For the 5th consecutive year, Barron’s PENTA magazine listed Kiawah Island as one of their “Top 20 Second-Home Resorts” of 2015, stating that “New land sales and new building permits in Kiawah Island, S.C., and the Hamptons, N.Y., point to further strength in 2015.” The 2015 sales results on Kiawah Island certainly lived up to that prediction, with more closed properties on the Island in 2015 than in any year since 2007.

Sales of single family homes were particularly strong, both in terms of total numbers and dollar volume. A few sales of $10 million and higher contributed to the 46% year-over-year increase in overall dollar volume of home closings, but the true strength of the market for homes is reflected in the 29% increase in number of homes sold and the 10% increase in median price.

Kiawah owners were also busy building homes in 2015. The 61 new home submissions to the Kiawah Island Architectural Review Board in 2015 - as seen in the table on the top left of this page – was the highest since 2007 and a 15% jump from 2014.

The strong demand for properties on Kiawah has reduced the for-sale inventory of properties by 21% from its peak levels in the summer of 2009. In fact, the 29% increase in home sales in 2015 vs. 2014 was nearly matched by a 20% increase in resale home listings coming on the market in the year.
THE KIAWAH ISLAND BUYER

In a testament to owners' belief in the community, roughly 1/3 of 2015's buyers were current or former Kiawah owners making another purchase on the Island. Friends and associates of existing owners continue to be another strong source of buyers as evidenced by the strong correlation between 2015 Kiawah buyers' states of origin (the higher-percentage locations on the map below) and Kiawah's historically strong feeder markets.

In 2015, Kiawah Island buyers came from 24 states and 2 international locations. Every state (and over a dozen countries) has a Kiawah owner!

PRESIDENT'S MESSAGE

Last year was a strong year for Kiawah Island and an exceptionally strong year for Kiawah Island Real Estate. Our firm’s growth outpaced the sales growth on the Island as a whole, as KIRE captured 85% of real estate dollar volume sold in 2015. KIRE’s advertising, PR and other marketing strategies have focused on the unparalleled lifestyle of Kiawah Island, and our investment in those marketing efforts has helped us and will continue to help us to attract more buyers for Kiawah sellers.

Based on early indicators, real estate sales activity in 2016 is expected to continue this positive trend on Kiawah. The Kiawah Island Golf Resort and the Sanctuary Hotel had strong occupancy numbers in 2015 and as a result of our close relationship with the Resort, the number of walk-in visitors to Kiawah Island Real Estate’s 3 on-island offices was higher than the previous year. In addition, the number of property views of individual listings on KiawahIsland.com increased in 2015 by more than 50%.

~ Chris Drury, President
Kiawah Island Real Estate