



nest
REALTY

2025 Nest Market Report

Greenville Area

National Market Review

A Market in Transition

Will 2026 be the year housing takes center stage in national politics? While solutions will differ across Washington, most policymakers agree on one fact: **affordability has reached a breaking point for many Americans.** As we approach a new election cycle, housing is poised to become one of the country's most visible economic issues.

This shift is the result of several converging forces:

- Interest rates stabilizing but remaining elevated.
- Home prices rising faster than household income.
- Insurance costs increasing sharply.
- Inventory levels remaining well below national needs.

Together, these trends have redefined buyer and seller behavior and shaped expectations for the year ahead.

Affordability Moves to the Forefront

Affordability hinges on the balance between three factors:



For much of the past decade, low interest rates masked rising prices. But in 2022, mortgage rates jumped from 3% to 7%, increasing monthly payments by more than 55%.

Since late 2022, rates have held steady in the 6.5%–7.5% range. Predictability has returned, but many buyers still perceive these rates as high compared to the sub-5% environment that lasted from 2011–2022. The result has been slower sales, cooling prices in certain markets, and a broad resetting of buyer expectations.

Meanwhile, wage growth has not kept pace. Between 2015 and 2024, the median household income rose 56%, while home prices increased between 90% and 103%, depending on the index. When prices rise faster than wages—and interest rates rise at the same time—affordability declines.

The Rising Cost of Homeownership

Insurance has become a major affordability factor. From 2022 to 2024, premiums rose more than 30% in 21 states and 40–70% in ten of them, with another 28% increase projected over the next three years.

Insurance now represents 9% of the average mortgage payment—the highest share on record—driven by rising rebuild costs, more frequent climate events, population shifts, and insurers exiting high-risk markets. Currently, 12% of U.S. homes are considered high risk, a figure projected to exceed 20% by 2050.

A Diverging Landscape

For years, national housing recaps looked similar across markets. But 2025 has brought sharp regional variations. Economic pressures, insurance challenges, and affordability concerns now differ meaningfully from one region to the next.

In today's environment, understanding your local market matters more than ever, and your Nest agent can help you interpret how national forces are playing out in your area.

National Housing Trends

Inventory Gains Fall Short of Demand: A 13% Inventory Increase Against a 2.5 Million-Home Deficit

National inventory rose 13% in 2025, according to ResiClub. While encouraging, this gain falls far short of addressing the estimated 2.5 million home shortage nationwide. Even with steady improvement, closing the gap would require more than a decade of elevated construction.

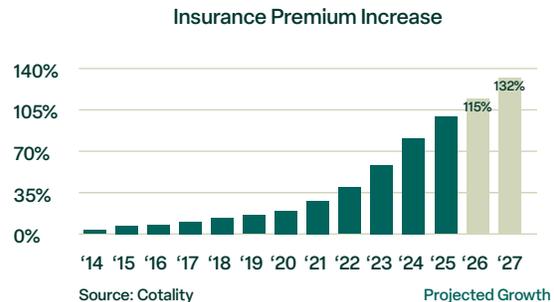
As we enter 2026, housing affordability remains one of the most influential forces shaping the market. Rising insurance costs and lagging wage growth continue to pressure buyers, even as conditions gradually stabilize.

Still, the new year brings opportunities: modest price softening in some markets, steadier inventory, and rate stability may bring buyers back. How the rest of 2026 unfolds will depend on broader economic shifts, policy decisions, and how quickly confidence returns to both buyers and sellers.

Three Trends to Watch in 2026

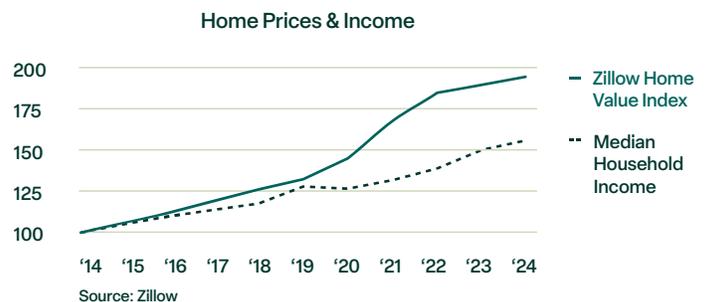
1. Insurance Premium Growth

Premiums rose modestly for several years before accelerating dramatically in 2021. This trend is expected to continue through 2027.



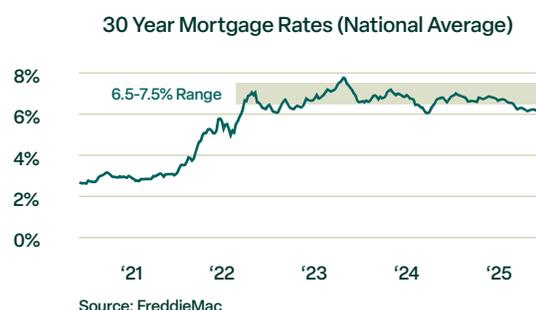
2. Home Prices and Income

Home values have nearly doubled over the past decade, while real wages have grown far more slowly. This widening gap is a central driver of today's affordability challenges.



3. 30-Year Mortgage Rates

After the rapid spike in 2022, mortgage rates have remained steady within the 6.5%–7.5% range. This stability has helped bring predictability back to the market, even if overall costs remain elevated.





Nest Greenville 2025 at a Glance

98%

98% of List Price | Nest listings sold for an average of 98% of list price in 2025—proof that our data-driven pricing and marketing strategies deliver results.

25

25 Days on Market | Homes listed with Nest Realty spent an average of just 25 days on market—less than half the regional average of 52 days.

1

Year One | This year we launched Roots & Wings, our community giving program. Every dollar collected supports local causes and neighbors here in the Upstate —helping our community rise above life's challenges.



2025
Greenville
MSA

Local Market Review

The Upstate continues to shine with more homes, more choices, and the same strong demand.

Real estate in the Upstate of South Carolina proved once again that our market stands strong, even amid national fluctuations. While many regions across the country experienced modest gains or cooling conditions, the Upstate continued to see an increase in closings by 8.6% and a higher average sales price of \$397,792 — clear indicators of sustained buyer demand and regional appeal.

At the same time, the months' supply of inventory rose, giving buyers more options and creating a healthier balance between supply and demand. In other words, the market is doing exactly what experts predicted: normalizing after several years of rapid price growth and limited inventory.

Sellers are still benefiting from steady demand and rising home values, but with more listings available homes are spending slightly longer on the market. Pricing strategically and preparing homes to stand out remain key for sellers who want to maximize results. For buyers, this shift offers welcome breathing room—a chance to explore, negotiate, and make confident decisions without the intense competition of years past.

Overall, the Upstate continues to attract new residents and investors drawn to its quality of life, economic growth, and relative affordability compared to larger metropolitan areas. Whether buying or selling, understanding these local dynamics is essential to making informed real estate decisions.

As we move into 2026, we expect a market that continues to reward preparation, strategy, and partnership. Real estate in the Upstate remains a long-term investment in one of the most desirable regions in the Southeast—and at Nest Realty, we're proud to help guide our clients through every step of that journey.

All Properties Greenville MSA

+3.6%

Average Sales Price

The average sales price of all homes increased by 3.6% between 2024 and 2025.

+8.6%

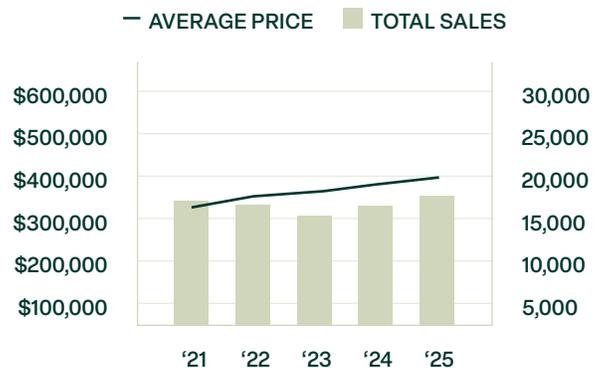
Total Sales

The total sales of all homes increased by 8.6% between 2024 and 2025.

	2025	2024	% CHG
Total Sales	17,841	16,433	8.6%
*Price per Sq. Ft.	\$186	\$271	-31.5%
Days on Market	54	49	10.2%
Avg. Sales Price	\$397,792	\$384,068	3.6%

*Price per square foot impacted by tiny home sales in Taylors, SC

In Greenville in 2025, on average, a listing stayed on the market for 10.2% more time and sold for 3.6% more compared to 2024.



Condos & Townhomes

-6.8%

Average Sales Price

The average sales price of condos & townhomes decreased by 6.8% between 2024 and 2025.

+12.7%

Total Sales

The total sales of condos & townhomes increased by 12.7% between 2024 and 2025.

	2025	2024	% CHG
Total Sales	2,108	1,870	12.7%
Price per Sq. Ft.	\$179	\$191	-6.2%
Days on Market	60	56	7.1%
Avg. Sales Price	\$292,732	\$314,009	-6.8%

Single Family Homes

+4.8%

Average Sales Price

The average sales price of single family homes increased by 4.8% between 2024 and 2025.

+8.1%

Total Sales

The total sales of single family homes increased by 8.1% between 2024 and 2025.

	2025	2024	% CHG
Total Sales	15,726	14,553	8.1%
Price per Sq. Ft.	\$187	\$281	-33.7%
Days on Market	53	48	10.4%
Avg. Sales Price	\$411,714	\$392,877	4.8%

Greenville



1997

Avg. Year Homes Built

2,170

Average Detached Sq. Ft.

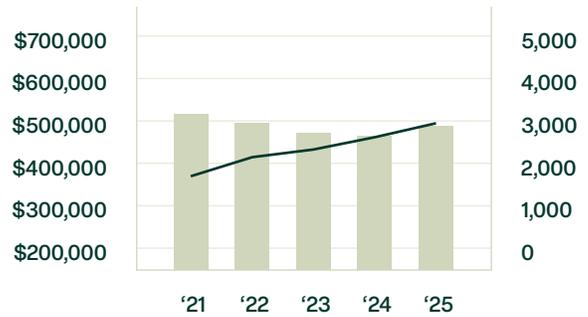
28%

% Homes <5 Years Old

2,019

Average Attached Sq. Ft.

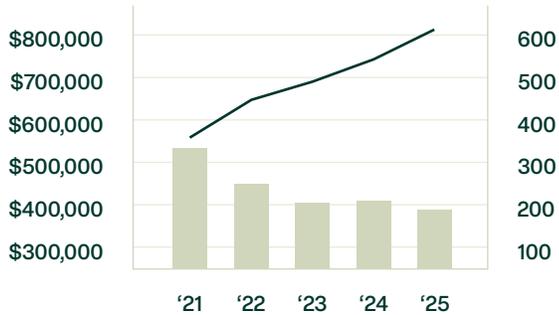
— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	2,863	2,686	6.6%
Price per Sq. Ft.	\$233	\$230	1.3%
Days on Market	50	46	8.7%
Avg. Sales Price	\$495,942	\$466,821	6.2%
Total Volume	\$1,419,880,789	\$1,253,882,657	13.2%

Downtown Greenville

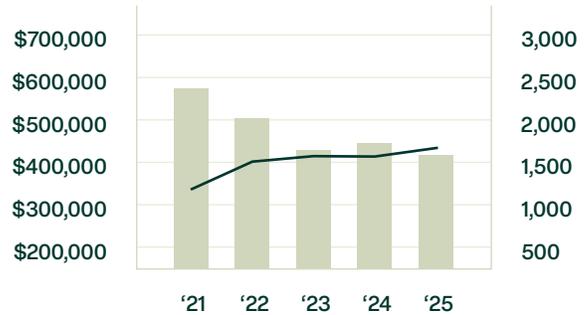
— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	188	209	-10.0%
Price per Sq. Ft.	\$403	\$431	-6.5%
Days on Market	97	108	-10.2%
Avg. Sales Price	\$823,320	\$753,549	9.3%
Total Volume	\$154,784,071	\$157,491,786	-1.7%

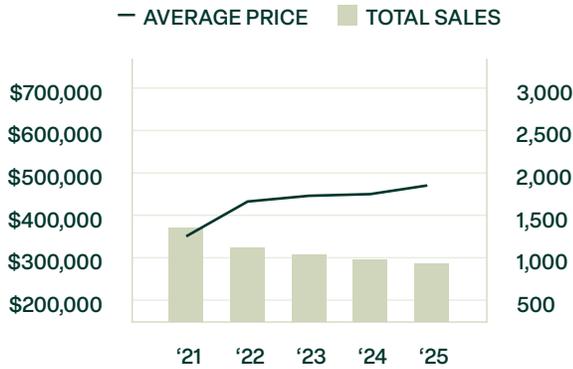
Simpsonville

— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	1,596	1,704	-6.3%
Price per Sq. Ft.	\$180	\$176	2.3%
Days on Market	45	44	2.3%
Avg. Sales Price	\$436,000	\$415,777	4.9%
Total Volume	\$695,856,418	\$708,484,611	-1.8%

Five Forks



	2025	2024	% CHG
Total Sales	939	981	-4.3%
Price per Sq. Ft.	\$186	\$181	2.8%
Days on Market	39	43	-9.3%
Avg. Sales Price	\$469,270	\$447,004	5.0%
Total Volume	\$440,644,389	\$439,852,143	0.2%



2004

Avg. Year Homes Built

2,661

Average Detached Sq. Ft.

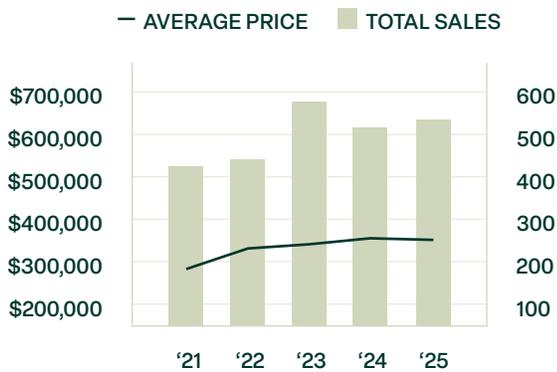
16%

% Homes <5 Years Old

1,695

Average Attached Sq. Ft.

Fountain Inn



	2025	2024	% CHG
Total Sales	531	514	3.3%
Price per Sq. Ft.	\$168	\$168	0.0%
Days on Market	54	55	-1.8%
Avg. Sales Price	\$348,592	\$356,340	-2.2%
Total Volume	\$185,102,519	\$183,159,022	1.1%

Greer

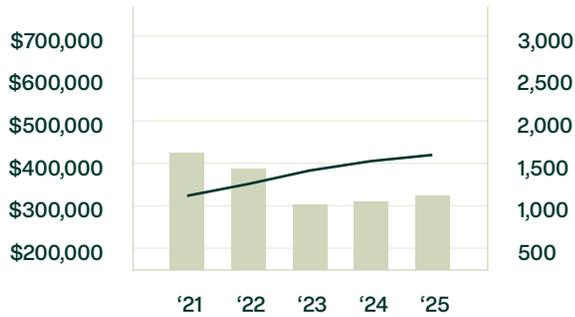


	2025	2024	% CHG
Total Sales	1,398	1,311	6.6%
Price per Sq. Ft.	\$187	\$184	1.4%
Days on Market	50	46	8.7%
Avg. Sales Price	\$432,635	\$411,757	5.1%
Total Volume	\$604,824,340	\$539,813,857	12.0%

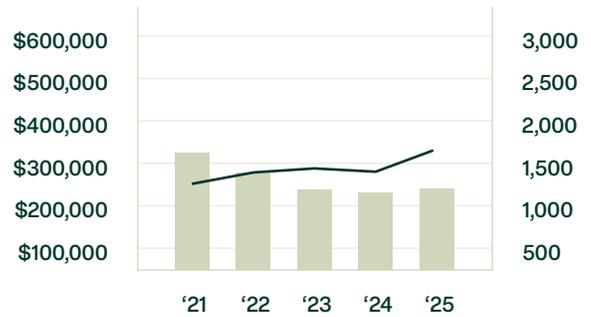
Eastside

Anderson

— AVERAGE PRICE ■ TOTAL SALES



— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	1,114	1,021	9.1%
Price per Sq. Ft.	\$191	\$192	-0.5%
Days on Market	40	35	14.3%
Avg. Sales Price	\$420,741	\$413,610	1.7%
Total Volume	\$468,705,842	\$422,296,122	11.0%

	2025	2024	% CHG
Total Sales	1,200	1,166	2.9%
Price per Sq. Ft.	\$165	\$152	8.6%
Days on Market	68	57	19.3%
Avg. Sales Price	\$331,944	\$271,788	22.1%
Total Volume	\$398,332,800	\$361,687,546	10.1%

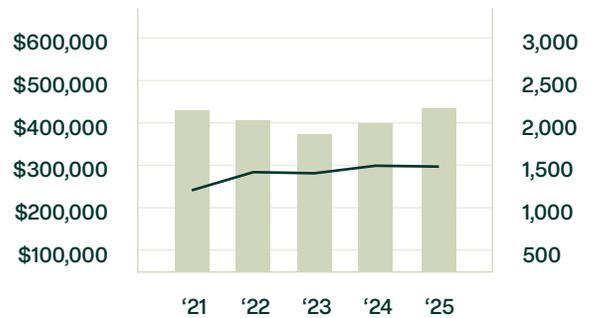
Travelers Rest

Greater Spartanburg

— AVERAGE PRICE ■ TOTAL SALES



— AVERAGE PRICE ■ TOTAL SALES



	2025	2024	% CHG
Total Sales	400	327	22.3%
Price per Sq. Ft.	\$221	\$227	-2.7%
Days on Market	49	33	48.5%
Avg. Sales Price	\$528,949	\$499,997	5.8%
Total Volume	\$211,579,685	\$163,499,049	29.4%

	2025	2024	% CHG
Total Sales	2,186	1,962	11.4%
Price per Sq. Ft.	\$154	\$155	-0.4%
Days on Market	44	37	18.9%
Avg. Sales Price	\$295,368	\$294,294	0.4%
Total Volume	\$645,673,883	\$577,405,749	11.8%



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2



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Community First

Giving Back in 2025

This year, our impact extended far beyond real estate. We launched Roots & Wings, our local community giving program created to keep local giving local—helping Upstate residents rise above life’s challenges through community-based support. Additionally, our team rallied together to host three incredible events benefiting local organizations and families in need.

1. Zoofari

Benefiting The Meyer Center for Special Children

We kicked off the year with Zoofari, a family-friendly adventure through the Greenville Zoo that raised funds for

The Meyer Center for Special Children—a local nonprofit dedicated to empowering children with disabilities. Clients and friends explored the zoo, collected fun trinkets along the way, and helped make a meaningful difference for a remarkable organization.

2. Pawtoberfest

Benefiting Greenville Humane Society

Our second annual Pawtoberfest brought together our Nest community (and their pups!) for a day of wagging tails and giving back. Through local donations and a silent auction, we raised over \$1,000 for the Greenville Humane Society, one of the largest no-kill animal shelters in the Southeast. We even had two dogs find their forever homes after the event!

3. Holiday Movie Event

Benefiting Toys for Tots

To close out the year, our annual Holiday Movie Event spread cheer while collecting gifts and donations for Toys for Tots. Families gathered for a special screening of Home Alone 2, complete with a bounce house, Santa photos, and a raffle for a “Home Alone Experience” at The Westin Poinsett. Together we shared joy, laughter, and the spirit of giving—helping bring a little holiday magic to every child.

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