

HUD PD&R Housing Market Profiles

Greenville-Anderson-Mauldin, South Carolina



Quick Facts About Greenville-Anderson-Mauldin

Greenville, South Carolina

By Steve Walker | As of April 1, 2020

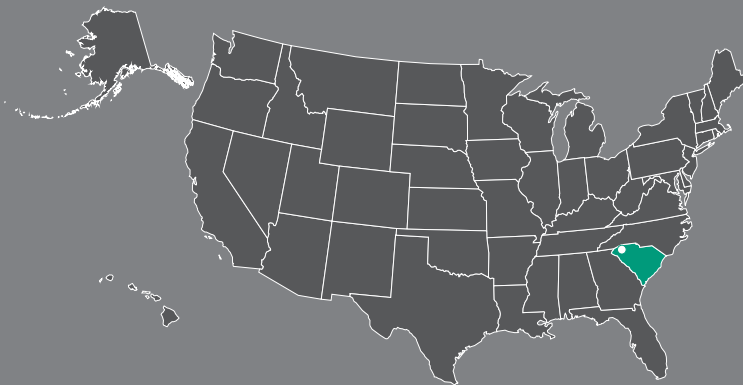
- Current sales market conditions: balanced
- Current rental market conditions: balanced
- Clemson University, a public land-grant university and the 2018 National Collegiate Athletic Association football champion, is in Pickens County.

Overview

The Greenville-Anderson-Mauldin (hereafter, Greenville) metropolitan area—which consists of Anderson, Greenville, Laurens, and Pickens Counties—is in the northwest corner of South Carolina and is coterminous with the Greenville-Anderson-Mauldin, SC Metropolitan Statistical Area. The city of Greenville, which is in Greenville County, is the economic center and the most populous city of the metropolitan area. Downtown Greenville is set against the scenic Blue Ridge Mountains and has become a tourist destination for its thriving arts scene, hundreds of restaurants, and numerous historic sites.

- As of March 1, 2020, the population of the Greenville metropolitan area is estimated at 927,900.
- Population growth averaged 8,675 people, or 1.0 percent, annually from 2010 to 2014 (American Community Survey [ACS] 1-year estimates). Since 2014, however, population growth is estimated to have increased to an average of 11,750 people, or 1.3 percent, annually.
- Greenville County has an estimated population of 530,500, making up approximately 57 percent of the

continued on page 2



continued from page 1

population in the metropolitan area. The county has grown by 7,925, or 1.6 percent, annually and has accounted for

59 percent of the population growth in the metropolitan area since 2010.

Economy

Economic growth in the Greenville metropolitan area has slowed in the past year. Nonfarm payrolls averaged 430,900 jobs during the first quarter of 2020—an increase of 1,300 jobs, or 0.3 percent, from the first quarter of 2019. By comparison, nonfarm payrolls averaged 429,600 jobs during the first quarter of 2019—an increase of 7,500 jobs, or 1.8 percent, from the first quarter of 2018.

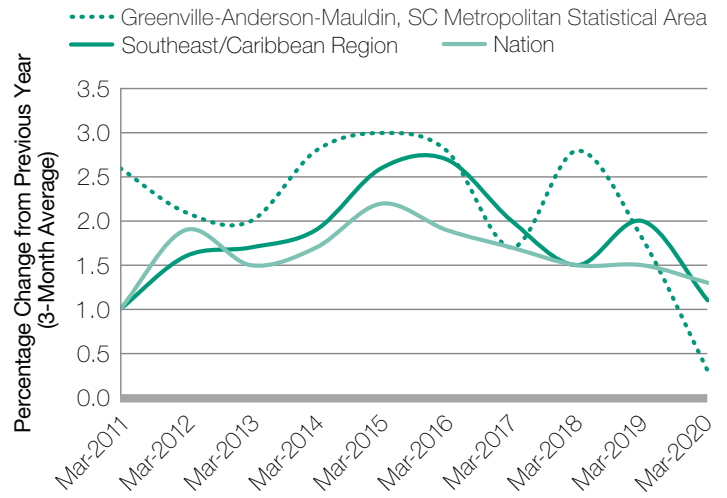
Plastic Omnium plant—a maker of automotive exterior components and modules—in Anderson County contributed to the loss.

continued on page 3

During the first quarter of 2020—

- The largest increase and fastest rate of job growth in the Greenville metropolitan area occurred in the government sector—up by 1,900 jobs, or 3.0 percent. Job gains were led by the local government subsector—with 1,600 jobs, or 84 percent—followed by the state government subsector—with 300 jobs, or 16 percent.
- The leisure and hospitality sector added 1,000 jobs, or 2.2 percent, compared with a year earlier. That growth is due in part to the opening of a Homewood Suites by Hilton in downtown Greenville. The five-story, 151-suite hotel opened in the second quarter of 2019 in the West End Historic District in downtown Greenville.
- Partially offsetting overall job growth were losses in the manufacturing sector, which declined by 800 jobs, or 1.4 percent. A layoff of approximately 290 workers at the

During the 3 months ending March 2020, job growth in the Greenville metropolitan area lagged behind the rate of growth in the region and the nation.



Note: Nonfarm payroll job growth.
Source: U.S. Bureau of Labor Statistics

Seven sectors in the Greenville metropolitan area added jobs during the first quarter of 2020.

	First Quarter of 2020		Year-Over-Year Change	
	March 2019 (Thousands)	March 2020 (Thousands)	Absolute (Thousands)	Percent
Total Nonfarm Payrolls	429.6	430.9	1.3	0.3
Goods-Producing Sectors	76.9	76.7	-0.2	-0.3
Mining, Logging, & Construction	18.7	19.4	0.7	3.7
Manufacturing	58.1	57.3	-0.8	-1.4
Service-Providing Sectors	352.7	354.3	1.6	0.5
Wholesale & Retail Trade	64.3	65.2	0.9	1.4
Transportation & Utilities	12.5	12.8	0.3	2.4
Information	6.8	6.6	-0.2	-2.9
Financial Activities	19.0	18.7	-0.3	-1.6
Professional & Business Services	74.9	72.2	-2.7	-3.6
Education & Health Services	52.1	52.4	0.3	0.6
Leisure & Hospitality	45.7	46.7	1.0	2.2
Other Services	14.7	15.0	0.3	2.0
Government	62.8	64.7	1.9	3.0
Unemployment Rate	3.1%	2.7%		

Note: Numbers may not add to totals due to rounding.
Source: U.S. Bureau of Labor Statistics



continued from page 2

- The unemployment rate declined to 2.7 percent—down from 3.1 percent during the same period a year ago.

Job growth is expected to be strong in the manufacturing and the professional and business services sectors during the next year. In the first quarter of 2020, Prodigy Cabinetry, a manufacturer of European-styled cabinetry, announced a \$2.5 million investment that will create 80 new jobs in 2020. In 2019, Pierburg US, LLC, a manufacturer of components for air supply and emission control, announced plans to expand existing facilities with a \$27 million investment that will create 95 new positions in Greenville County by 2021. Also in 2019, 98 Ventures, an executive management services company,

announced it was bringing approximately 150 new jobs to the Greenville metropolitan area by the second quarter of 2020.

Largest Employers in the Greenville Metropolitan Area

Name of Employer	Nonfarm Payroll Sector	Number of Employees
Prisma Health	Education & Health Services	15,941
Michelin North America Inc.	Manufacturing	7,120
Bon Secours Health System, Inc.	Education & Health Services	4,355

Note: Excludes local school districts.
Source: Greenville Area Development Corporation

Sales Market Conditions

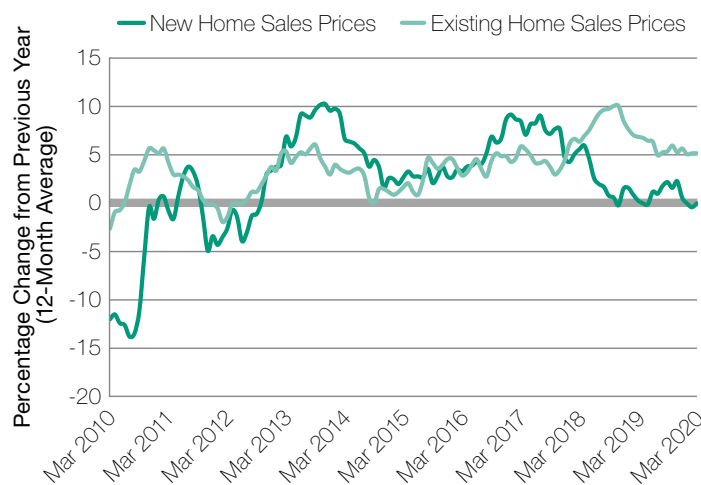
The sales housing market in the Greenville metropolitan area is currently balanced, with an estimated 1.6-percent sales vacancy rate—down from 2.9 percent in 2010, when the market was soft. During the 12 months ending March 2020, new and existing home sales (including single-family homes, townhomes, and condominiums) totaled 15,250—down 6 percent from the 16,200 sold during the previous 12 months. Although home sales declined in the metropolitan area during the past year, the number of sales was more than double the recent low of 7,800 homes sold during 2011. During the 12 months ending March 2020, the average sales price of new and existing homes increased 3 percent to \$256,700, down from a 6-percent increase during the previous 12-month period (Metrostudy, A Hanley Wood Company, with adjustments by the analyst).

During the 12 months ending March 2020—

- New home sales totaled 1,500, down 41 percent from the 2,550 sales a year ago. The average sales price for a new home was \$292,100—virtually unchanged from a year earlier.
- Existing home sales totaled 13,775—up less than 1 percent from the 13,650 homes sold during the previous 12-month period.
- The average sales price for existing homes was \$250,200—an increase of 5 percent from \$237,900 a year earlier. The current existing home sales price is 51 percent higher than the recent low of \$166,200 in 2009.
- REO sales accounted for 4 percent of existing home sales—down from 5 percent a year earlier and from a peak of 29 percent in 2011.

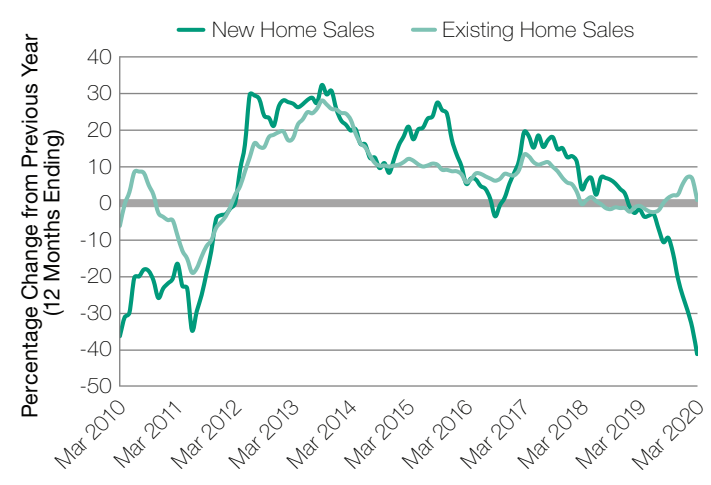
continued on page 4

The average existing home sales price in the Greenville metropolitan area has grown at a faster rate than new home sales prices since 2018.



Note: Includes single-family homes, townhomes, and condominiums.
Source: Metrostudy, A Hanley Wood Company, with adjustments by the analyst

New home sales declined in the Greenville metropolitan area during the past year.

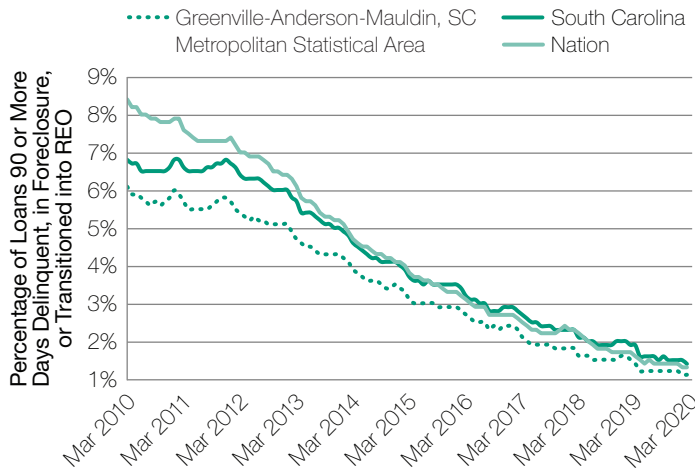


Note: Includes single-family homes, townhomes, and condominiums.
Source: Metrostudy, A Hanley Wood Company, with adjustments by the analyst



continued from page 3

The rate of seriously delinquent home loans and REO properties in the Greenville metropolitan area has been consistently below that of the nation and the state of South Carolina.



REO = real estate owned.
Source: CoreLogic, Inc.

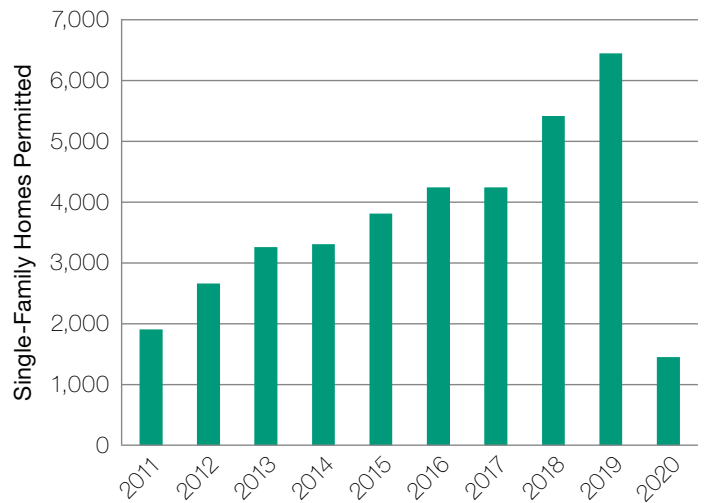
Single-family homebuilding, as measured by the number of single-family homes permitted, has generally trended upward in the Greenville metropolitan area since the mid-2010s. From 2016 through 2019, an average of 5,100 single-family homes were permitted annually, compared with an average of only 3,000 homes permitted annually from 2011 through 2015.

- During the 12 months ending March 2020, approximately 5,525 single-family homes were permitted—up 9 percent from the 5,050 homes permitted during the 12 months ending March 2019.
- Of the single-family homes permitted in the Greenville metropolitan area in the past 12 months, 67 percent, or

3,650 homes, were in Greenville County; 18 percent, or 1,025 homes, were in Anderson County; and 15 percent, or 850 homes, were in the two remaining counties.

- Currently under construction in the city of Simpsonville in Greenville County, south of downtown Greenville, is the Griffin Park neighborhood. The last phase of 21 homes is currently under construction, and the neighborhood will have 172 homes when complete later this year. Homes in the development range from 1,340 to 3,420 square feet, and list prices range from \$191,500 to \$311,500.

Single-family home permitting in the Greenville metropolitan area has increased nearly every year since 2011.



Note: Includes preliminary data from January 2020 through March 2020.
Source: U.S. Census Bureau, Building Permits Survey, with estimates by the analyst

Rental Market Conditions

As of April 1, 2020, overall rental housing market conditions are balanced in the Greenville metropolitan area, with an estimated 7.6-percent vacancy rate for all rental units (including single-family homes, townhomes, mobile homes, and apartments); that rate is down from an 11.4-percent vacancy rate in 2010, when market conditions were soft. Approximately 42 percent of renter households in the metropolitan area live in single-family homes, 14 percent live in buildings with two to four units, and 44 percent live in multifamily buildings with five or more units, typically apartments (2018 ACS 1-year estimates).

During the first quarter of 2020—

- The apartment market in the Greenville metropolitan area was balanced, with a vacancy rate of 5.5 percent, down from

5.6 percent a year earlier and slightly above the 5.4-percent rate during the first quarter of 2015 (RealPage, Inc.).

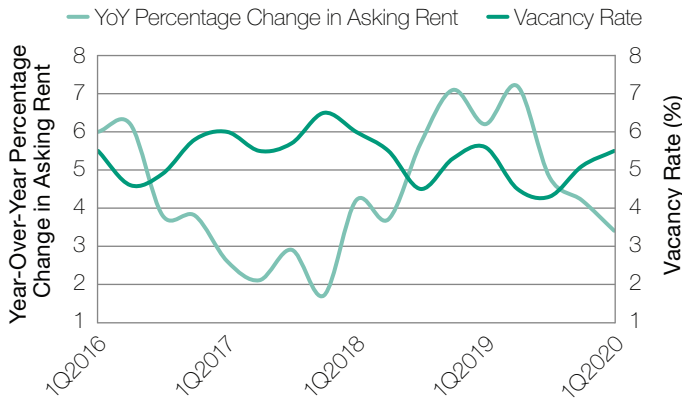
- The average rent for apartments in the Greenville metropolitan area was \$991, an increase of 3 percent from \$958 during the first quarter of 2019. That increase is comparable to the percentage increase in the average asking rent for the nation, which increased 3 percent to \$1,505 in the first quarter of 2020 from \$1,455 a year ago.
- The RealPage, Inc.-defined Clemson/Pickens County market area, which includes Clemson University, had the lowest vacancy rate in the metropolitan area at 2.0 percent—down from 4.9 percent a year ago. The highest vacancy rate, at

continued on page 5



continued from page 4

The average rent and vacancy rates in the Greenville metropolitan area have increased during the past year.



1Q = first quarter. YoY = year-over-year. Source: RealPage, Inc.

6.7 percent, was in the South Greenville market area, south of downtown Greenville along Interstate 385.

- The highest year-over-year increase in asking rent in the Greenville metropolitan area since 2016 was 7 percent during the second quarter of 2019.

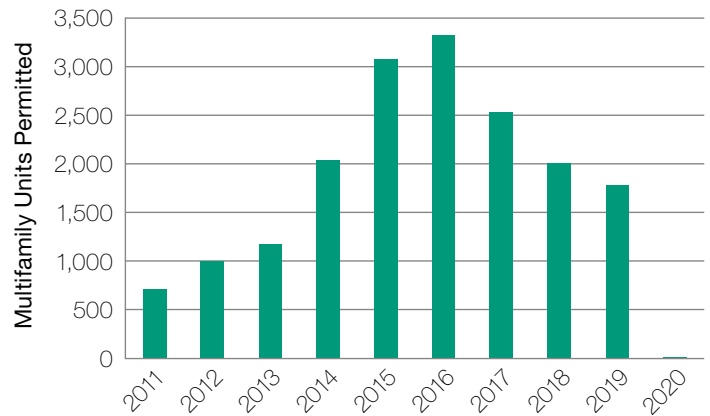
Multifamily home construction activity, as measured by the number of units permitted, increased every year from 2011 through 2016, with a decrease in units permitted each year from 2017 through 2019. More than 1,000 units have been permitted each year since 2012.

- During the 12 months ending March 2020, 1,350 multifamily units were permitted in the metropolitan area—down from 1,950 units permitted during the previous 12 months (preliminary data).
- From 2011 through 2014, an average of 1,250 multifamily units were permitted, annually. From 2015 through 2016,

as nonfarm payrolls increased, 3,200 units were permitted annually, compared with 2,100 units from 2017 through 2019.

- Recent apartment construction includes the 244-unit Hawthorne at Simpsonville, which was completed in 2019. The community is in the city of Simpsonville in Greenville County, east of Interstate 185. One-bedroom units range from 775 to 850 square feet, with rents from \$990 to \$1,300; two-bedroom units range from 1,075 to 1,115 square feet, with rents from \$1,190 to \$1,275; and three-bedroom units are 1,260 square feet and rent for \$1,415.
- The View at Paris Mountain—a 312-unit complex completed in 2019—is located north of downtown Greenville in convenient proximity to Furman University. The complex has one-, two-, and three-bedroom units with rents that start at \$880, \$1,000, and \$1,280, respectively.

Multifamily permitting in the Greenville metropolitan area rose each year from 2011 through 2016 but has slowed in recent years.



Note: Includes preliminary data from January 2020 through March 2020. Source: U.S. Census Bureau, Building Permits Survey, with estimates by the analyst