

# Kiawah Island Property Report

A K I A W A H I S L A N D R E A L E S T A T E P U B L I C A T I O N

2015 Third Quarter Results | [kiawahisland.com](http://kiawahisland.com) | 800.277.7008

## KIAWAH ISLAND REAL ESTATE SNAPSHOT

▲ 8%	HOME PRICES (\$) MEDIAN HOME SALES PRICE
▲ 49%	HOME SALES (#) NUMBER OF HOME SALES
▼ 20%	LAND SALES (#) NUMBER OF LOT SALES
▲ 3%	COTTAGE AND VILLA SALES (#) NUMBER OF COMBINED SALES
▲ 13%	COMMUNITY SALES FOR ALL PROPERTY TYPES

Compared to year-to-date 2014.

### FEATURED NEIGHBORHOOD: The Preserve



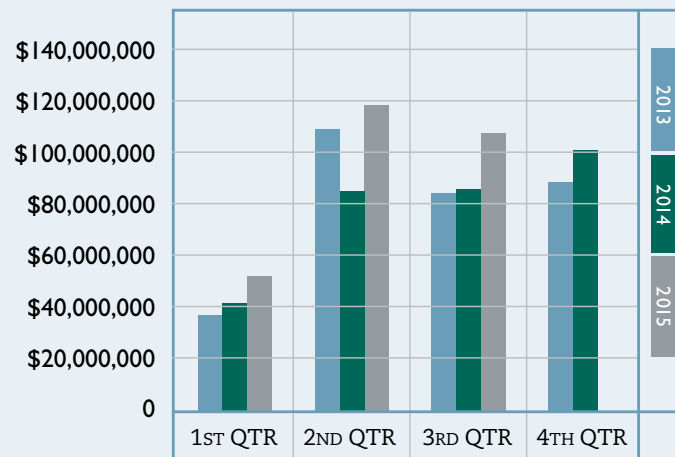
Located on Kiawah's northeastern end, The Preserve is a community defined by several hundred acres of Lowcountry maritime forest, marsh, creeks, and ponds. The Preserve's neighborhood amenities include a bark-clad boathouse with canoe and kayak storage, covered pier with docks, nature trails, and an observation tower with views down the length of Blue Heron Pond. Recent sales in The Preserve include 212 Chinaberry Lane (above), a KIRE listing that closed in August, which had only been on the market for 34 days before going under contract.

## Strong 3rd Quarter Sales for Kiawah

Property sales on Kiawah Island remain strong, with 3rd Quarter 2015 dollar volume of all real estate sales on the Island exceeding the results of prior years. Year-to-date, real estate transactions are over 13% higher than YTD 2014, and dollar volume is up by more than 30%.

Transaction totals are at a pace not seen since 2007, and are projected to match or exceed that pre-financial crisis level. Kiawah has certainly been fortunate – sales in the destinations where Kiawah buyers most commonly report having also considered have not fared as well this year:

### KIAWAH QUARTERLY SALES ACTIVITY



### OTHER MARKETS

#### NANTUCKET

Transactions DOWN: 11.6% vs. 2014

#### HAMPTONS

Transactions DOWN: 5.8% vs. 2014

#### COMP SOUTHEASTERN U.S. DESTINATION COMMUNITIES

Transactions DOWN: ~9% vs. 2014

Merged totals from developed communities that our recent buyers most frequently cite as places they had also considered.

YTD data through 9/30/15.

### WHY IS THERE CONTINUED STRONG DEMAND FOR PROPERTY ON KIAWAH ISLAND?

The natural beauty of the Island and its ten miles of beach is obvious, but the consistent success Kiawah has enjoyed over the past four decades is a result of something more:

- **CONTROLLED DEVELOPMENT:** In naming Kiawah as one of their "15 Best Places for Second Homes," Barron's *Penta* magazine described Kiawah Island as follows: "Developers of gorgeous areas often succumb to the temptation of selling everything to the highest bidder, and cramming as many houses as possible onto the land, but Kiawah's developers have protected the beauty of the place, creating a national treasure in the Lowcountry of South Carolina." Consistent with that (and with historical release planning), sales of Kiawah Partners' "company" property in the first 9 months of 2015 were less than 10% of overall sales.
- **COMMUNITY-CONTROLLED BUILDING:** Kiawah's Architectural Review Board has made the quality of the homes on the island consistent with the quality of the surroundings. New homebuilding activity on the island is returning to 2007-2008 levels:

### KIAWAH ISLAND ARB PERMITS FOR NEW HOMES

YEAR	2007	2008	2009	2010	2011	2012	2013	2014	2015 year to date	2015 projected
PERMITS	59	46	27	28	23	31	23	48	40	50

- **GREAT PARTNERS:** the Kiawah Island Golf Resort's Ocean Course helped put the Island on the golfing map by hosting the 1991 Ryder Cup, and they have not rested on the acclaim from the "War by the Shore." The 2012 and upcoming 2021 PGA Championships continue the golf reputation, and the many awards earned by the *Forbes* 5-Star Sanctuary Hotel attract a great clientele to the island.

# Kiawah Island Property Report

## President's Notes

"The Business of Selling Real Estate" (which, coincidentally, is the title of KIRE's new Listing Presentation) has certainly evolved over the past decade. Today, luxury real estate firms are adept at aerial video, advanced online engagement tools for listings, professional photography, and more. Kiawah Island Real Estate has been consistently ahead of the curve on such advances, and our full-time Marketing staff and award-winning professional photographer have been used to great effect – for instance, property views on [KiawahIsland.com](http://KiawahIsland.com) one are up nearly 50% year-over-year.

One of our newest tools in which Marketing has invested is a high-end, 3D virtual tour system that gives a much deeper view into the home. Words are not sufficient to describe it – your best option would be to check out the tour online for one of KIRE's luxury listings, and experience it for yourself: [kiawahisland.com/virtualtour/85bhp](http://kiawahisland.com/virtualtour/85bhp).

~ Chris Drury, President  
Kiawah Island Real Estate

## KIAWAH ISLAND NOTABLE SALE



### 3557 Shipwatch

SOLD IN 16 DAYS  
PRICE: \$1,670,000  
3 bedroom, 3 bath villa  
with an ocean front view

This property sold through KIRE. It is the highest price achieved for a 3 bedroom villa in the last 5 years, excluding townhomes.

## SPOTLIGHT ON: RESIDENTIAL PROPERTY SALES OVER \$2 MILLION

As was noted in the overview after the first half of the year Kiawah Island Property Report ([link: http://www.kiawahisland.com/property-reports/](http://www.kiawahisland.com/property-reports/)), sales of higher-end properties have been strong on Kiawah. This phenomenon is not limited to Kiawah Island: in all of Charleston County, sales of homes priced \$2 million or higher are up 41% YTD vs. the same period in 2014.

The Island is not merely following a trend. High-end sales on Kiawah Island are driving the growth in the region. In fact, sales of homes priced \$2 million or higher on Kiawah are up 55%, compared to a still-strong 36% in the rest of the county. Recent accolades for Kiawah Island, plus the efforts and support of Kiawah owners, have helped to encourage the high-end buyer to work with us:

### MOST \$2 MILLION+ BUYERS IN CHARLESTON COUNTY YTD

REAL ESTATE COMPANY	Kiawah Island Real Estate	Carolina One Real Estate	Carriage Properties	East Island Real Estate	Handsome Properties
\$2M+ SALES YTD	30	10	10	5	5

Where are these buyers coming from? Nearly 40% of these high-end sales have been to existing Kiawah Island property owners, with an additional 20% coming from their referrals. Another 20% came to learn more about Kiawah through KIRE's marketing efforts, while 10% were vacationing on Kiawah and visited a KIRE sales office.

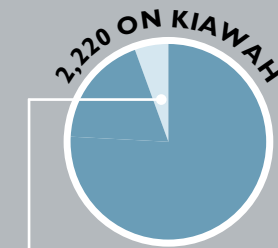
The "new" buyers through KIRE had been working with a sales agent for a median of just over 6 months before signing a contract – a duration that is lower than the median for all purchases (roughly 8 months). Geographically, they are fairly evenly split, with buyers currently living in the Southwest, the Midwest, and the Northeast each representing about 30% of the total.

## KIAWAH ISLAND FOR SALE INVENTORY COMPARISON

Sept. 2014 vs. Sept. 2015

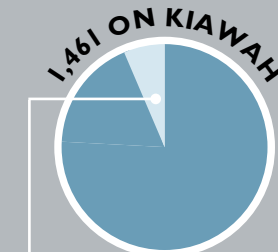
	2014	2015
Total \$	\$694,898,600	\$703,457,377
Homes	\$425,705,400	\$416,271,348
Cottages & Villas	\$ 87,887,650	\$ 97,004,600
Lots	\$181,305,550	\$190,181,429
<b>Total #</b>		
Homes	187	174
Cottages & Villas	147	158
Lots	201	201

## SINGLE FAMILY HOMES Completed / Under Construction



7.8% for Sale\* (174 properties)

## VILLAS AND COTTAGES Completed



10.8% for Sale\* (158 properties)

\*Source: Kiawah Architectural Review Board and Kiawah Island Real Estate.



1 Kiawah Island Parkway • Kiawah Island, SC 29455 | [KiawahIsland.com](http://KiawahIsland.com) | 800.277.7008  
Please email [RealEstateInfo@Kiawah.com](mailto:RealEstateInfo@Kiawah.com) with any questions or to request clarification.

Data was accumulated from property waivers submitted to Kiawah Partners and supplemented by other reliable sources including Charleston County property tax records.