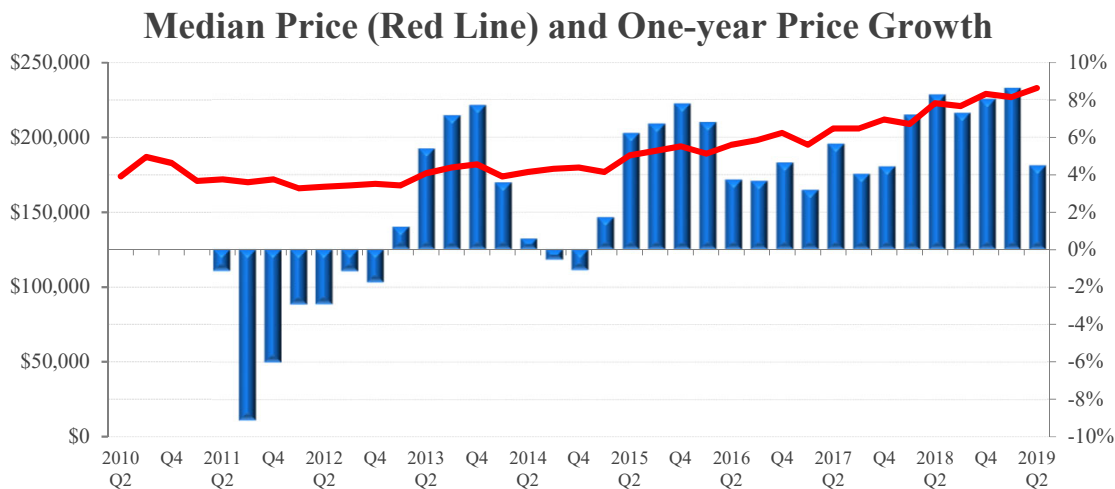


# Myrtle Beach-Conway-North Myrtle Beach Area

## Local Market Report, Second Quarter 2019

### Today's Market...



Local Price Trends			
Price Activity	Myrtle Beach	U.S.	Local Trend
Current Median Home Price (2019 Q2)	\$233,000	\$276,800	Prices continue to grow relative to last year
1-year (4-quarter) Appreciation (2019 Q2)	4.5%	4.2%	
3-year (12-quarter) Appreciation (2019 Q2)	19.5%	15.8%	
3-year (12-quarter) Housing Equity Gain*	\$38,000	\$37,667	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$66,000	\$95,867	
9-year (36 quarters) Housing Equity Gain*	\$59,000	\$100,200	

\*Note: Equity gain reflects price appreciation only

	Myrtle Beach	U.S.	
<b>Conforming Loan Limit**</b>	\$484,350	\$726,525	Most buyers in this market have access to government-backed financing
<b>FHA Loan Limit</b>	\$314,827	\$726,525	
<b>Local Median to Conforming Limit Ratio</b>	48%	not comparable	

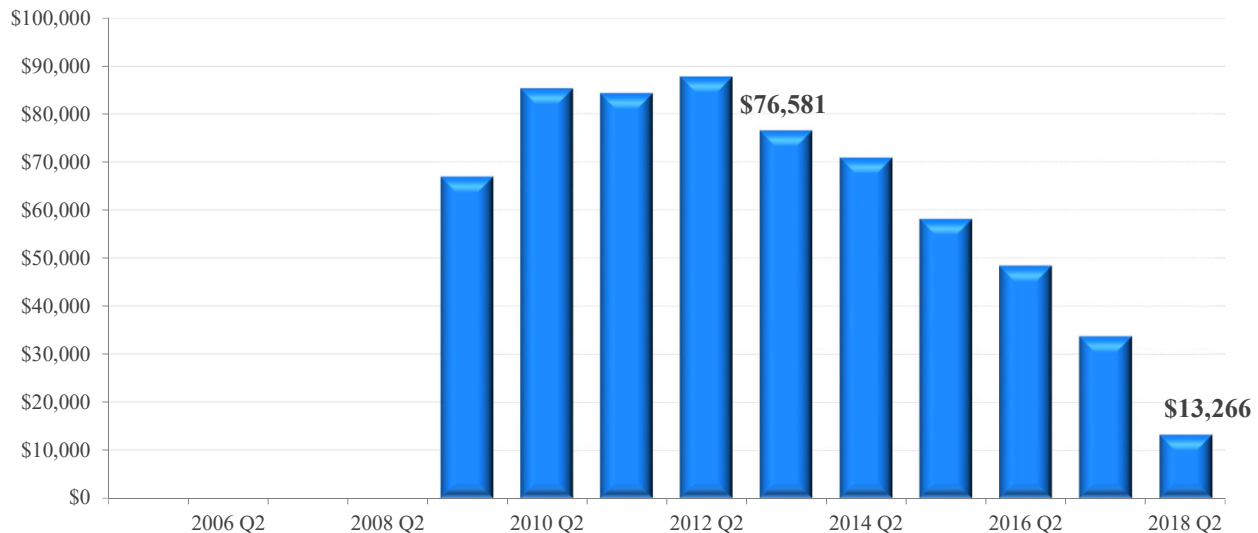
Note: limits are current and include the changes made on January 1st 2019.

#### 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 2019 NAR Regional Vice President representing region 4 is Tony Smith.

# Benefits of Ownership: Total Equity Appreciation

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



### Total Equity Gained\*\* through 2019 Q2 from quarter in which home was of purchased

Price Activity	Myrtle Beach	U.S.	Local Trend
1-year (4-quarter)	\$13,266	\$15,090	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$48,409	\$50,431	
5-year (20-quarter)*	\$70,871	\$79,779	
7-year (28 quarters)*	\$87,761	\$108,518	
9-year (36 quarters)*	\$85,297	\$112,549	
If purchase in 2005, the national price peak	NA	\$75,039	

\*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

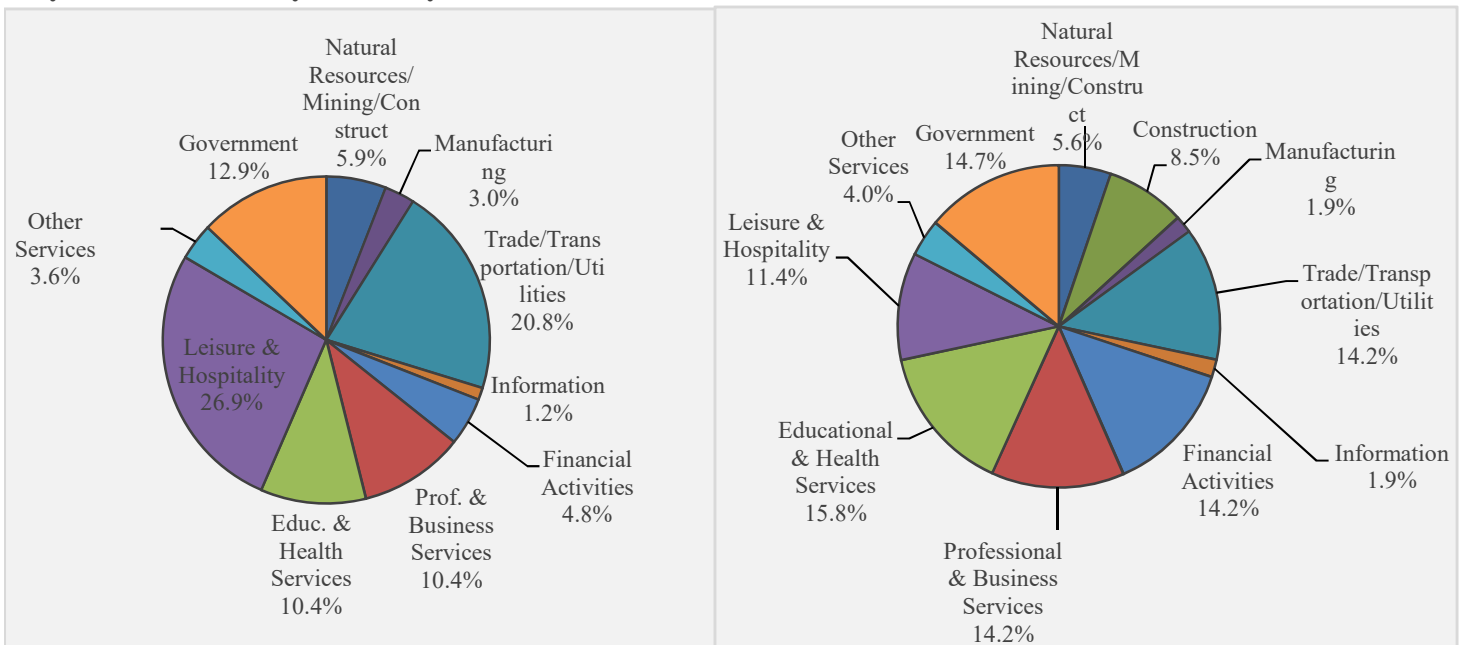
# Drivers of Local Supply and Demand...

Local Economic Outlook	Myrtle Beach	U.S.	
12-month Job Change (Jun)	4,400	Not Comparable	Employment growth has eased, but remains positive
12-month Job Change (May)	7,100	Not Comparable	
36-month Job Change (Jun)	17,800	Not Comparable	Myrtle Beach's unemployment situation is worse than the national average and weighs on confidence
Current Unemployment Rate (Jun)	4.3%	3.7%	
Year-ago Unemployment Rate	4.2%	3.9%	Local employment growth is strong compared to other markets
1-year (12 month) Job Growth Rate	2.4%	1.7%	

## Share of Total Employment by Industry

Myrtle Beach-Conway-North Myrtle Beach Area

U.S.



12-month Employment Change by Industry in the Myrtle Beach-Conway-North Myrtle Beach Area (Jul - 2019)

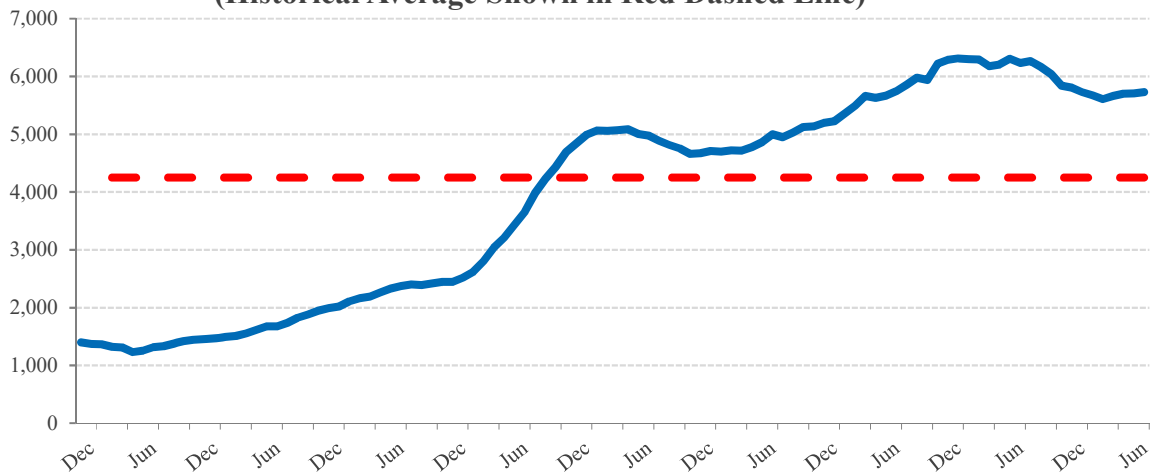
Goods Producing	NA	Information	0
Natural Resources/Mining/Construction	600	Financial Activities	-500
Natural Resources and Mining	NA	Prof. & Business Services	1,200
Construction	NA	Educ. & Health Services	600
Manufacturing	300	Leisure & Hospitality	1,600
Service Providing Excluding Government	NA	Other Services	100
Trade/Transportation/Utilities	400	Government	100

State Economic Activity Index	South Carolina	U.S.	
12-month change (2019 - Jun)	2.3%	3.0%	South Carolina's economy is growing, but decelerated from last month's 2.57% change and lags the rest of the nation
36-month change (2019 - Jun)	NA	9.2%	

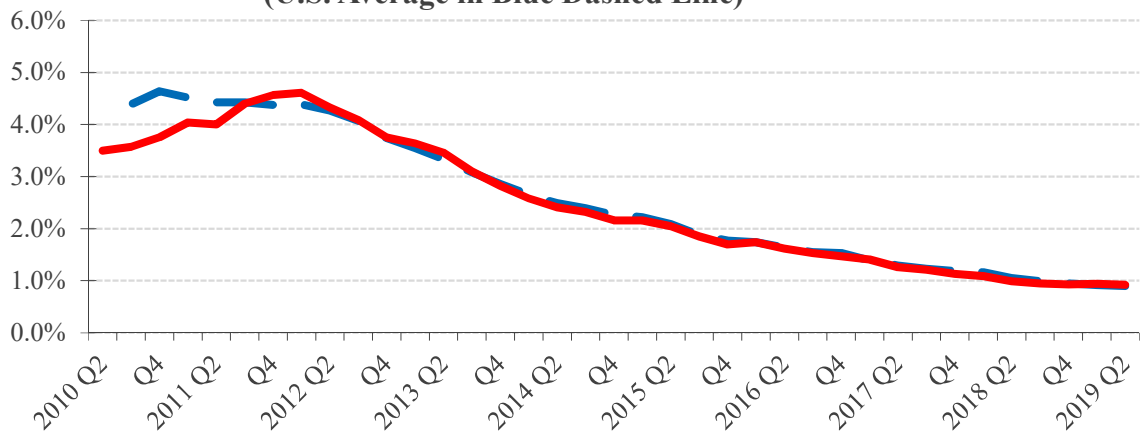
## New Housing Construction

Local Fundamentals	Myrtle Beach	U.S.	
12-month Sum of 1-unit Building Permits through Jun	5,729	not comparable	The current level of construction is 34.8% above the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	4,250	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 (Jun) 12-month sum vs. a year ago	-8.1%	-2.5%	Construction continues to decline from last year

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



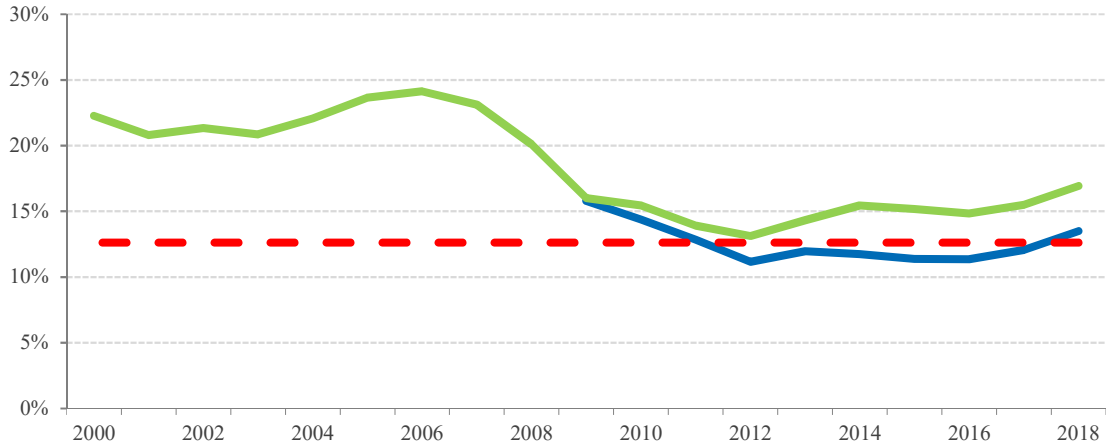
**State Total Foreclosure Rate vs. U.S. Average  
(U.S. Average in Blue Dashed Line)**



# Affordability

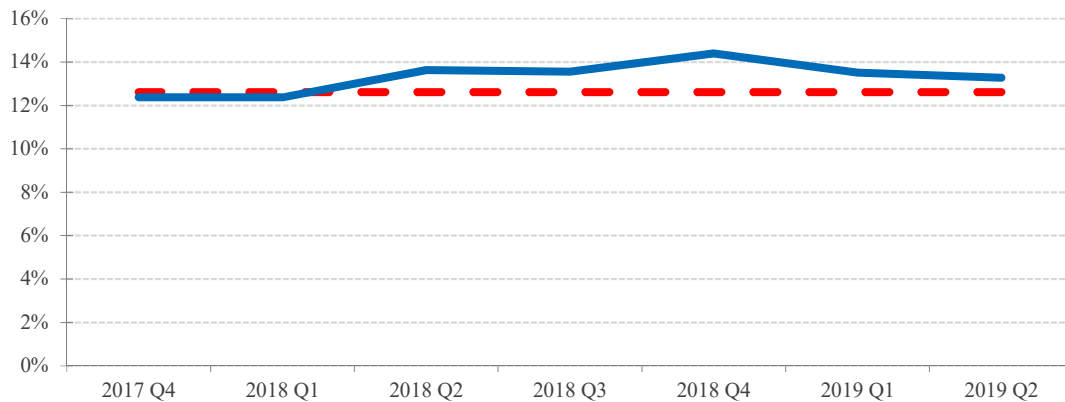


**Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income**  
(Local Historical Average Shown in Red, U.S. Average in Green)

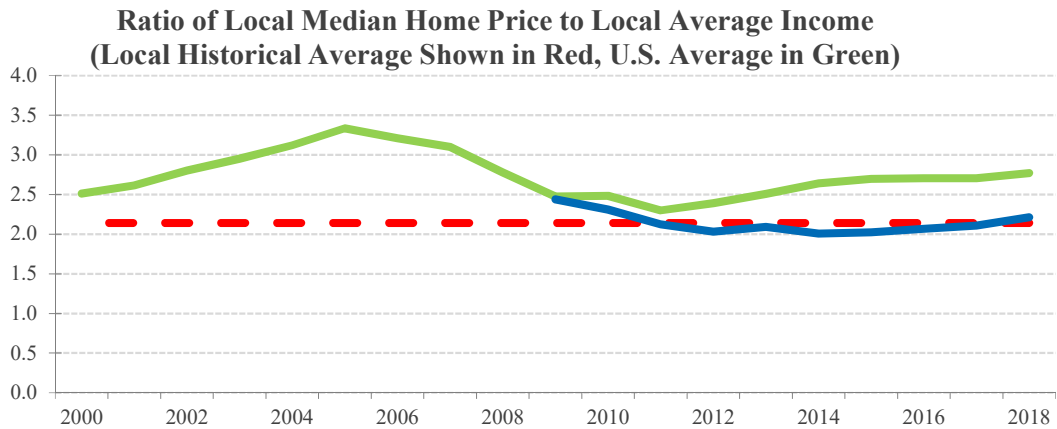


Monthly Mortgage Payment to Income	Myrtle Beach	U.S.	
Ratio for 2018	13.5%	16.9%	Weak by local standards and could weigh on demand
Ratio for 2019 Q2	13.3%	16.3%	
Historical Average	12.6%	18.6%	More affordable than most markets

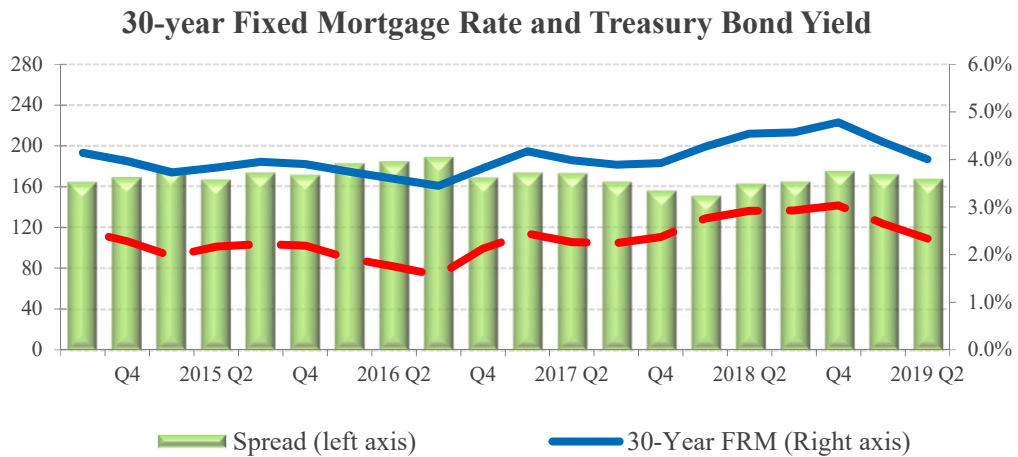
**Recent Trend - Local Mortgage Servicing Cost to Income**  
(Historical Average Shown in Red Dashed Line)



Median Home Price to Income	Myrtle Beach	U.S.	
Ratio for 2018	2.2	2.8	The price-to-income ratio is high by historic standards and getting worse
Ratio for 2019 Q2	2.3	2.8	
Historical Average	2.1	2.7	Affordable compared to most markets



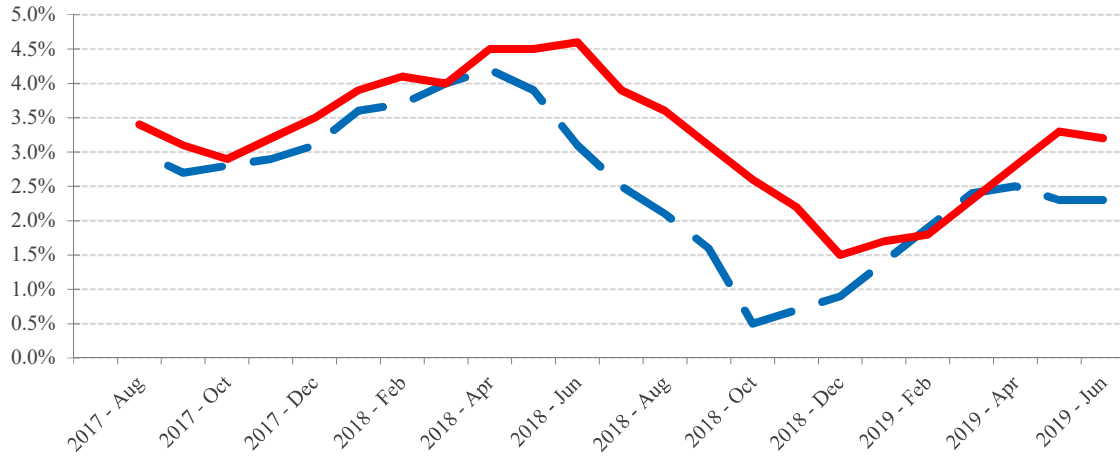
## The Mortgage Market



Home loans grew cheaper in the second quarter of the year. Interest rates for long-term fixed-rate loans have decreased substantially since the end of 2018. Not that long ago (November 2018), the average interest rate for a 30-year fixed-rate mortgage was near 5%. In contrast, as the second quarter ended, the 30-year fixed rate mortgage dropped to 4.00 percent in Q2 2019 from 4.54 percent in the Q2 2018, according to mortgage finance provider Freddie Mac. Stock market volatility and global trade worries are pushing rates down. In the meantime, homebuyers and homeowners benefit from these low rates. Looking ahead, NAR is forecasting the 30-year fixed rate mortgage to average 3.9 percent for 2019 and 3.6 percent for 2020, respectively.

# REALTOR® Price Expectations

**REALTOR® Price Expectations for the Next 12 Months**  
(U.S. Average in Blue Dashed Line)



Source: NAR

REALTOR® Price Expectations	South Carolina	U.S.	
2019 - Jun	3.2%	2.3%	REALTORS® expect higher price growth in South Carolina than in the U.S. in the next 12 months. However, their price expectations for the local market are more modest than a year ago.
Prior 12 months	4.6%	3.1%	



## 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/)