



Office Trends

 **Vacancy**

Q1 

YOY 

 **Rent/SF**

Q1 

YOY 

 **Absorption**

Q1 

YOY 

 **Construction**

Q1 

YOY 

The Upstate | Q1 2025

OFFICE MARKET REPORT



“The Greenville-Spartanburg office market continues to exhibit resilience amid national headwinds. Downtown Greenville’s Class A asking rents have stabilized after rising over 20% in the past two years, driven by high demand and limited availability. Spartanburg maintains exceptionally low vacancy rates, reflecting sustained demand and limited new supply. A lack of new construction has further contributed to the tight market conditions, pushing tenants toward existing Class B properties as alternatives.”

John Stathakis, CCIM | Senior Associate | jstathakis@naiearlefurman.com | 864.678.5931

OFFICE OVERVIEW

The office market in Upstate South Carolina, particularly in Greenville and Spartanburg, reflects broader regional and national trends while showing signs of resilience. Greenville, known for its strong manufacturing and logistics presence, has seen steady growth in office-using sectors such as financial and professional services. Job growth of over 12% since 2020 has helped keep vacancy rates below the national average. While leasing activity remains about 10% below pre-pandemic levels, a few large deals in 2024 stabilized absorption after a sluggish 2023. New construction has been limited and largely build-to-suit, reducing supply pressure and supporting rental rates.

Spartanburg’s office market remains tight, with a vacancy rate of just 2.4% as of Q1 2025—well below its five- and ten-year averages. No new office construction is underway, and net absorption continues to outpace new deliveries. Market rents average \$17.42/SF, with annual rent growth outpacing the national average. While investor activity has been muted due to market uncertainty, Greenville saw a 25% increase in sales volume year-over-year, signaling renewed interest in Upstate South Carolina’s office sector.

Market Indicators	Current Q1 2025	Prior Q4 2024	Year Ago Q1 2024
Inventory	44,657,714 SF	44,655,436 SF	44,640,262 SF
Vacancy	6.8%	7.0%	7.7%
Net Absorption	52,082 SF	157,793 SF	121,222 SF
Market Rent/SF	\$22.68	\$22.28	\$21.69
Availability	3.6M SF 8.1%	3.4M SF 7.7%	4M SF 9.0%
Under Construction	89,726 SF	92,004 SF	197,304 SF
Delivered	2,278 SF	0 SF	202,000 SF

Source:  CoStar

Office

OFFICE OVERVIEW - COUNTY

	Inventory	Rental Rate	Vacancy	Availability	Net Absorption	Under Construction
Anderson	4.1M SF	\$14.45	2.2%	2.4%	2K SF	-
Cherokee	370K SF	-	6.0%	7.0%	(12K) SF	-
Greenville	28.6M SF	\$23.60	9.4%	10.8%	15K SF	63K SF
Laurens	954K SF	\$11.79	1.7%	2.0%	340 SF	-
Pickens	2M SF	\$13.91	1.3%	2.8%	(3K) SF	26K SF
Spartanburg	8.6M SF	\$17.42	2.4%	3.5%	50K SF	-

Source: CoStar

NOTABLE TRANSACTIONS



24 Sheridan Park Circle | Bluffton, SC
6,000 SF
John Gray

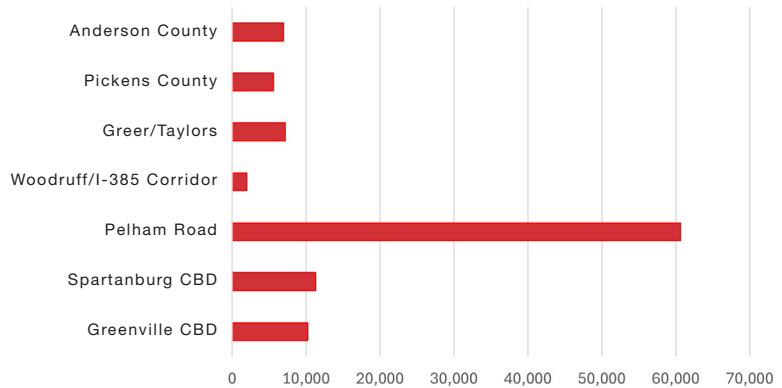


1041 Verdae Blvd | Greenville, SC
3,378 SF
Keith Jones, CCIM, SIOR, McNeil Epps, CCIM, SIOR, and Will Williamson

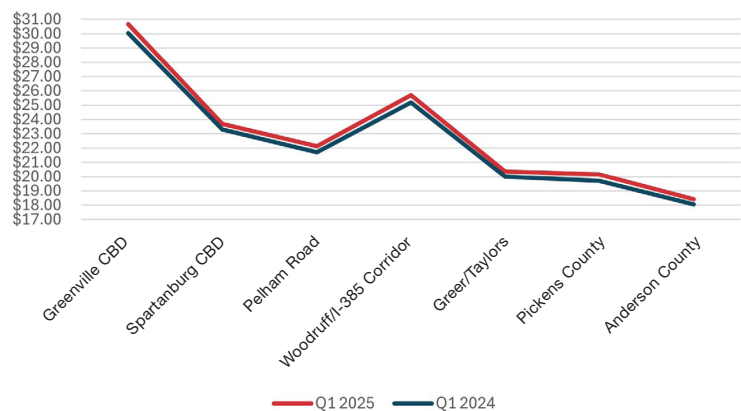


531 S. Main St, Ste 209 | Greenville, SC
1,073 SF
Jason Richards, SIOR

FEATURED SUBMARKETS LEASING ACTIVITY



FEATURED SUBMARKETS RENT



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. 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