

Upstate, South Carolina | Q4 2024 **OFFICE MARKET REPORT**



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Market Indicators	Current Q4 2024		Prior Q3 2024	Year Ago Q4 2023
Inventory	44,202,624 SF	◀▶	44,202,624 SF	43,995,084 SF
Vacancy	7.1%	▼	7.5%	7.6%
Net Absorption	142,441 SF	▼	221,612 SF	(145,515) SF
Market Rent/SF	\$22.30	▼	\$22.38	\$20.95
Availability	3.5M SF 7.8%	▼	3.8M SF 8.6%	4M SF 9.2%
Under Construction Delivered	120,044 SF 0	▲	90,044 SF 1	395,892 SF 1

OFFICE OVERVIEW

Greenville’s manufacturing and distribution sector often garners more national attention than other sectors. As the market becomes an increasingly important regional center, however, office-using sectors such as financial services and professional services have also grown, as have administrative offices for the many logistics and manufacturing companies here.

Like many tertiary markets in the Southeast, Greenville has seen strong job and population growth since 2020. Total payroll jobs have increased by more than 12% over the past four years. While this job growth has kept office vacancies here below the national average, the area has not been immune from broader shifts in office use and a slowdown in office-using hiring. A handful of large leases through 2024 helped stabilize absorption after a negative 2023. However, leasing activity remains about 10% below pre-pandemic average

levels from 2015 to 2019. Construction has been relatively limited here and has largely concentrated on build-to-suit properties for a handful of regional bank headquarters and regional offices. This has limited supply pressure and kept asking rents from falling.

The Spartanburg office market has a vacancy rate of 3.1% as of the first quarter of 2025. Over the past year, the market’s vacancy rate has changed by -0.9%, a result of 25,000 SF of net delivered space and 98,000 SF of net absorption. Spartanburg’s vacancy rate of 3.1% compares to the market’s five-year average of 4.6% and the 10-year average of 5.2%.

Source:  CoStar

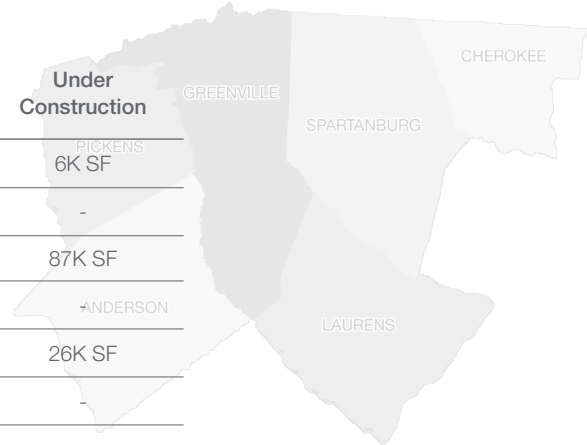
“Several large leases announced to close out Q4, making evident the continued strength in the leasing market for the Greenville CBD office market. While CBD office supply is very limited and growth in rental rates persist, it is important to remember existing fixed renewal options continue to become more valuable to existing tenants. For the suburbs, owner occupied office space is in high demand, and many older existing buildings have experienced renovations, repurposing them for new office user occupancy as this route provides an attractive alternative to new construction. This increase in demand is providing a steady increase in sale prices”



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	Inventory	Rental Rate	Vacancy	Availability	Net Absorption	Under Construction
Anderson	4M SF	\$13.78	2.2%	2.2%	7K SF	6K SF
Cherokee	356K SF	-	0.7%	0.7%	(1K) SF	-
Greenville	28.5M SF	\$23.19	9.7%	10.6%	114K SF	87K SF
Laurens	954K SF	\$10.62	1.7%	2.3%	-	-
Pickens	2M SF	\$13.31	1.2%	2.3%	(3K) SF	26K SF
Spartanburg	8.4M SF	\$17.01	3.1%	3.5%	26K SF	-



GREENVILLE CBD + WEST END | INVENTORY 6.6M SF

VACANCY Q4: 13.3%
Q3: 13.4%

RENTAL RATE Q4: \$27.45
Q3: \$27.70

ABSORPTION Q4: 10K SF
Q3: 30K SF

SPARTANBURG CBD | INVENTORY 2.5M SF

VACANCY Q4: 4.0%
Q3: 3.5%

RENTAL RATE Q4: \$22.54
Q3: \$23.09

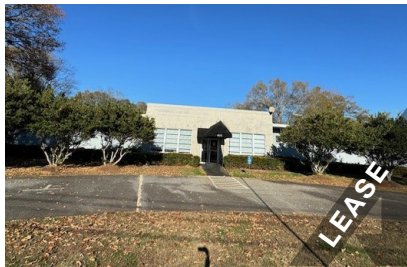
ABSORPTION Q4: (13K) SF
Q3: (10K) SF

Source: CoStar

NOTABLE TRANSACTIONS



300 McBee Ave, Suites 200 & 300 | Greenville, SC
65,667 SF
Keith Jones, CCIM, SIOR, McNeil Epps, CCIM,
SIOR, & Will Williamson



601 E. River St | Anderson, SC
9,000 SF
John Powell, CCIM



104 N Daniel Morgan, Suite 201
Spartanburg, SC
4,390 SF
Katherine Fulmer

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