



Our Mission


We are your neighbors and community leaders providing education and support for building industry professionals. We create jobs, encourage home ownership and promote responsible growth throughout the Upstate of South Carolina.

Our Values

We believe that home ownership can and should be within the reach of every American family. American homes should be well-designed and well-constructed, located in attractive communities with educational, recreational, religious and shopping facilities accessible to all.

We pledge responsibility to our customers and our community, with high standards of health and safety built into every home. We encourage research to develop new materials, new building techniques, new equipment and improved methods of home financing.

We offer information on the home building and home buying process from local, regional and national sources, and consumer events that are educational and entertaining for present and future homeowners.



Benefits from the HBA SC HBA Greenville NAHB

Advocacy

A local membership of close to 500 and an affiliation with more than 235,000 building industry professionals nationwide give HBA of Greenville members a powerful political voice locally, statewide and in the nation's capital. The HBA of Greenville keeps members informed about legislative issues of local interest, while the Home Builders Association of South Carolina and the National Association of Home Builders defend affordable housing initiatives in the Statehouse and on Capitol Hill.

Education and Training

The Home Builders Association of Greenville coordinates training and certification programs to help members gain and maintain a competitive edge. The association also holds annual updates on International Building codes in conjunction with the City and county of Greenville SC, and sponsors a local web cast of the National Association of Home Builders' bi-annual Construction Forecast Conference.

Marketing and Sales Opportunities

HBA of Greenville presents both trade-only and consumer events throughout the year that helps maximize the sales and marketing efforts of its members. Members also receive discounted rates for exhibit space in the Southern Home and Garden Show, the largest consumer show of its kind in South Carolina and one of the largest in the Southeast.

Networking

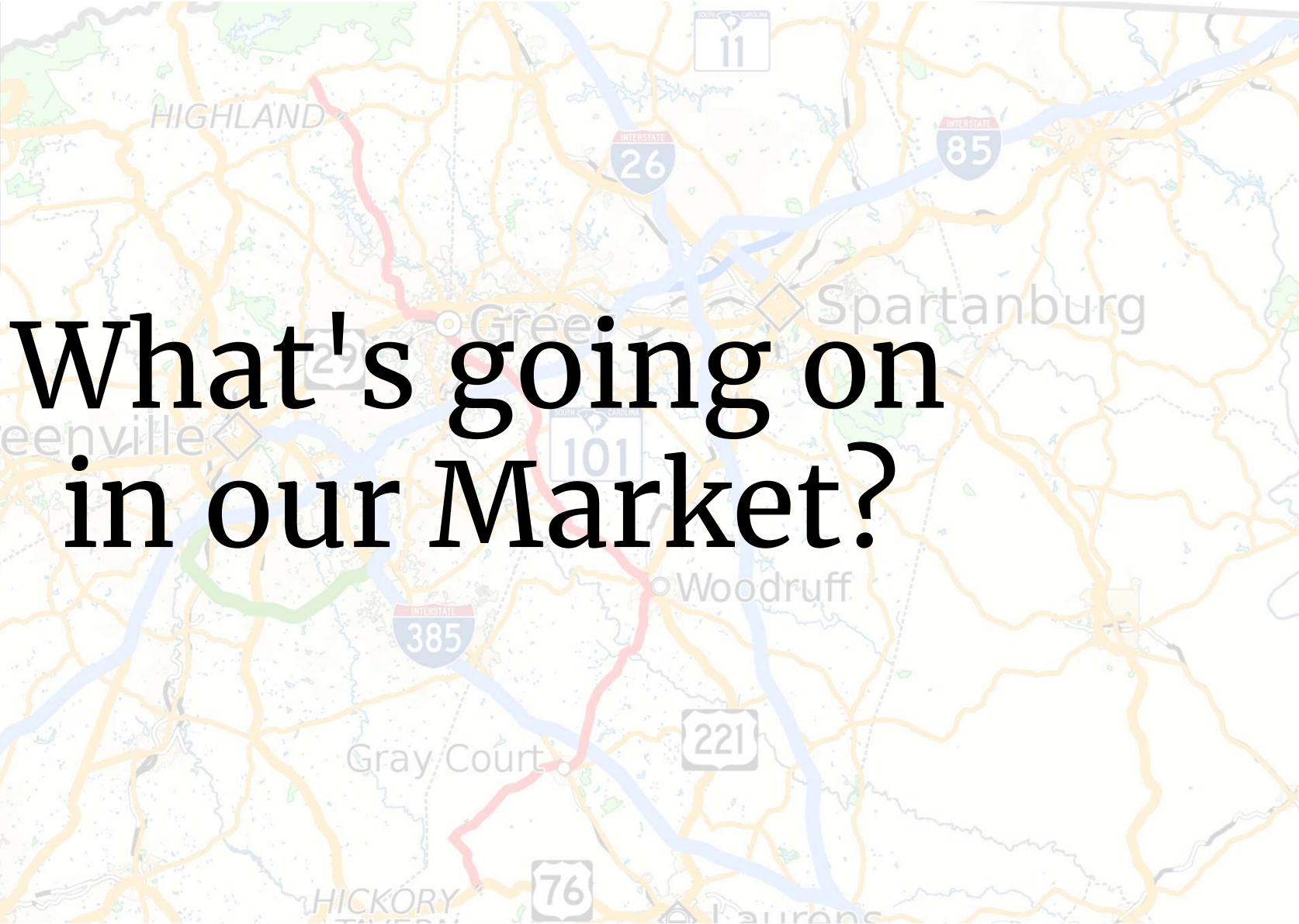
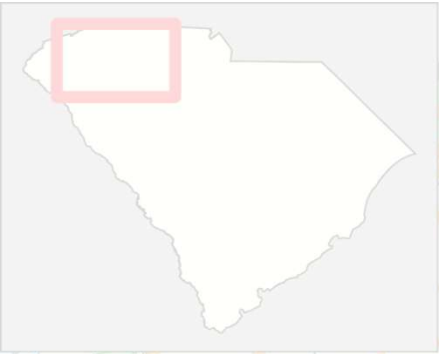
From membership meetings to working committees and special-interest councils, the Home Builders Association of Greenville provides many ways for its members to build relationships with fellow building professionals, industry suppliers and customers. Those who prefer networking in a less formal setting will enjoy the association's annual spring Golf Tournament and Builder after Hours.

Member Discounts

Affiliation with the National Association of Home Builders (NAHB) entitles HBA of Greenville members to discounts on hotel accommodations, car rental, office products, shipping and overnight delivery and more through affinity programs with companies like Dell Computers, Office Depot, FedEx, and General Motors.

M2M

Your membership to the HBA of Greenville can save you money and make you money with M2M, a member-to-member discount program with special offers for HBA of Greenville members only. Every HBA of Greenville member will be issued an HBA of Greenville Membership Card enabling your employees to easily identify those who should receive M2M discounts. All discounts will be listed on the HBA of Greenville website along with the expiration date of the offer. You can register to participate at www.hbaofgreenville.com/M2/



What's going on in our Market?

NAHB & HBA of Greenville Housing Economic Study

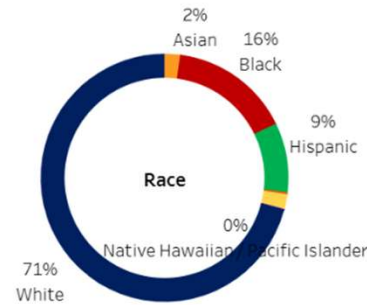
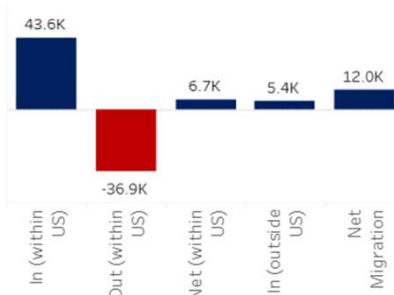
Location	Median New Home Price	Income needed to Qualify	Total Households	Households Unable to Afford the Median Price	Additional Households Priced out by a \$1,000 increase.
Greenville-Anderson	\$315,890	\$80,000 - \$100,000	296,315	184,612	867
Spartanburg	\$284,862	\$60,000 - \$80,000	136,043	82,521	324
Charleston	\$535,800	\$130,000 - 170,000	329,286	159,659	365
Columbia	\$269,874	\$55,000 - \$75,000	351,465	186,359	590
South Carolina	\$388,100	\$85,000 - \$105,000	2,344,963	1,597,965	1,908

Data Overview: Greenville Anderson Greer

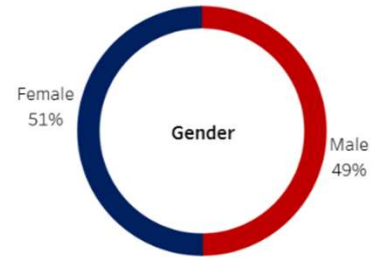
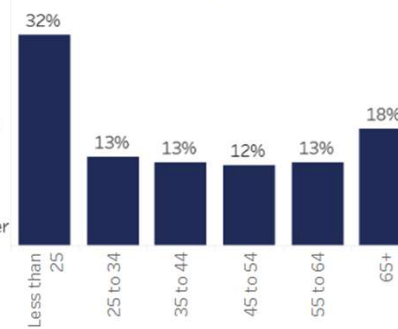
Population (2024Q3)	Median Family Income (2023 Inflation-Adjusted Dollars)	Exist. SF Median Home Price (2024Q3)	Total Permits YTD (November 2024)	Unemployment Rate (November 2024)
979.6K +2.3K from 1-year ago	\$86,129 +8.0% YOY	\$336.2K +0.3% YOY NSA	8,420 +16.4% YOY NSA	4.5% +1.65 percentage points YOY SA

Demographics

Annual Migration Flows
(Population migration between 2016-2020)

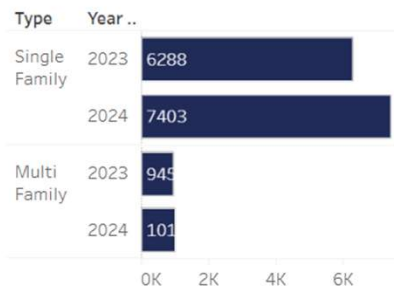


Age

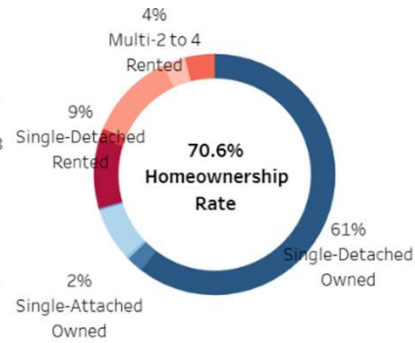
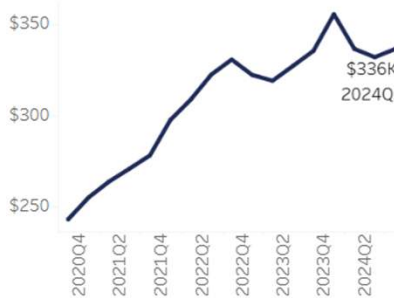


Housing Market

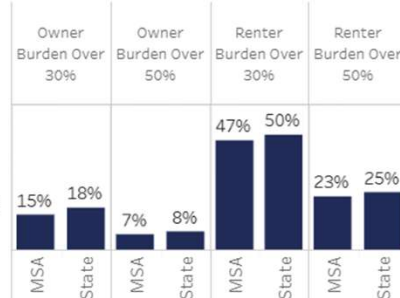
Permits November YTD
(Number of units, NSA)



Median Existing Single Family Home Price
(US\$ Thousands, NSA)



Housing Cost Burden
(Share of Owner/Renter Households)

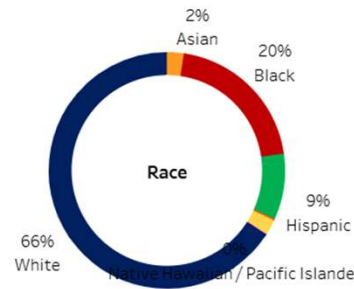
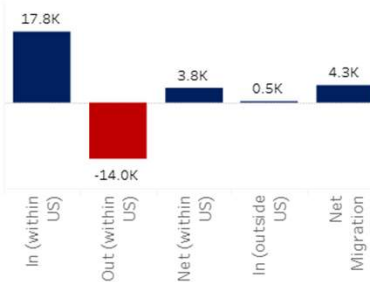


Data Overview: Spartanburg

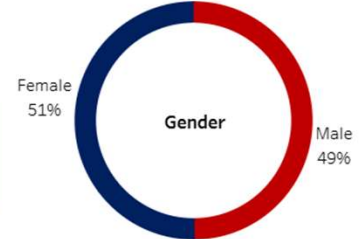
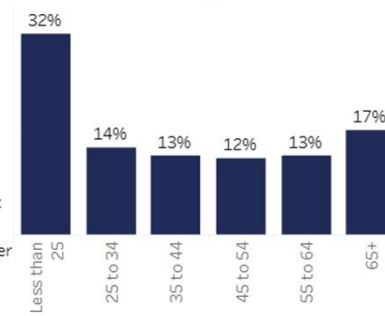
Population (2024Q3)	Median Family Income (2023 Inflation-Adjusted Dollars)	Exist. SF Median Home Price (2024Q3)	Total Permits YTD (November 2024)	Unemployment Rate (November 2024)
384.9K +0.5K from 1-year ago	\$74,915 +9.7% YOY	\$295.1K +0.9% YOY NSA	2,956 +9.6% YOY NSA	4.8% +1.81 percentage points YOY SA

Demographics

Annual Migration Flows (Population migration between 2016-2020)

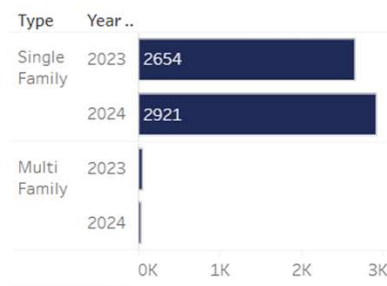


Age

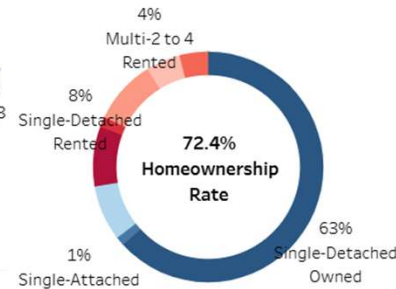
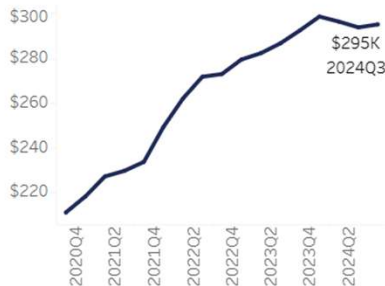


Housing Market

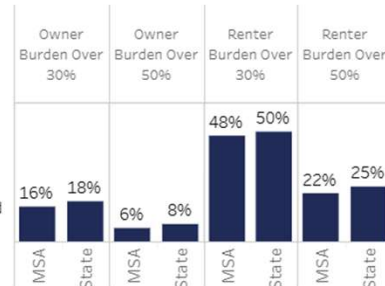
Permits November YTD (Number of units, NSA)



Median Existing Single Family Home Price (US\$ Thousands, NSA)



Housing Cost Burden (Share of Owner/Renter Households)

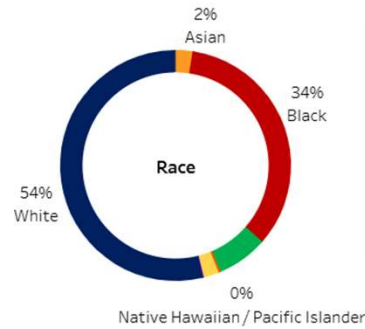
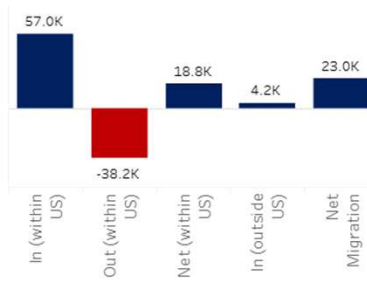


Data Overview: Columbia

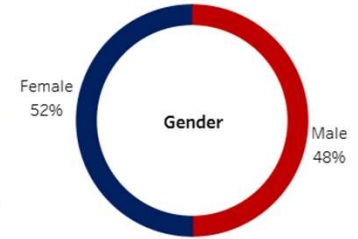
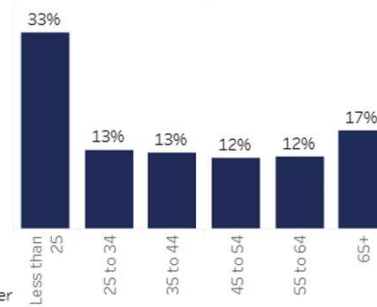
Population (2024Q3)	Median Family Income (2023 Inflation-Adjusted Dollars)	Exist. SF Median Home Price (2024Q3)	Total Permits YTD (November 2024)	Unemployment Rate (November 2024)
862.0K +2.4K from 1-year ago	\$85,140 +4.7% YOY	\$276.2K +1.6% YOY NSA	5,506 +7.2% YOY NSA	4.6% +1.78 percentage points YOY SA

Demographics

Annual Migration Flows (Population migration between 2016-2020)

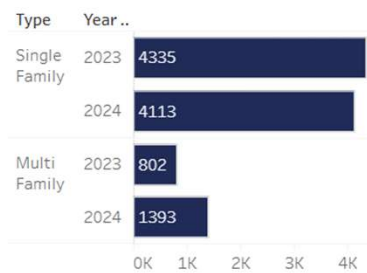


Age

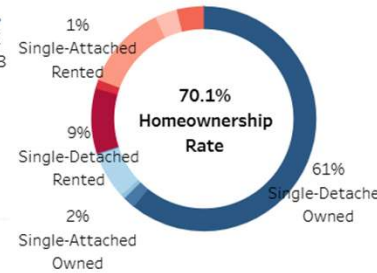
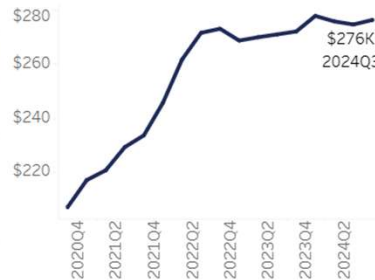


Housing Market

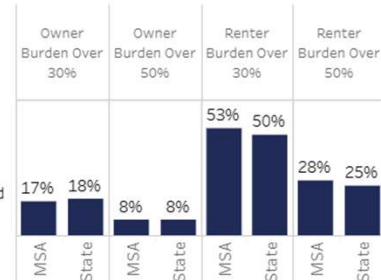
Permits November YTD (Number of units, NSA)



Median Existing Single Family Home Price (US\$ Thousands, NSA)



Housing Cost Burden (Share of Owner/Renter Households)

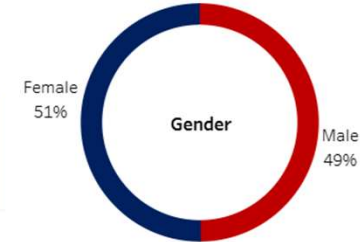
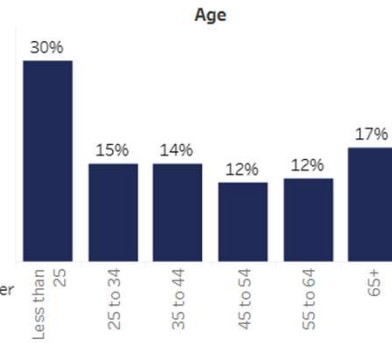
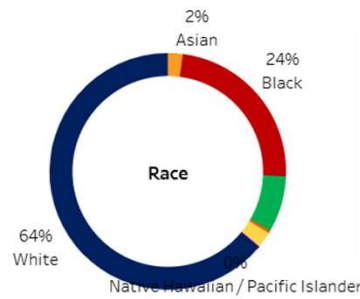
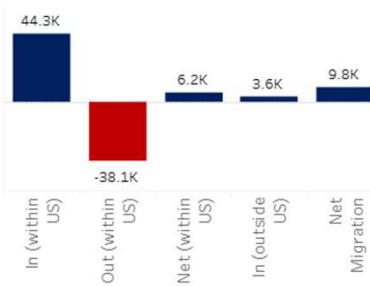


Data Overview: Charleston North Charleston

Population (2024Q3)	Median Family Income (2023 Inflation-Adjusted Dollars)	Exist. SF Median Home Price (2024Q3)	Total Permits YTD (November 2024)	Unemployment Rate (November 2024)
852.9K +1.4K from 1-year ago	\$102,616 +3.7% YOY	\$460.8K +8.9% YOY NSA	7,869 -3.6% YOY NSA	4.1% +1.46 percentage points YOY SA

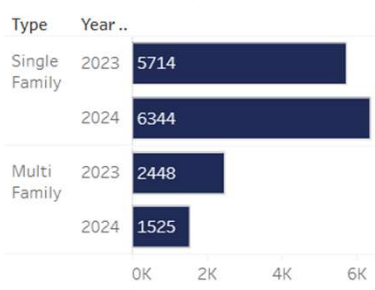
Demographics

Annual Migration Flows
(Population migration between 2016-2020)

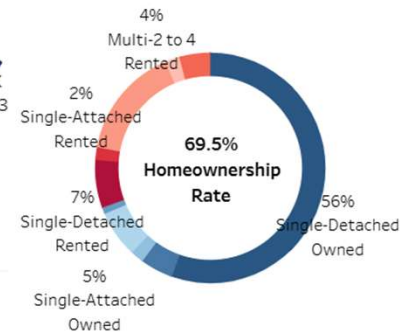
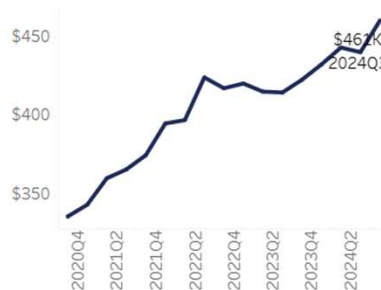


Housing Market

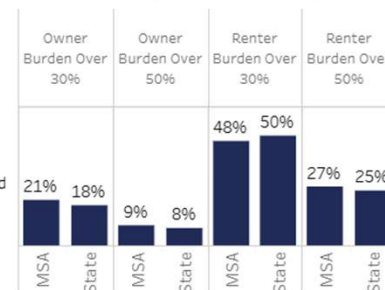
Permits November YTD
(Number of units, NSA)



Median Existing Single Family Home Price
(US\$ Thousands, NSA)



Housing Cost Burden
(Share of Owner/Renter Households)



2024 General Market Overview

January 1, 2024 - December 31, 2024

Market Health

History

	2023	YOY CHANGE	CURRENT MONTH/QUARTER	YOY CHANGE
Future Lots	26,092	16.2%	21,973	-7.3%
Lot Deliveries	2,322	-58.1%	3,032	535.6%
Vacant Developed Lots	4,055	-21.4%	7,139	95.9%
VDL Months of Supply	14.2	-91.3%	23.2	57.5%
Starts	3,427	799.5%	3,695	24.4%
Housing Inventory	1,799	6.5%	1,852	-7.1%
New Home Sales	-	-	3,818	-1.1%
Deed Closings - New	4,724	4.0%	267	-16.6%
Median New Closing Price	\$331,012	2.4%	\$348,900	10.8%
Affordability Ratio - New	30.5%	-7.3%	-	-
Foreclosures	58	-35.6%	2	-60.0%

10-Year Annual History

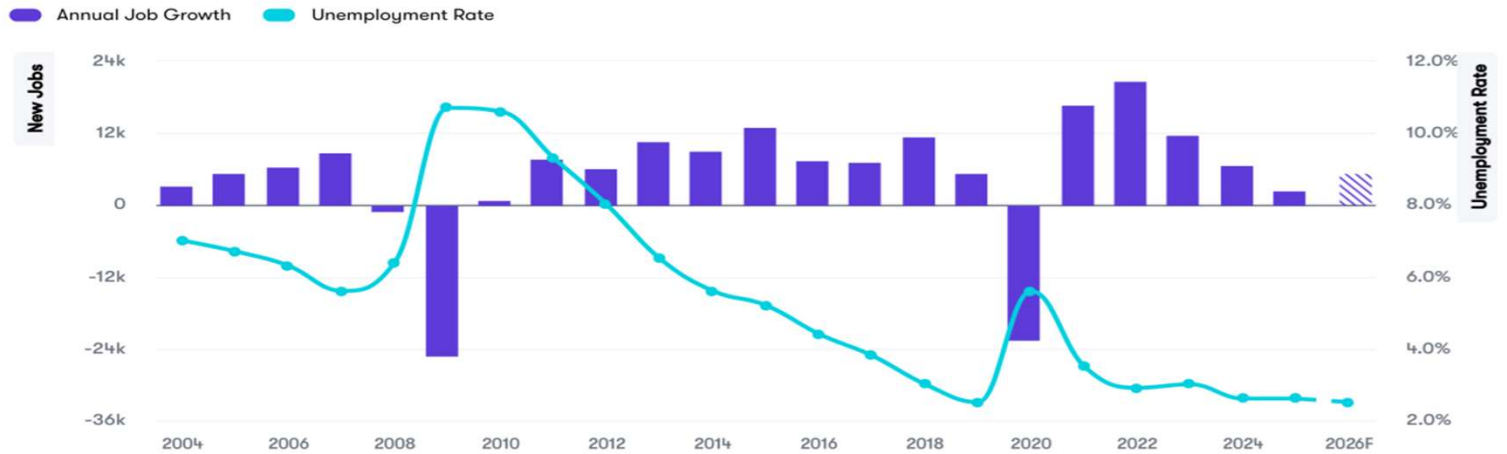
	AVG.	MIN.	MAX.
Future Lots	23,695	21,973	26,092
Lot Deliveries	5,203	2,322	7,189
Vacant Developed Lots	4,730	4,001	5,559
VDL Months of Supply	38.5	14.0	162.6
Starts	2,611	381	3,695
Housing Inventory	1,900	1,689	1,957
New Home Sales	3,070	1,891	4,068
Deed Closings - New	3,633	267	5,298
Median New Closing Price	\$279,360	\$224,159	\$348,900
Affordability Ratio - New	44.0%	0.0%	57.9%
Foreclosures	274	2	836

Jobs vs. Unemployment

2025E Total Jobs
469,408 0.5%

Annual Job Growth
2,475 0.5%

Unemployment Rate
2.6%



Household Growth

2025 Total Households
414,880 2.3%

2025 Household Growth
9,170 2.26%

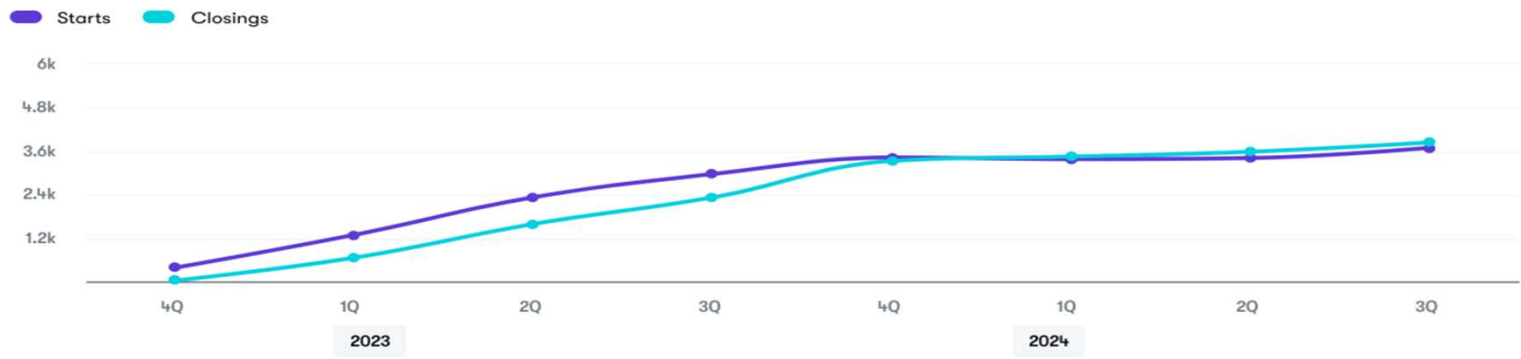


Supply Snapshot



Annual Observed Starts vs. Annual Observed Closings

Starts	Closings
3,695 ^{24.4%}	3,844 ^{65.2%}



New Home Sales

Sales	Avg. Sales Rate
3,785 [↓]	2.8 [↓]
Last 12 Months	Last 12 Months



Total Housing Inventory

Under Construction MOS	Finished Vacant MOS
5.5 [↓]	0.7 [↓]
3Q 2024	



2024 Local Builder Statistics

Builder	Closings	Closing Price (Avg)	Living Sq Ft (Avg)	Observed Starts (recent qtr)	Vacant Developed Lots	FutureLots
D.R. HORTON INC	609	\$325K	2,024	130	1,157	2,862
NVR	428	\$323K	1,919	89	691	212
LENNAR	380	\$313K	1,830	165	494	275
MERITAGE HOMES	248	\$363K	2,491	77	952	319
*BUILDER TBD	236	\$403K	2,143	20		13,313
DRB HOMES	228	\$381K	2,289			
SK BUILDERS	225	\$324K	1,967	73	125	237
STANLEY MARTIN HOMES	164	\$358K	2,273	34	226	737
CLAYTON PROPERTIES ..	114	\$440K	2,529	9	163	414
UNITED HOMES GROUP	89	\$279K	1,790	17	391	387
EASTWOOD HOMES	82	\$330K	2,160	35	199	51
TOLL BROTHERS	82	\$543K	2,757	30	191	171
MCGUINN HOMES	56	\$220K	1,467	8	23	
CENTURY COMMUNITIES	50	\$242K	2,389	22		1
ADAMS HOMES	39	\$390K	2,269	12	166	109
HUNTER QUINN HOMES ..	34	\$447K	2,480	3	118	1
TRUST HOMES-SOUTH C..	32	\$534K	3,329			
DISTINGUISHED DESIGN ..	31	\$496K	2,798			
THE PULTE GROUP	29	\$360K	0	2	62	553
COTHRAN HOMES	27	\$363K	2,065	21	213	
ROSEWOOD COMMUNITI..	23	\$595K	2,367	3	70	
DREAM FINDERS HOMES	20	\$364K	2,080	15	28	686
ENCHANTED HOMES	19	\$595K	2,645			
LIBERTY COMMUNITIES, ..	18	\$347K	2,246	14	383	526
APEX DEVELOPMENT SO..	17	\$404K	1,112			
CMH HOMES INC	17	\$193K	1,781			
SADDLE HORN LLC	16	\$704K	3,650			
STONEWOOD HOMES	16	\$484K	2,420			
CRAFT HOMES INC (SC)	15	\$435K	2,738			
RELIANT HOMES LLC	14	\$462K	2,778	11	14	
NIEMITALO INC	13	\$416K	2,023			
COBBLESTONE HOME C..	12	\$736K	2,743			



Projected Land Growth Development Areas

1- Spartanburg County

2- Laurens County

3- Woodruff City & County

4- Anderson (Powdersville)

5- Gaffney & Cherokee County

A background image showing construction workers on a site. Two workers in the foreground are wearing hard hats and safety vests, looking towards the right. In the background, there are various pieces of construction equipment, including a large excavator and a truck. The scene is outdoors and appears to be a busy construction site.

Issues in the Building Industry

Supply Chain Issues

New construction builders, remodelers and trades are still dealing with supply chain issues on products (limited)

Workforce Development

There is a shortage of more than 500,000 workers in the construction industry, and this is resulting in housing construction delays and higher home building costs.

Regulatory and Construction Cost

Builders face elevated construction costs and regulatory cost. This is all before Tariffs come into play.

Local Impact Fees

HBA of Greenville is actively working with the 17 Municipalities that we cover to help mitigate impact fees to help with the affordable housing conversation.

Questions

A modern, two-story house with a garage, set against a backdrop of mountains and trees. The house features light-colored siding, stone accents, and a dark roof. The word "Questions" is overlaid in large, black, serif font across the center of the image.



Thank You for your time!

Taylor Lyles
tlyles@hbaofgreenville.com
864-907-0756