



HOUSING HOT SPOTS 2026

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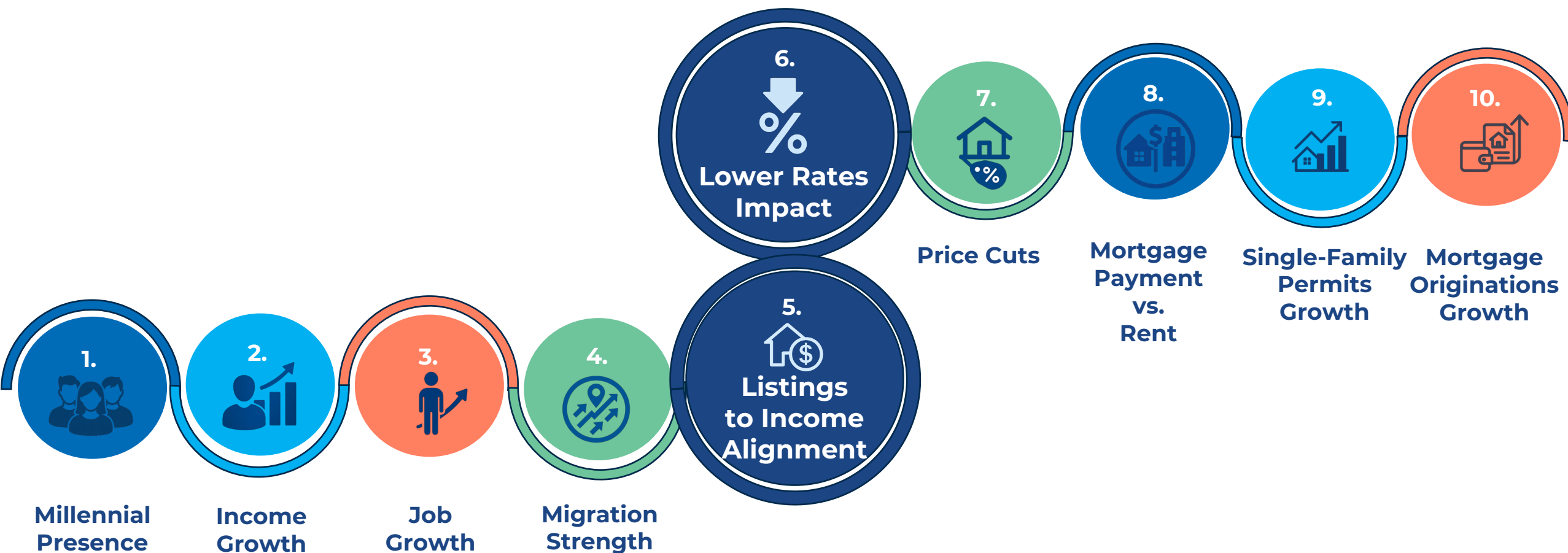


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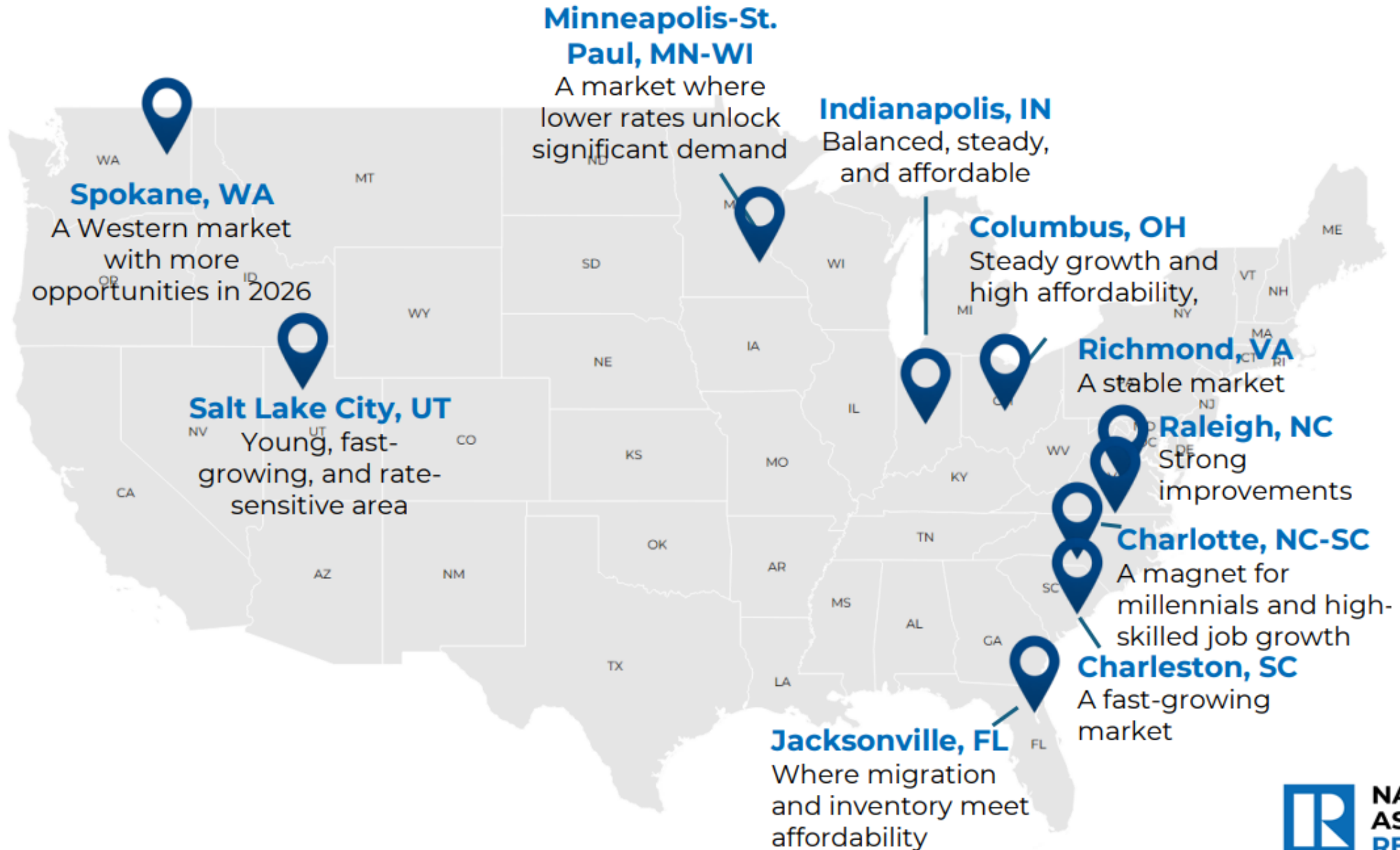
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WHERE WILL OPPORTUNITIES BE?

The 10 Forward-Looking Indicators for 2026



TOP HOT SPOTS 2026



WHY THIS MATTERS FOR REALTORS®

- **Demand and activity will improve, but not everywhere the same.**
 - ➔ The recovery will be concentrated in markets where housing and incomes are coming closer together.
- **Target the new pool of rate-qualified buyers.**
 - ➔ Reach out to buyers who stepped back.
- **Pricing strategy matters more than ever.**
 - ➔ Well-priced homes sell quickly.
- **Inventory mix is becoming a competitive advantage.**
 - ➔ Highlight mid-priced inventory.
- **Migration patterns remain a driving force.**
 - ➔ Knowing where buyers are coming from and why is essential.

LINKS

Housing Hot Spots 2026: The Markets Poised for New Buyer Opportunities



NAR's Metro Market Statistics Dashboard

NAR created the following visualization that allows you to get the most recent housing, demographic, economic and affordability statistics for your local area

STEP 1: [SELECT A METROPOLITAN AREA FROM THE DROPDOWN](#)



Charleston-North Charleston, SC

STEP 2: [CLICK ON AN ICON BELOW TO SEE THE STATISTICS](#)



Impact of
Lower Rates



Housing
Affordability



Housing
Statistics



Financing



Economic
Conditions



Home Buyer
Profile



Homeownership
Demographics



Demographics

STEP 3: [CLICK ON THE BUTTON BELOW TO RETRIEVE A PDF OF THE REPORT](#)



Download a PDF of the report for
Charleston-North Charleston, SC



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As a REALTOR®, you have access to [Realtors Property Resource® \(RPR®\)](#)—a comprehensive, member-only platform that delivers localized residential market trends by ZIP code, city, county or neighborhood. Analyze inventory, pricing and sales activity over time—then turn insights into professional, branded reports for clients.



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