

GREENVILLE-SPARTANBURG MARKET REPORT

GSP

MARKET INSIGHTS • 2Q25



4.2%

Greenville Unemployment Rate



-8.4%

Greenville New Home Permits Down



8.6%

YoY New Home Closings Up

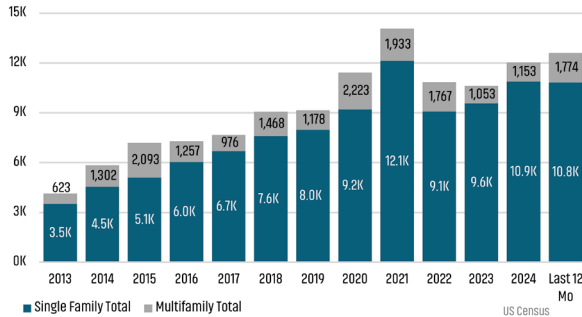


\$325,000

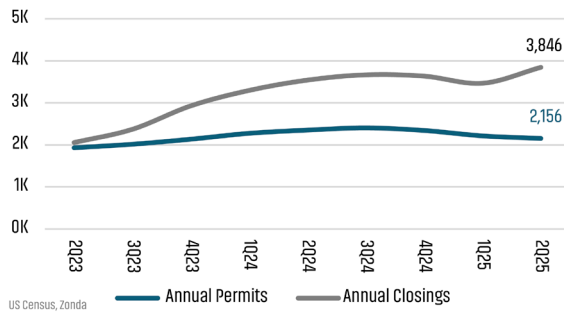
Median SF New Home Price

GREENVILLE NEW HOUSING TRENDS¹

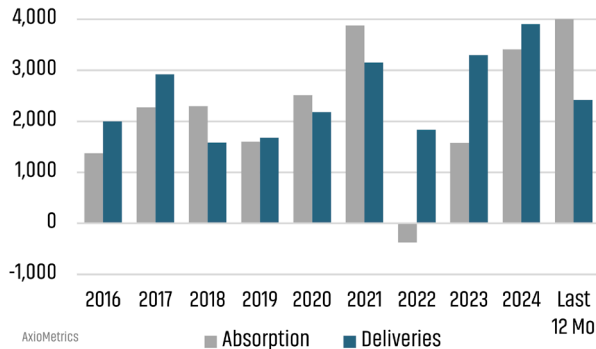
Greenville-Spartanburg Single & Multi-Family Permits



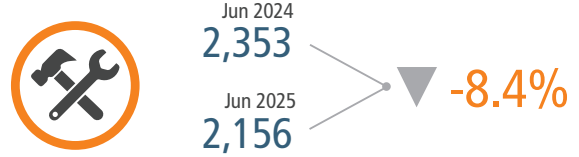
Greenville County Permits vs Closings



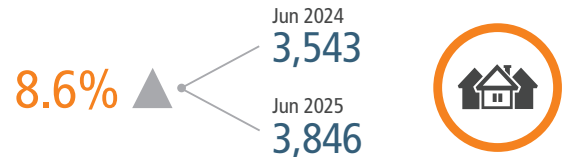
Greenville Multifamily Absorption & Deliveries



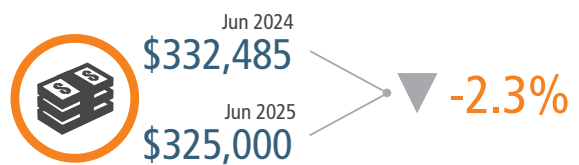
GREENVILLE COUNTY ANNUAL SF PERMITS



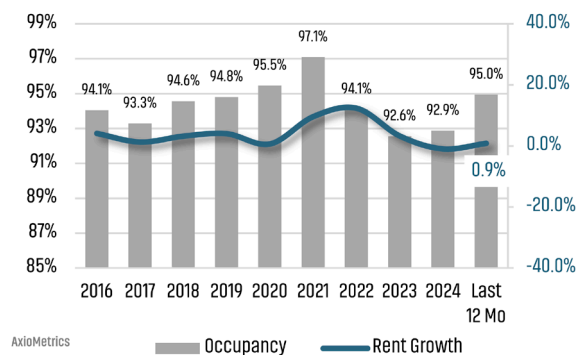
GREENVILLE COUNTY ANNUAL NEW SF CLOSINGS



GREENVILLE COUNTY MEDIAN NEW SF PRICE

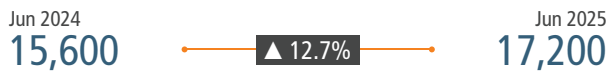


Greenville Multifamily Occupancy & Rent Growth



GREENVILLE MLS RESALE STATISTICS²

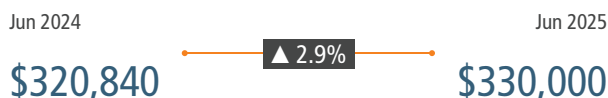
ANNUALIZED CLOSED SALES



SF DAYS ON MARKET



SF MEDIAN SALE PRICE



MONTHS OF INVENTORY



ECONOMIC TRENDS³

UNEMPLOYMENT RATE (unadjusted)

GREENVILLE-SPARTANBURG

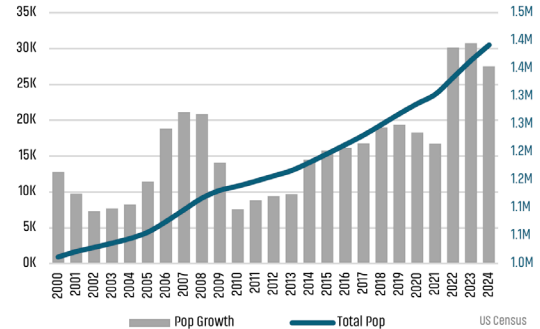
Jun 2024	Jun 2025
4.4%	4.2%
▼ -0.2%	

SOUTH CAROLINA

Jun 2024	Jun 2025
4.4%	4.1%
▼ -0.3%	



Greenville-Spartanburg Population Growth & Total



TOTAL NONFARM EMPLOYMENT (in thousands)

GREENVILLE-SPARTANBURG

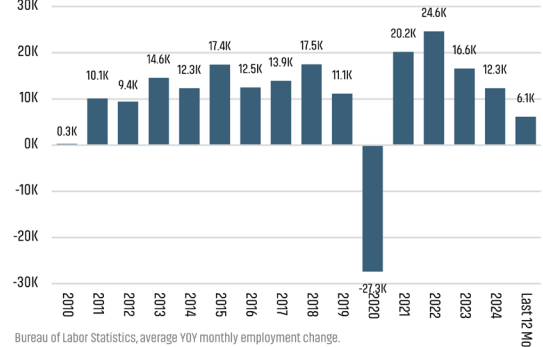
Jun 2024	Jun 2025
644.9	660.4
▲ 2.4%	

SOUTH CAROLINA

Jun 2024	Jun 2025
2,357	2,441
▲ 3.6%	



Greenville-Spartanburg Change in Employment



EMPLOYMENT CHANGE

GREENVILLE-SPARTANBURG

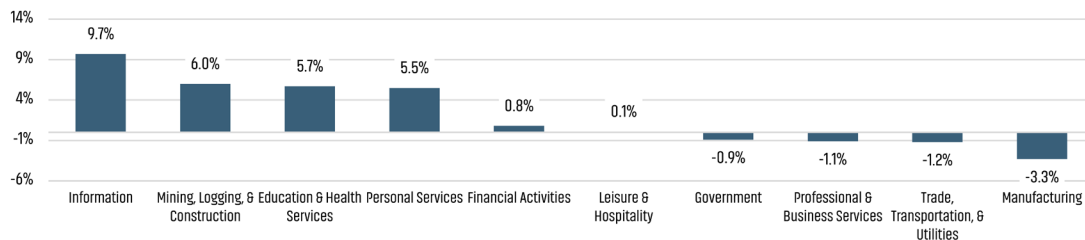
Annualized Employment Change
1.6%

SOUTH CAROLINA

Annualized Employment Change
2.2%



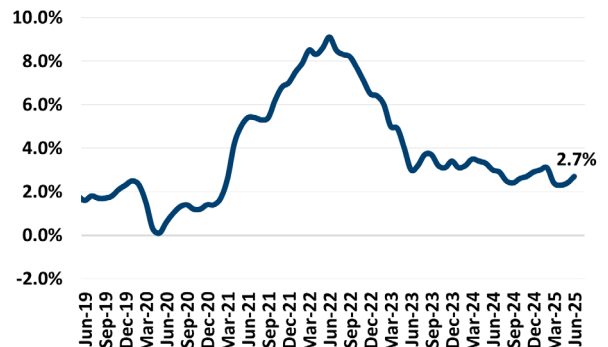
Greenville Change in Employment by Sector



30 Year Fixed Mortgage Rate



US Inflation Rate



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 BAY, 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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