-net-worth individuals, Kiawah is a coveted primary, second, third or fourth home destination boasting exceptional single-family residences, villas, cottages and homesites, many with views of the Atlantic Ocean, the Kiawah River and the surrounding marshlands.

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