



YoY
Chg

12-Mo.
Forecast

10.6%

Vacancy Rate



331K

Net Absorption, SF



\$22.70

Asking Rent, PSF



(Overall, All Property Classes)

ECONOMIC INDICATORS Q4 2021

YoY
Chg

12-Mo.
Forecast

590.7K

Greenville-Spartanburg
Employment

3.6%

Greenville-Spartanburg
Unemployment Rate

4.2%

U.S.
Unemployment Rate

Source: BLS

ECONOMY: Outperforming the National Average

The Greenville-Spartanburg economy continues to improve at an accelerated rate with unemployment posting at 3.6%, 60 basis points (bps) below the national average and forecasted to decline further. Employment increased by 4,300 from the previous quarter, contributing to the total annual increase of 16,000 jobs since 2020. Transcom Worldwide AB, a Swedish customer experience company, announced the selection of Greenville as its epicenter for building a North American network and plans to create at least 450 new jobs.

SUPPLY and DEMAND: Net Absorption Gains and Vacancy Improvements

Overall net absorption for Greenville-Spartanburg recorded at 330,530 square feet (sf), the second highest quarterly figure in the past decade. In addition to the positive occupancy gains, overall vacancy reached a recent low. At 10.6%, vacancy declined 120 bps since the previous quarter.

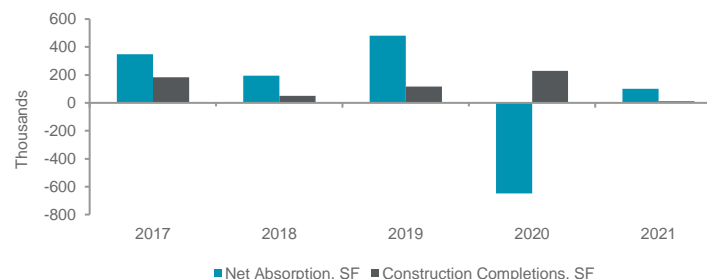
Despite minimal construction completions for 2021, Greenville-Spartanburg's pipeline remains robust with more than 945,000 sf of new product expected to deliver throughout 2022 and 2023. Significant projects include the Greenville County Square development (250,000 sf) located on the corner of S Church St. and University Ridge, and Southern First Bank's new headquarters (107,000 sf) located on Verdae Blvd.

Greenville-Spartanburg recorded 181,375 sf of new leasing activity for Q4 2021, bringing the year-to-date (YTD) leasing transaction volume to 734,045 sf. Canal Insurance inked a notable deal for 62,372 sf at 101 N Main St. in downtown Greenville, the largest of the quarter. The new lease is set to commence June 2022, when the company vacates its current location on E Stone Ave.

PRICING: Asking Rates Rise

Gross asking rental rates in the Greenville-Spartanburg market recorded a considerable jump in the fourth quarter, reaching \$22.70 per square foot, a 2.5% increase from the previous quarter and a 3.1% increase year-over-year. The Greenville Suburban submarket is the primary driver of the increase in rental rates, followed by the Greenville Central Business District (CBD) submarket, each recording a 3.5% and 2.2% increase in rates, respectively. The Spartanburg CBD submarket asking rates remain relatively stagnant as the submarket shifts in occupiers' favor.

SPACE DEMAND / DELIVERIES



OVERALL VACANCY & ASKING RENT





MARKET STATISTICS

SUBMARKET	INVENTORY (SF)**	SUBLET VACANT (SF)	DIRECT VACANT (SF)	OVERALL VACANCY RATE	CURRENT QTR OVERALL NET ABSORPTION	YTD OVERALL ABSORPTION (SF)	YTD LEASING ACTIVITY (SF)**	UNDER CONSTRUCTION (SF)	OVERALL AVG ASKING RENT (ALL CLASSES)*	OVERALL AVG ASKING RENT (CLASS A)*
Anderson County	1,247,815	0	5,111	0.4%	0	35	1,100	0	\$17.40	N/A
Cherokee County	102,730	0	0	0.0%	0	0	0	0	N/A	N/A
Greenville CBD	5,926,317	133,063	555,886	11.6%	52,552	-8,317	330,339	450,000	\$24.89	\$26.23
Greenville Suburban	11,023,238	55,711	1,326,821	12.5%	235,203	25,322	335,602	497,802	\$21.36	\$24.32
Laurens County	137,920	0	0	0.0%	0	0	0	0	N/A	N/A
Pickens County	493,275	0	45,512	9.2%	0	10	0	0	\$14.60	N/A
Spartanburg CBD	1,620,292	0	127,611	7.9%	12,303	69,638	43,410	0	\$23.08	\$23.91
Spartanburg Suburban	1,597,848	0	82,571	5.2%	30,472	11,664	23,594	0	\$14.28	N/A
MARKET TOTALS**	22,149,435	188,774	2,143,512	10.6%	330,530	101,399	734,045	947,802	\$22.70	\$25.21

*Rental rates reflect full service asking

**Not reflective of U.S. MarketBeat

KEY LEASE TRANSACTIONS Q4 2021

PROPERTY	SUBMARKET	TENANT	RSF	TYPE
101 N Main St.	Greenville CBD	Canal Insurance	62,372	New Lease
1 Doctors Dr.	Greenville Suburban (Medical)	Greenville ENT	21,688	New Lease
22 S Main St.	Greenville CBD	Undisclosed	10,308	New Lease
55 Beattie Pl.	Greenville CBD	Drake Software	9,073	Sublease
124 Verdae Blvd.	Greenville Suburban (Woodruff/I-385 Corridor)	D.R. Horton	5,963	Expansion

KEY SALES TRANSACTIONS Q4 2021

PROPERTY	SUBMARKET	SELLER / BUYER	SF	PRICE / \$ PSF
935 S Main St.	Greenville CBD (West End)	Cap Park, LLC / Finlay Parker Holdings, LLC	265,860	\$13.5M / \$50.78
7 Independence Pt.	Greenville Suburban (Pelham Road)	Intercontinental Real Estate Corp / The Simpson Org	82,574	\$34.5M / \$417.81
100 Verdae Blvd.	Greenville Suburban (Woodruff/I-385 Corridor)	Bracken Road, LLC / D.R. Horton, Inc.	58,178	Undisclosed

KEY METRIC YOY COMPARISON

QUARTER	INVENTORY (SF)	OVERALL VACANCY RATE	OVERALL ASKING RENTS (ALL CLASSES)*	OVERALL NET ABSORPTION (SF)	TOTAL LEASING ACTIVITY (SF)	COMPLETIONS (SF)	UNDER CONSTRUCTION (SF)
Q4 2020	22,036,354	11.2%	\$22.01	-222,171	147,676	184,000	222,153
Q4 2021	22,046,705	10.6%	\$22.70	330,530	181,375	0	947,802

Drew Walters

Research Analyst

+1 864 704 1345 / andrew.walters@cushwake.comcushmanwakefield.com

A CUSHMAN & WAKEFIELD RESEARCH PUBLICATION

Cushman & Wakefield (NYSE: CWK) is a leading global real estate services firm that delivers exceptional value for real estate occupiers and owners. Cushman & Wakefield is among the largest real estate services firms with approximately 50,000 employees in 400 offices and 60 countries. In 2020, the firm had revenue of \$7.8 billion across core services of property, facilities and project management, leasing, capital markets, valuation and other services. To learn more, visit www.cushmanwakefield.com or follow @CushWake on Twitter.

©2022 Cushman & Wakefield. All rights reserved. The information contained within this report is gathered from multiple sources believed to be reliable. The information may contain errors or omissions and is presented without any warranty or representations as to its accuracy.