

GREENVILLE-SPARTANBURG MARKET REPORT

GSP

MARKET INSIGHTS • 4Q24



3.7%

Greenville Unemployment Rate



37.7%

Greenville New Home Permits Up



24.1%

YoY New Home Closings Up

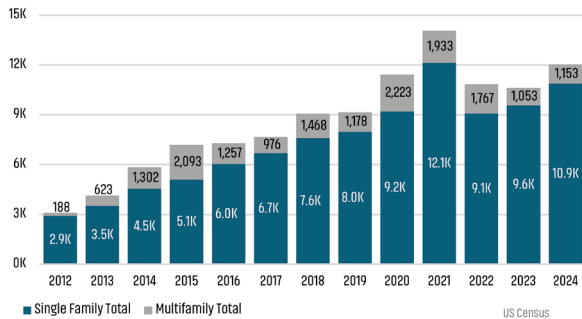


\$310,690

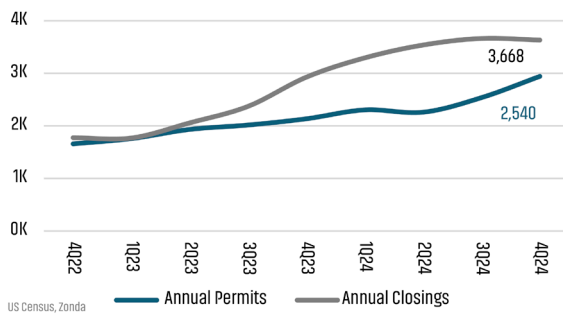
Median SF New Home Price

GREENVILLE NEW HOUSING TRENDS¹

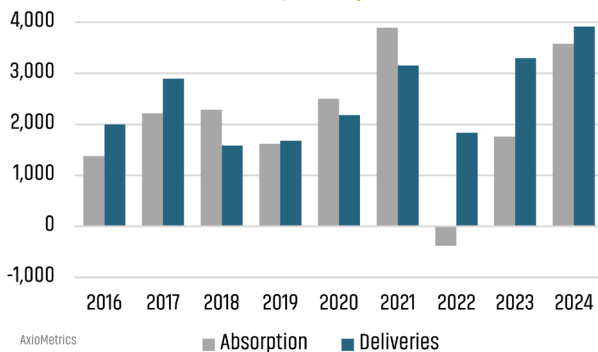
Greenville-Spartanburg Single & Multi-Family Permits



Greenville County Permits vs Closings



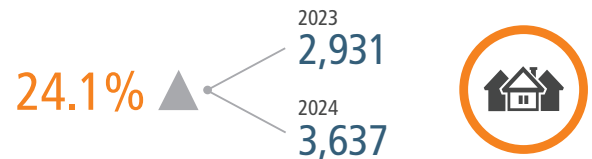
Greenville Multifamily Absorption & Deliveries



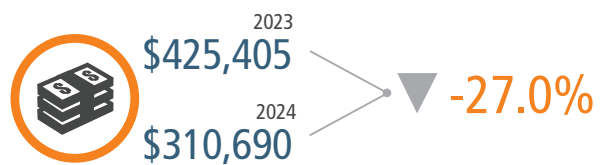
GREENVILLE COUNTY ANNUAL SF PERMITS



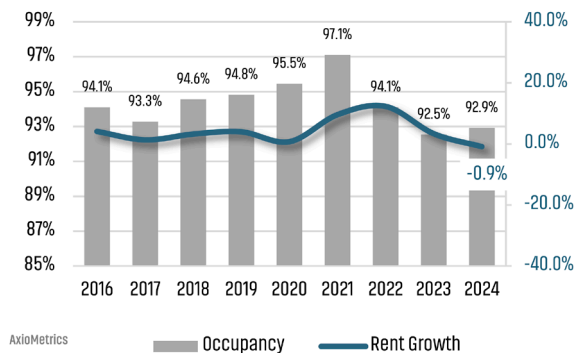
GREENVILLE COUNTY ANNUAL NEW SF CLOSINGS



GREENVILLE COUNTY MEDIAN NEW SF PRICE



Greenville Multifamily Occupancy & Rent Growth



GREENVILLE MLS RESALE STATISTICS²

ANNUALIZED CLOSED SALES



SF DAYS ON MARKET



SF MEDIAN SALE PRICE



MONTHS OF INVENTORY



Sources: (1) AxioMetrics, County of Greenville, US Census, Zonda (2) Greater Greenville Association of Realtors®

ECONOMIC TRENDS³

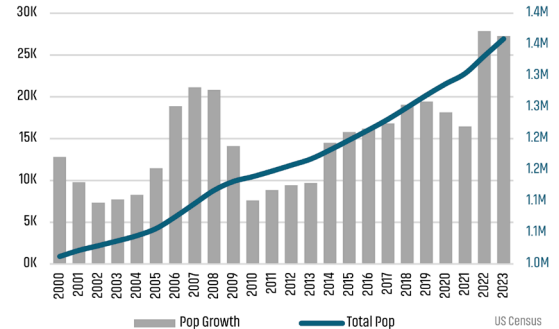
UNEMPLOYMENT RATE (unadjusted)

GREENVILLE-SPARTANBURG	
2023	2024
2.8%	3.7%
▲ 0.9%	

SOUTH CAROLINA	
2023	2024
3.0%	4.7%
▲ 1.7%	



Greenville-Spartanburg Population Growth & Total



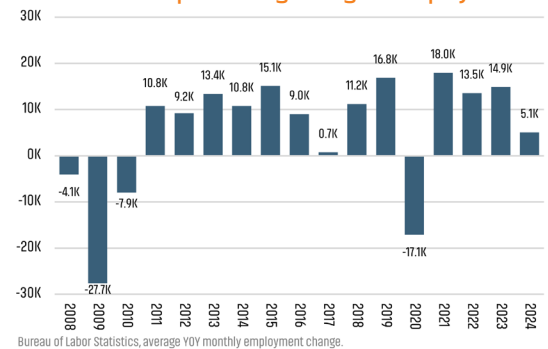
TOTAL NONFARM EMPLOYMENT (in thousands)

GREENVILLE-SPARTANBURG	
2023	2024
606.6	615.6
▲ 1.5%	

SOUTH CAROLINA	
2023	2024
2,395	2,417
▲ 0.9%	



Greenville-Spartanburg Change in Employment



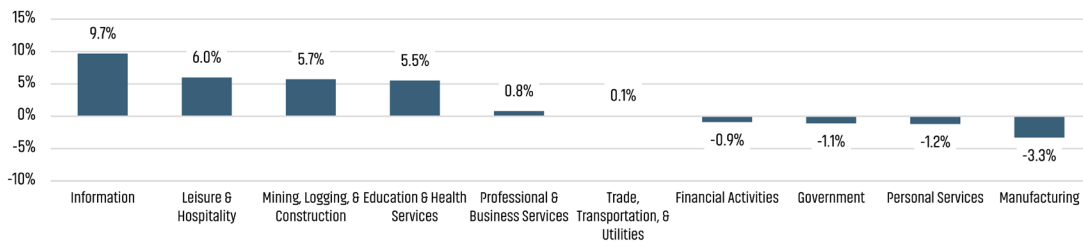
EMPLOYMENT CHANGE

GREENVILLE-SPARTANBURG	
Annualized Employment Change	
0.6%	

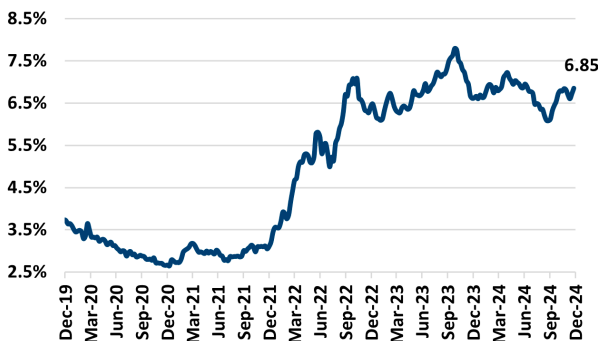
SOUTH CAROLINA	
Annualized Employment Change	
1.2%	



Greenville Change in Employment by Sector

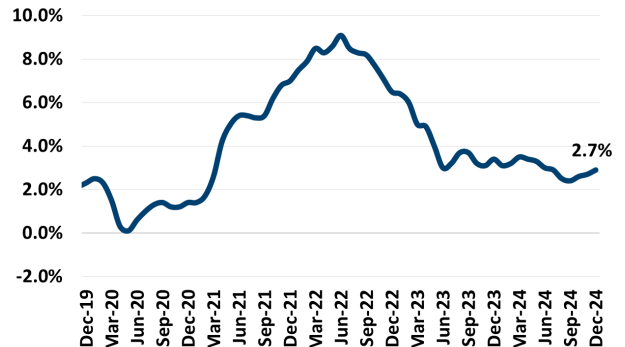


30 Year Fixed Mortgage Rate



St. Louis Fed

US Inflation Rate



US Bureau of Labor Statistics

THE NATION'S LEADING LAND BROKERAGE & ADVISORY FIRM



30 Offices Across the Nation



85+ Specialized Advisors



45+ Staff Professionals



\$15+ Billion in Sales Since 2017

PHOENIX, AZ (HQ)

CASA GRANDE, AZ

PRESCOTT, AZ

TUCSON, AZ

BAY AREA, CA

IRVINE, CA

LODI, CA

PASADENA, CA

ROSEVILLE, CA

SACRAMENTO VALLEY, CA

SAN DIEGO, CA

SANTA BARBARA, CA

VALENCIA, CA

DENVER, CO

JACKSONVILLE, FL

ORLANDO, FL

TAMPA, FL

ATLANTA, GA

BOISE, ID

KANSAS CITY, KS/MO

CHARLOTTE, NC

LAS VEGAS, NV

RENO, NV

GREENVILLE, SC

NASHVILLE, TN

AUSTIN, TX

DALLAS-FORT WORTH, TX

HOUSTON, TX

SALT LAKE CITY, UT

BELLEVUE, WA

FUTURE OFFICES

ALBUQUERQUE, NM

CHARLESTON, SC

COLORADO SPRINGS, CO

RALEIGH-DURHAM, NC

SAN ANTONIO, TX

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