

30A Market Pulse

Weekly Insights Across South Walton



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August closed out summer with steady activity, though pricing and sales trends varied considerably across South Walton.

- Top Home Sale: 5-bedroom home in Alys Beach sold for \$9,750,000
- Top Condo Sale: 2-bedroom at Alys Beach sold for \$3,050,000

Year-to-Date Market Activity

Miramar Beach



Homes Sold: 227
Median Price: \$1,179,000
Price Per SF: \$507

Condos Sold: 281
Median Price: \$480,000
Price Per SF: \$419

Santa Rosa Beach



Homes Sold: 229
Median Price: \$599,000
Price Per SF: \$287

Pt Washington



Homes Sold: 79
Median Price: \$700,000
Price Per SF: \$371

Dune Allen



Homes Sold: 44
Median Price: \$1,538,000
Price Per SF: \$567

Condos Sold: 7
Median Price: \$752,000
Price Per SF: \$674

Blue Mountain Beach



Homes Sold: 152
Median Price: \$1,290,000
Price Per SF: \$560

Condos Sold: 36
Median Price: \$1,081,000
Price Per SF: \$683

Grayton Beach



Homes Sold: 11
Median Price: \$2,420,000
Price Per SF: \$877

Condos Sold: 0
(2025) Median Price: \$705,000
(2025) Price Per SF: \$392

Watercolor



Homes Sold: 59
Median Price: \$2,867,000
Price Per SF: \$988

Condos Sold: 3
Median Price: \$2,040,000
Price Per SF: \$1,463

Seaside



Homes Sold: 8
Median Price: \$2,625,000
(2025) Price Per SF: \$1,612

Condos Sold: 0
(2025) Median Price: \$990,000
(2025) Price Per SF: \$1,325

Seagrove Beach



Homes Sold: 111
Median Price: \$1,470,000
Price Per SF: \$655

Condos Sold: 55
Median Price: \$590,000
Price Per SF: \$657

Watersound Beach



Homes Sold: 52
Median Price: \$3,200,000
Price Per SF: \$936

Condos Sold: 7
Median Price: \$2,975,000
Price Per SF: \$1,505

Seacrest Beach



Homes Sold: 72
Median Price: \$1,825,000
Price Per SF: \$701

Condos Sold: 28
Median Price: \$1,120,000
Price Per SF: \$953

Alys Beach



Homes Sold: 34
Median Price: \$7,412,000
Price Per SF: \$1,961

Condos Sold: 17
Median Price: \$3,250,000
Price Per SF: \$1,880

Rosemary Beach



Homes Sold: 20
Median Price: \$3,612,000
Price Per SF: \$1,415

Condos Sold: 9
Median Price: \$1,820,000
Price Per SF: \$1,463

Inlet Beach



Homes Sold: 47
Median Price: \$1,200,000
Price Per SF: \$498

Condos Sold: 4
Median Price: \$637,000
Price Per SF: \$740

Watersound Origins



Homes Sold: 144
Median Price: \$1,111,000
Price Per SF: \$446

No Condos

South Walton Market Trends

Recent Monthly Snapshot:

Scenic 30A

HOMES	June 2026	July 2026	Aug 2026
Number Sold	168	103	102
Median Price	\$1,855,800	\$1,950,000	\$1,702,500
Days on Market	55	46	64
CONDOS	June 2026	July 2026	Aug 2026
Number Sold	37	18	21
Median Price	\$1,075,000	\$1,290,000	\$900,000
Days on Market	77	38	52

North of 98

Santa Rosa Beach	June 2026	July 2026	Aug 2026
Number Sold	54	34	22
Median Price	\$577,500	\$686,000	\$509,750
Days on Market	69	28	37
Pt Washington	June 2026	July 2026	Aug 2026
Number Sold	16	10	2
Median Price	\$892,500	\$855,000	\$689,000
Days on Market	55	20	6
Watersound Origins	June 2026	July 2026	Aug 2026
Number Sold	44	29	21
Median Price	\$886,000	\$820,000	\$1,050,000
Days on Market	31	31	33

Miramar Beach

HOMES	June 2026	July 2026	Aug 2026
Number Sold	43	24	32
Median Price	\$1,151,000	\$1,154,000	\$937,500
Days on Market	62	77	75
CONDOS	June 2026	July 2026	Aug 2026
Number Sold	48	32	35
Median Price	\$500,000	\$417,500	\$529,000
Days on Market	74	120	54

*Market Data sources Emerald Coast Assoc. of Realtors MLS & Metro Market Trends (MMT).

Market Insights

August brought a mixed finish to the summer market, with trends varying considerably by area and property type.

Scenic 30A:

Home sales held nearly even with July, while the median price declined to \$1.70M and days on market increased to 64. Condo sales improved slightly, although median pricing moved lower. The numbers point to continued activity, but a more deliberate pace among buyers.

North of 98:

Activity slowed in Santa Rosa Beach and Point Washington during August. WaterSound Origins also recorded fewer sales, but stood out with its median price rising from \$820K in July to \$1.05M in August while days on market remained nearly unchanged.

Miramar Beach:

August brought contrasting results for homes and condos. Home sales increased from 24 to 32, although the median price declined to \$937,500. Condos strengthened more noticeably, with sales rising to 35, the median price increasing to \$529K, and days on market falling sharply from 120 to 54.

Luxury Market:

High-end activity remains a notable part of the 30A market. Alys Beach produced both this period's top home sale at \$9.75M and top condo sale at \$3.05M, while its year-to-date median home price remains above \$7.4M.

Exploring your options along 30A?

Reach out for a personalized market evaluation or a private view of current opportunities.

