

# Upstate, South Carolina | Q3 2024

## RETAIL MARKET REPORT





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Market Indicators	Current Q3 2024		Prior Q2 2024	Year Ago Q3 2023
Inventory	93,156,057 SF	▼	93,205,303 SF	92,931,906 SF
Vacancy	3.3%	◀▶	3.3%	3.4%
Net Absorption	(72,798) SF	▼	34,394 SF	408,015 SF
Market Rent/SF	\$14.89	▲	\$14.67	\$13.95
Availability	3.7M SF   4.0%	▲	3.6M SF   3.8%	3.7M SF   4.0%
Under Construction   Delivered	75,843 SF   8	▼	107,065 SF   13	211,344 SF   16

### RETAIL OVERVIEW

Retail space is in short supply in Greenville in 2024. At the same time, continued population growth has kept demand consistently high. Retail net absorption has remained steady here. Experiential retailers, discounters, and other service-oriented retailers have outweighed higher-profile closures in traditional mall space. Simultaneously, higher construction costs have kept retail groundbreakings to a minimum over the past several years. As a result, construction remains at record lows. Combined with the continued demand, that has led to a record low availability rate at 3.8%, well below the national average.

Suburban population growth and downtown revitalization have led to some strip center development along growing corridors and new mixed-use communities. Additionally, adaptive reuse in closer-in, formerly industrial areas has led to new retail development.

While in-migration and job growth have kept midsize markets such as Greenville growing at a faster rate than the rest of the country, more recent plateau in job growth could hamper growth in consumer spending in the near term. However, a structural shortage in retail space is likely to keep availabilities relatively low, even if demand declines in the short term.

The Spartanburg retail market has a vacancy rate of 3.8%. This time last year, the market had a vacancy rate of 3.2%. The year over year change in the Spartanburg vacancy rate was a result of 27,000 SF of net delivered space and -200,000 SF of net absorption over the past year. Spartanburg's vacancy rate of 3.8% compares to the market's five-year average of 4.5% and the 10-year average of 4.5%.

Source:  CoStar

*"The retail commercial real estate market in Greenville, South Carolina, has shown robust growth and resilience in recent years. Greenville has seen an increase in new retail developments, particularly in mixed-use projects that combine residential and commercial spaces. The downtown area is vibrant, attracting both local and national retailers. The city's population growth and rising incomes are driving demand for retail space, while the influx of businesses and tourists contributes to a thriving retail environment. Vacancy rates have generally been low, though some areas have experienced fluctuations due to changing consumer habits. Investors are interested in both established properties and new developments, with the market offering opportunities for growth, especially in areas undergoing revitalization. Despite its strength, challenges such as rising construction costs and competition from online retail remain. Overall, Greenville's retail real estate market is dynamic and evolving, with promising prospects for investors and retailers."*

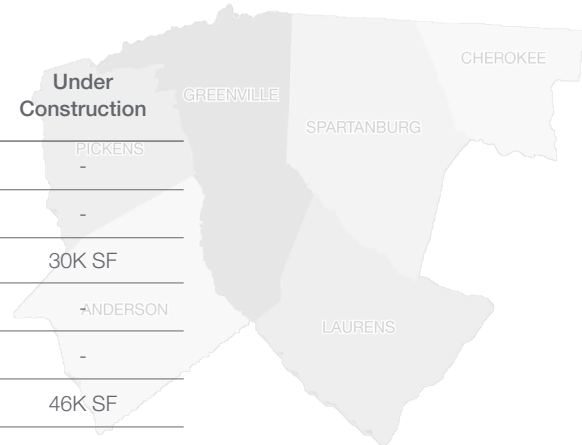


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	Inventory	Rental Rate	Vacancy	Availability	Net Absorption	Under Construction
Anderson	14.7M SF	\$10.19	3.1%	3.8%	(3.6K) SF	PICKENS -
Cherokee	3.6M SF	\$10.53	6.7%	3.2%	(19K) SF	-
Greenville	39.5M SF	\$17.20	2.9%	3.8%	43K SF	30K SF
Laurens	3.3M SF	\$10.52	3.5%	3.8%	(15K) SF	ANDERSON -
Pickens	7.2M SF	\$14.46	2.5%	3.0%	63K SF	-
Spartanburg	24.9M SF	\$14.49	3.8%	4.7%	(141K) SF	46K SF



### GREENVILLE CBD | INVENTORY 940K SF

VACANCY Q3: 7.5%  
Q2: 6.5%

RENTAL RATE Q3: \$24.74  
Q2: \$24.97

ABSORPTION Q3: (9K) SF  
Q2: 923 SF

### SPARTANBURG CBD + WEST SIDE | INVENTORY 8.7M SF

VACANCY Q3: 5.6%  
Q2: 4.1%

RENTAL RATE Q3: \$16.44  
Q2: \$14.27

ABSORPTION Q3: (133K) SF  
Q2: (109K) SF

Source: CoStar

### NOTABLE TRANSACTIONS



1905 – 1937 Wilson Road, Suite 1911 |  
Newberry, SC  
24,120 SF  
Geoff Beans



721 Greenwood Ave N | Ware Shoals, SC  
8,000 SF  
Earle Furman, Jr., SIOR



1280 Eighteen Mile Rd, Suite F | Central, SC  
4,964 SF  
Jimmy Wright & Jake Scott

### ABOUT NAI EARLE FURMAN

NAI Earle Furman (NAIEF) is the Upstate's largest commercial real estate brokerage and property management firm and has been providing superior results to its clients for over thirty years. With three Upstate offices, NAIEF delivers creative solutions to ensure client success while promoting a culture of collaboration, drive, and innovation. The company's unique shareholder-owned structure creates an engaging environment which thrives on mentorship and common goals. Invested in the community and its people, the NAIEF team is committed to being experts in the field of commercial real estate and improving the Upstate market through its wide range of quality client services. In 2017, NAI Earle Furman and North Carolina's NAI Piedmont Triad joined forces to form a creative commercial real estate collaboration across state lines. The teams expanded their market footprint in 2019 by partnering with the newly rebranded NAI Columbia (formerly Avant) group operating in the South Carolina Midlands, and later merged in January 2023. In 2024, NAI Piedmont Triad opened its third location in Winston-Salem, NC bringing the total number of combined offices to seven. This strategic alliance equally benefits all three firms with additional manpower, expanded resources, and everevolving cross-market projects fueled by combined expertise. Learn more at [www.naief.com](http://www.naief.com)