**First day of summer = lake home shopping season**

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Contributed by Bill Lang

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The new Summer 2021 Lake Market Report is out just in time for the first day of summer. The 200+page report details the $45 billion lake home real estate industry across the country and by state, including South Carolina. Download the free report at [www.lakehomes.com/report.](http://www.lakehomes.com/report.)

The total lake home market in South Carolina is $1.4 billion. Here are a few fun facts about the current lake home market across South Carolina.

Top Three Largest Lake Markets  
in South Carolina  
(total for current listings)  
Lake Wylie – $507 million; Lake  
Keowee – $123 million; Lake Hartwell –  
$111 million.

Most Expensive Lake Home  
Markets in South Carolina

(average price by lake market)  
Lake Keowee – $1,118,415; Lake  
Murray – $540,575; Lake Wateree –  
$506,423

Most Affordable Lake Home Market  
Thurmond Lake – $316,669

Most Listings  
Lake Wylie – 1,206

Million Dollar Homes

South Carolina has 97 lake homes priced over one million dollars. Lake Keowee has 43. Lake Wylie has 21. Make Murray has 16.

Shopping Insights

52 percent of shoppers use smart phones. 73 percent of buyers come from outside of South Carolina. Charlotte is the top metro area for lake home shoppers outside of South Carolina. Most shoppers are between 45 and 64.