CHARLESTON, SC

2025 MARKET AT A GLANCE

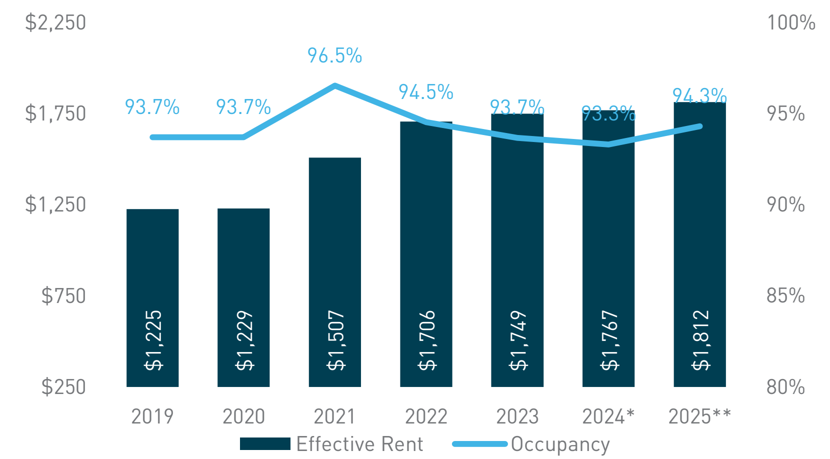
OCCUPANCY RATE (Q4 2025)	EFFECTIVE RENT (Q4 2025)	RENT SHARE OF WALLET (Q4 2025)
94.3%	$1,812	24.9%
UP 100 BPS YOY	UP 2.5% YOY	DOWN 20 BPS YOY

Charleston Apartment Market Poised for Growth Amid Rising Demand and Employment

Market fundamentals will demonstrate significant growth this year as payrolls expand. Considerable leasing activity will contribute to a 100-basis-point annual rise in average occupancy to 94.3% in the fourth quarter. Net absorption by year-end is forecast to be approximately 20% above the annual average from 2021 to 2024. This trend will support effective rent growth of 2.5% by year-end, building on the 1.0% from last year. Household income growth of 3.2% by the end of the year further supports the continued increase in rent. Leasing activity will outpace new supply for the first time since 2021, highlighting robust demand that will foster a tighter rental market. Charleston's strong labor market, marked by a blend of white- and blue-collar jobs, is anticipated to expand 1.3% by year-end 2025, supporting the demand for rental housing. Additionally, the region's low unemployment rate, especially compared to other southeastern metros, is a key factor contributing to the market's stability. Economic growth in the Charleston area is further driven by major employers such as The Boeing Company, which is currently enhancing its North Charleston plant capabilities, and Google, which has committed $2 billion towards building two new data centers in the region. The addition of the new data centers and plant expansion all fall within the bounds of Charleston's north and northwest submarkets, which are the most affordable apartment submarkets. The creation of new jobs in support of these projects will allow operators to continue to increase rent to a point at which effective rent aligns more closely with the metro average.

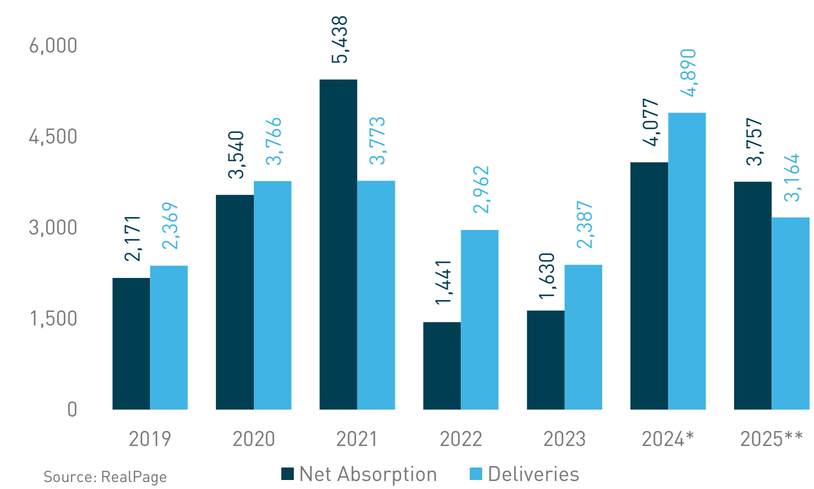
Unless noted otherwise, data and images pertaining to rent, occupancy, employment, unemployment, income, price per unit, and cap rate are year-end figures. Absorption and construction figures are full-year totals, unless noted otherwise. Numbers for 2024 are projected values. 2025 figures are forecast projections.

APARTMENT TRENDS



Source: RealPage
*Projected **Forecast

Note: Effective rent and occupancy reflect stabilized properties and does not include preleased units or properties in lease-up. A newly constructed property is considered stabilized once it becomes 85% occupied.



Source: RealPage

*Projected **Forecast

CHARLESTON, SC

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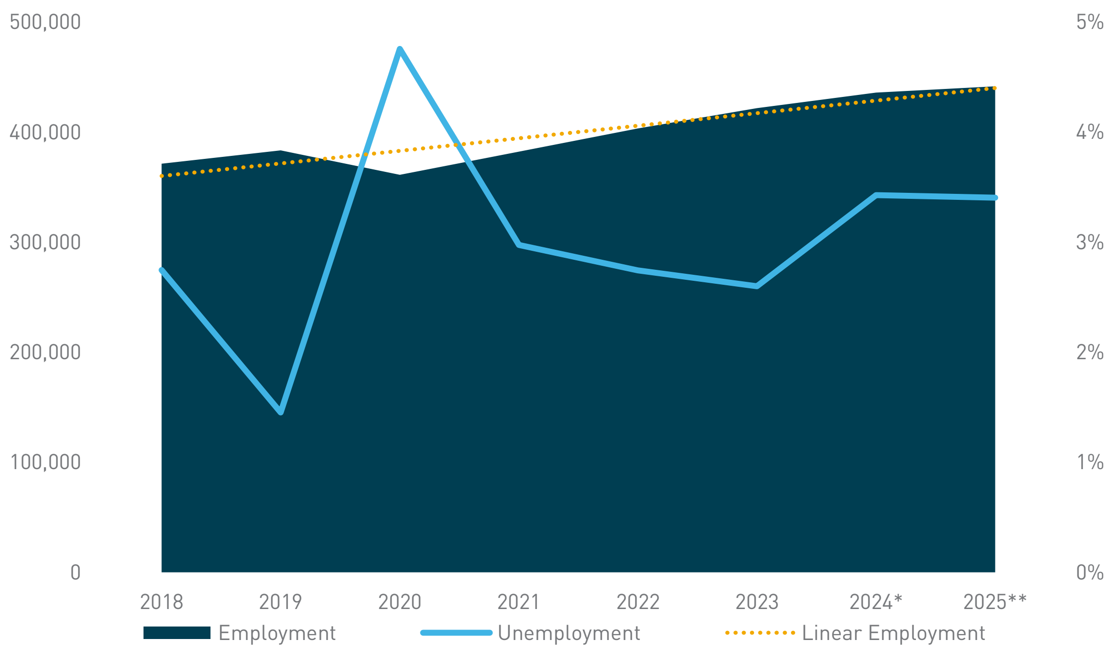
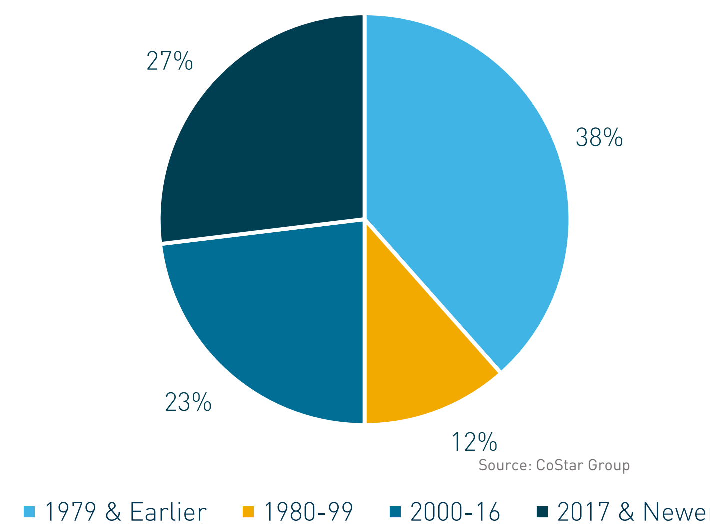
EMPLOYMENT TRENDS



Source: Moody's Analytics

*Projected **Forecast

2024 SALES TRENDS*



Source: CoStar Group

*YTD through Oct.

The apartment sales information represents transactions of apartment properties with a sales price of $2.5 million or more, unless otherwise indicated.

EMPLOYMENT (DEC. 2025)
441,600
UP 1.3% YOY

UNEMPLOYMENT (DEC. 2025)
3.4%
UNCHANGED YOY

MEDIAN HOUSEHOLD INCOME (DEC. 2025 SAAR)
$87,185
UP 3.2% YOY

PRICE PER UNIT (2024 AVG.)
$218,964
UP 3.7% YOY

CAP RATE (2024 AVG.)
5.4%
UNCHANGED YOY