

GREENVILLE-SPARTANBURG MARKET REPORT

GSP

MARKET INSIGHTS • 1Q25



3.7%

Greenville Unemployment Rate



-2.7%

Greenville New Home Permits Down



5.2%

YoY New Home Closings Up

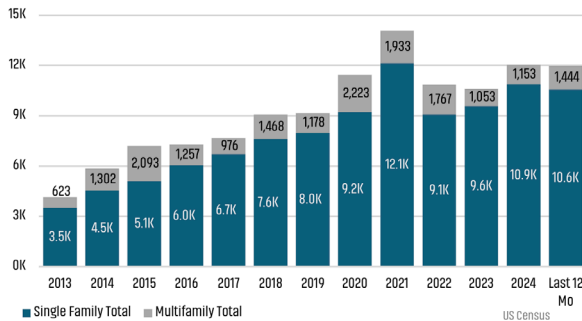


\$335,000

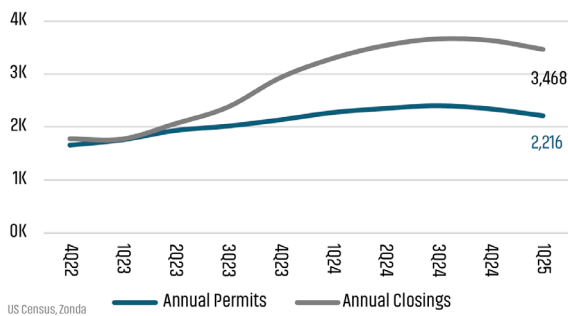
Median SF New Home Price

GREENVILLE NEW HOUSING TRENDS¹

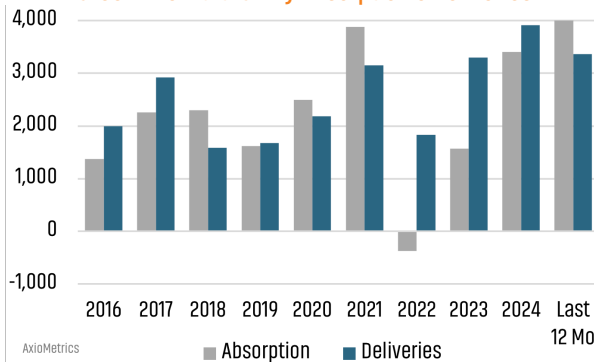
Greenville-Spartanburg Single & Multi-Family Permits



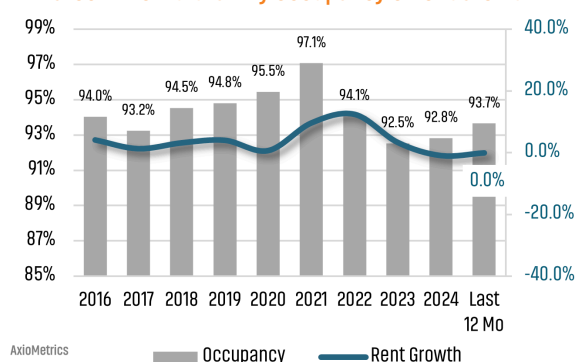
Greenville County Permits vs Closings



Greenville Multifamily Absorption & Deliveries



Greenville Multifamily Occupancy & Rent Growth



GREENVILLE COUNTY ANNUAL SF PERMITS



Mar 2024
2,277
Mar 2025
2,216
-2.7%

GREENVILLE COUNTY ANNUAL NEW SF CLOSINGS

Mar 2024
3,298
Mar 2025
3,468
5.2%

GREENVILLE COUNTY MEDIAN NEW SF PRICE



Mar 2024
\$425,406
Mar 2025
\$335,000
-21.3%

GREENVILLE MLS RESALE STATISTICS²

ANNUALIZED CLOSED SALES

Mar 2024
1,384
Mar 2025
1,560
▲ 12.7%

SF DAYS ON MARKET

Mar 2024
54 Days
Mar 2025
58 Days
▲ 4 Days

SF MEDIAN SALE PRICE

Mar 2024
\$310,000
Mar 2025
\$315,000
▲ 1.6%

MONTHS OF INVENTORY

Mar 2024
2.4 Mo
Mar 2025
3.8 Mo
▲ 1.5 Mo

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

ECONOMIC TRENDS³

UNEMPLOYMENT RATE (unadjusted)

GREENVILLE-SPARTANBURG

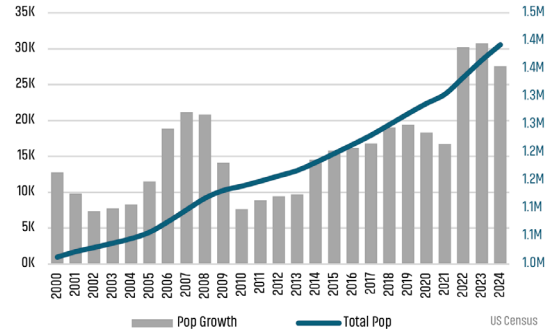
Mar 2024	Mar 2025
3.3%	3.7%
▲ 0.4%	

SOUTH CAROLINA

Mar 2024	Mar 2025
3.7%	4.1%
▲ 0.4%	



Greenville-Spartanburg Population Growth & Total



TOTAL NONFARM EMPLOYMENT (in thousands)

GREENVILLE-SPARTANBURG

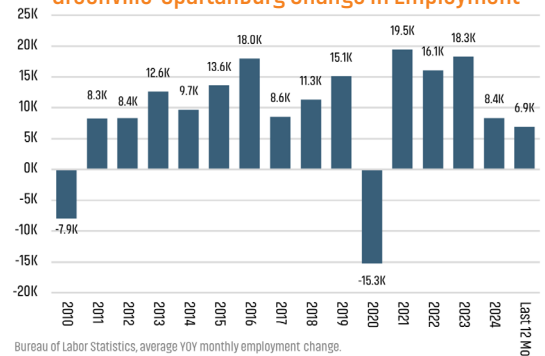
Mar 2024	Mar 2025
633.8	638.8
▲ 0.8%	

SOUTH CAROLINA

Mar 2024	Mar 2025
2,424	2,445
▲ 0.9%	



Greenville-Spartanburg Change in Employment



EMPLOYMENT CHANGE

GREENVILLE-SPARTANBURG

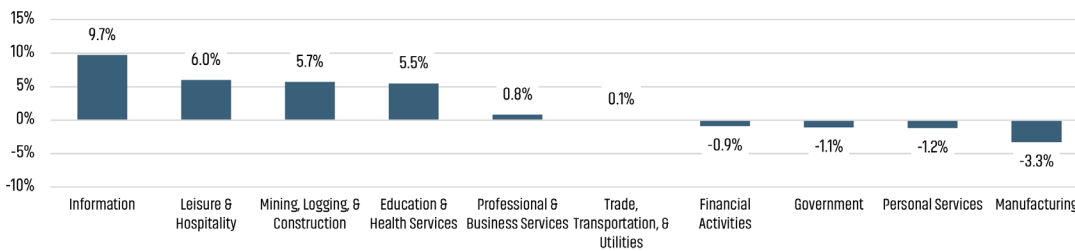
Annualized Employment Change
1.0%

SOUTH CAROLINA

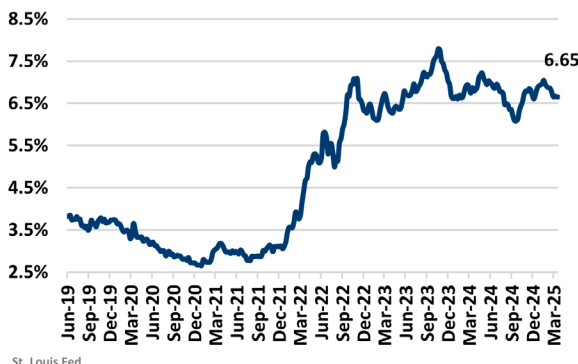
Annualized Employment Change
0.9%



Greenville Change in Employment by Sector

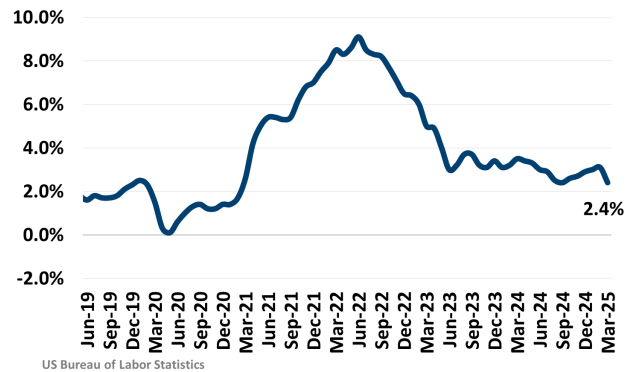


30 Year Fixed Mortgage Rate



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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