

# S.C. Housing Market Update Charleston, SC

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## (1) 2011 S.C. Housing Market Outlook

- Employment / Job Growth
- Housing Permits
- Housing Starts
- Housing Sales

## (2) Charleston Housing Market

- Mount Pleasant
- Downtown
- Summerville
- Daniel Island
- West Ashley
- James Island



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## South Carolina Coincident Indicator

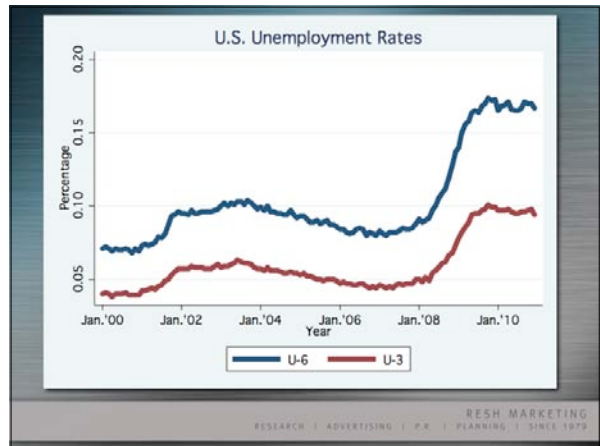
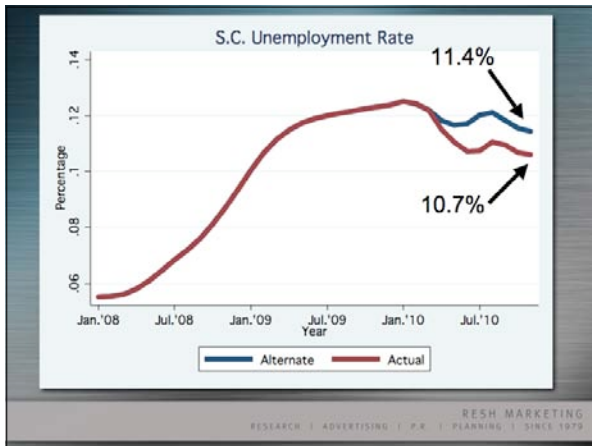
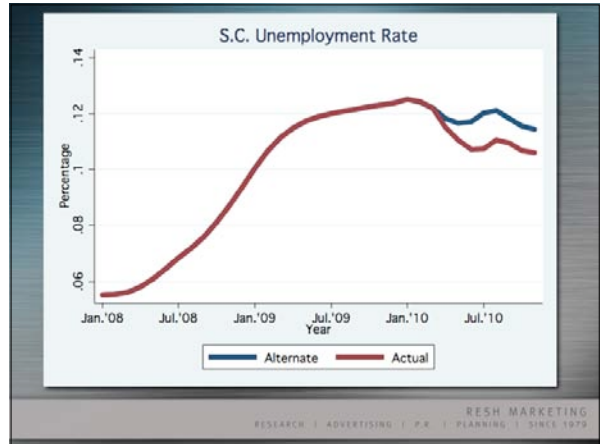
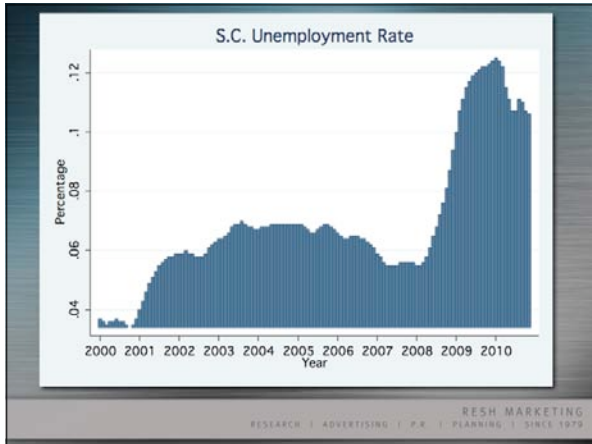


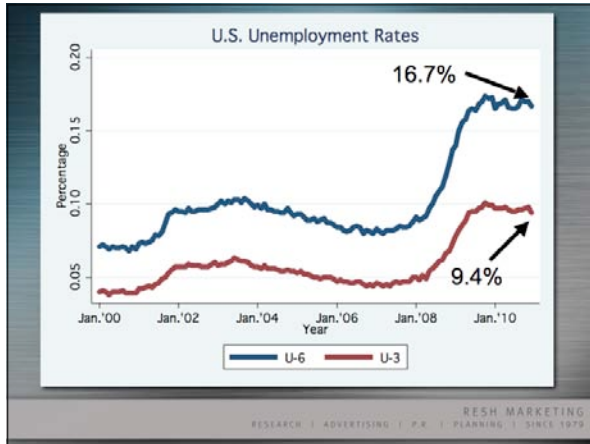
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## South Carolina Leading Indicator



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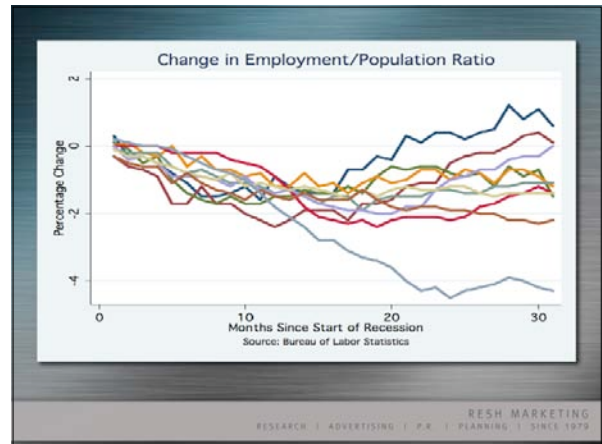
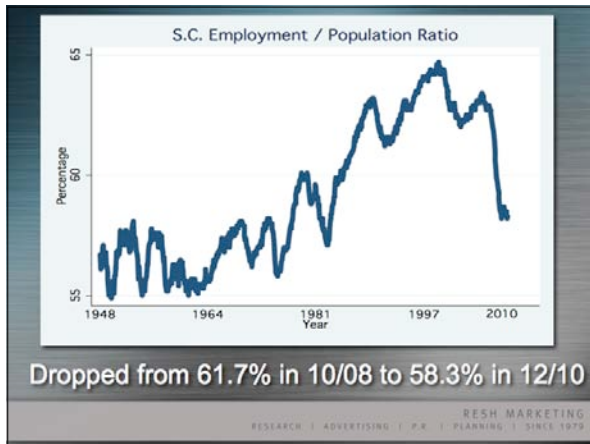


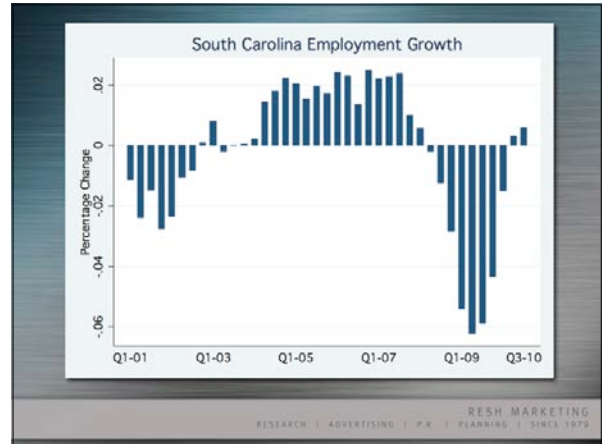
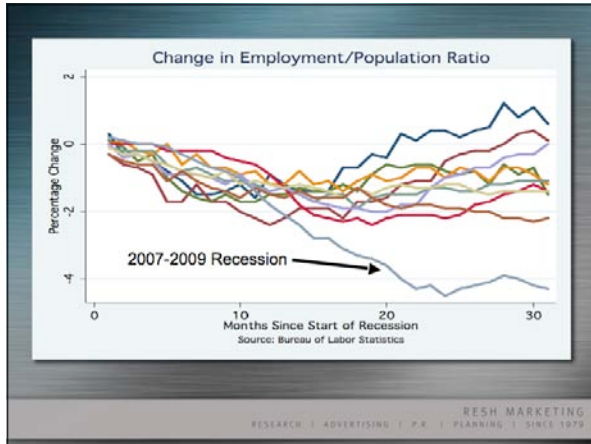


### Unemployment Rates by MSA

MSA	Nov. '09	Nov. '10	Change
<b>Anderson</b>	<b>12.7%</b>	<b>11.2%</b>	<b>-1.5%</b>
Charleston	10.2%	9.1%	-1.1%
Columbia	10.0%	9.1%	-0.9%
Florence	12.7%	11.3%	-1.4%
<b>Greenville</b>	<b>10.9%</b>	<b>9.3%</b>	<b>-1.6%</b>
Myrtle Beach	13.1%	11.8%	-1.3%
<b>Spartanburg</b>	<b>12.7%</b>	<b>10.9%</b>	<b>-1.8%</b>
Sumter	13.3%	12.2%	-1.1%

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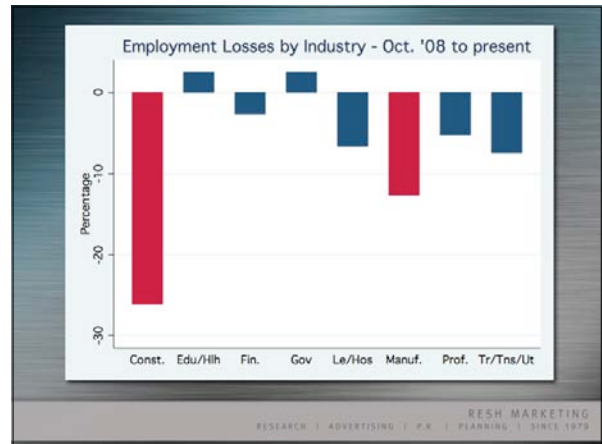




### S.C. Employment Growth by Industry

MSA	Change 11/09 - 11/10	Percent Change
Construction	-2500	-3.05%
<b>Manufacturing</b>	<b>3700</b>	<b>+1.78%</b>
Trade, Trans., & Utilities	400	+0.12%
<b>Financial Services</b>	<b>2300</b>	<b>+2.29%</b>
Profession and Business Services	100	+0.05%
<b>Education and Health Services</b>	<b>4200</b>	<b>+2.02%</b>
Leisure and Hospitality	-2800	-1.36%
Government	-100	-0.03%

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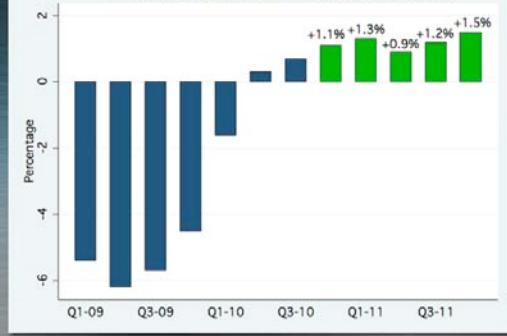


### S.C. Employment Growth by MSA

MSA	Change 11/09 - 11/10	Percent Change
Anderson	-200	-0.34%
<b>Charleston</b>	<b>3300</b>	<b>+1.16%</b>
Columbia	200	+0.06%
<b>Florence</b>	<b>1600</b>	<b>+1.93%</b>
Greenville	1400	+0.48%
<b>Myrtle Beach</b>	<b>3500</b>	<b>+3.08%</b>
Spartanburg	900	+0.78%
Sumter	-500	-1.41%

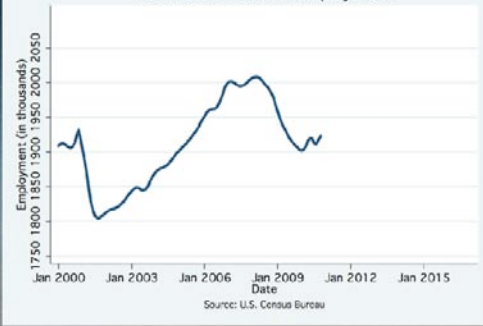
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### Outlook for 2011: S.C. Employment Growth



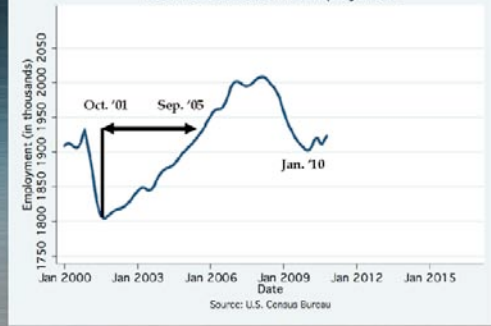
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### Total South Carolina Employment

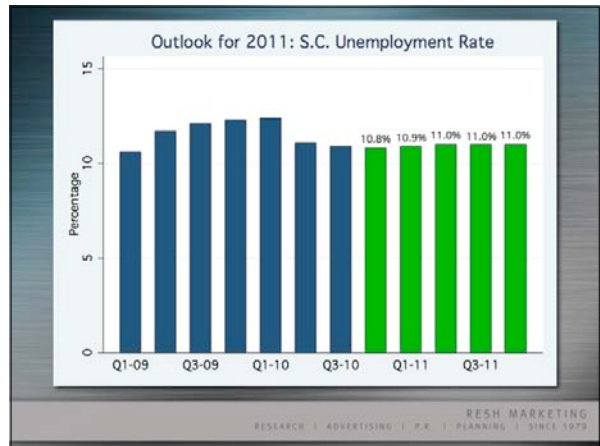
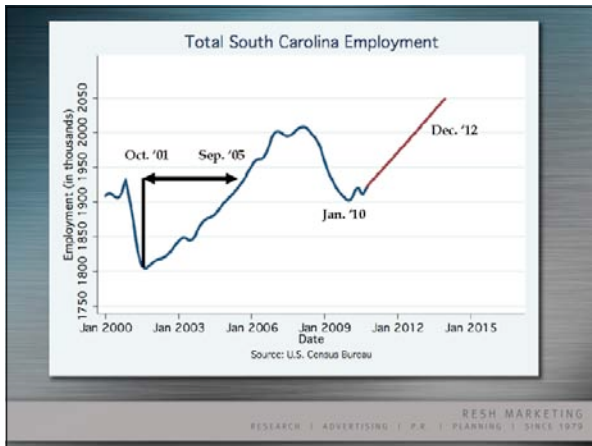
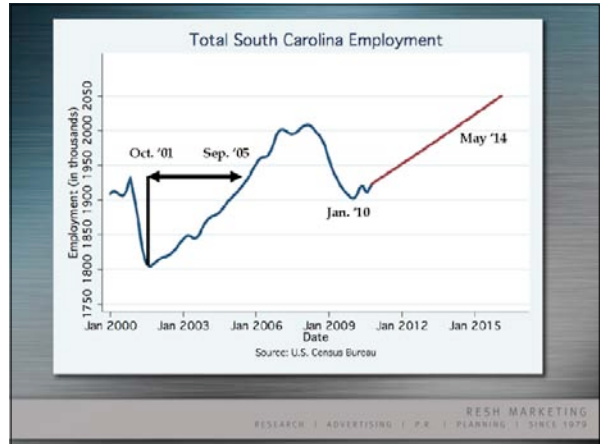
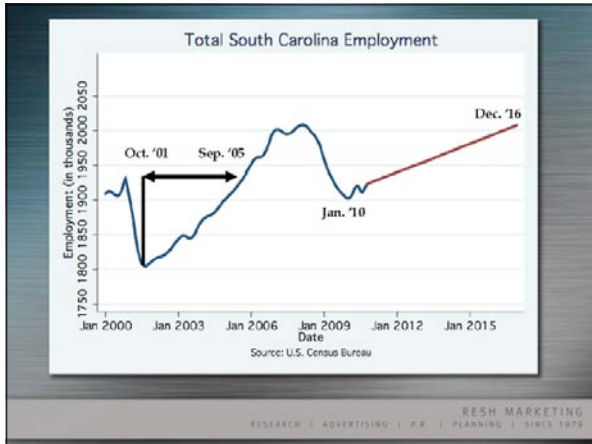


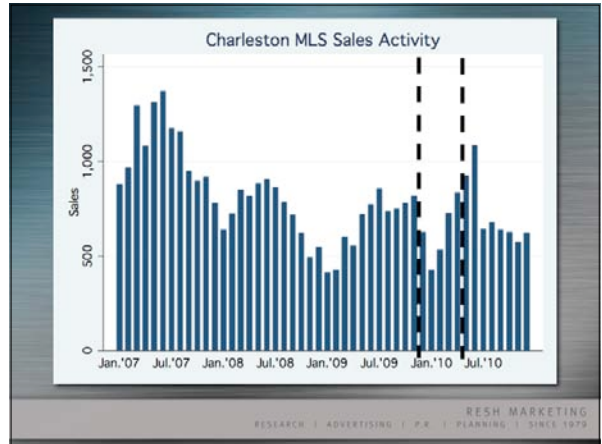
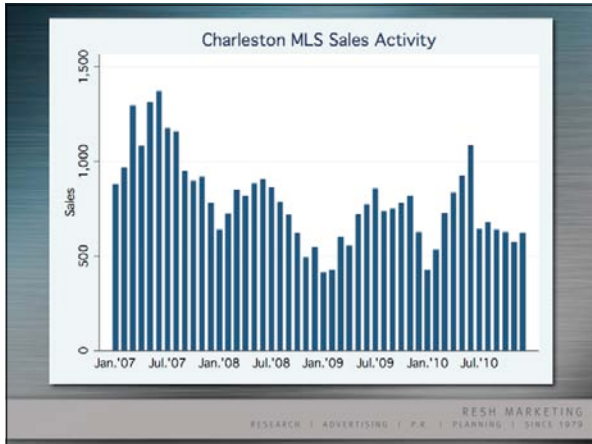
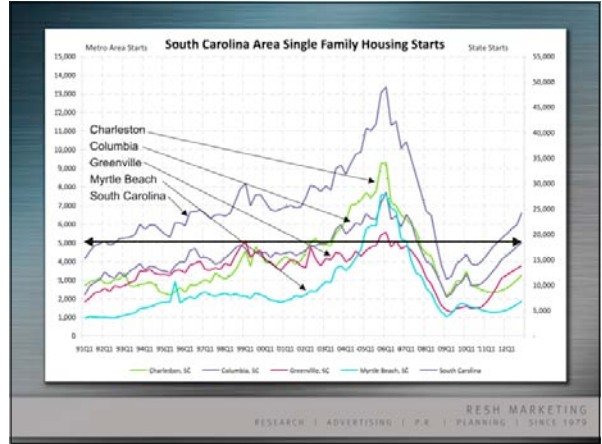
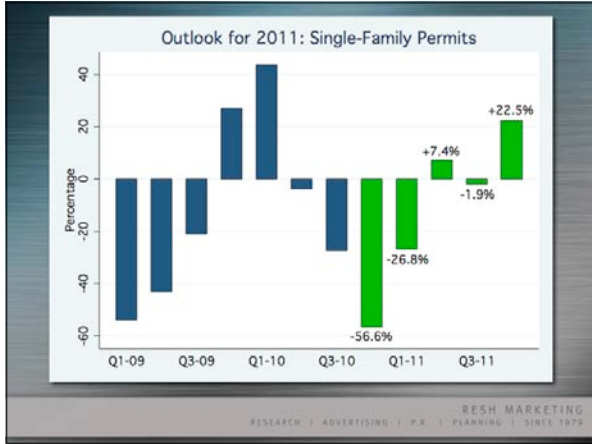
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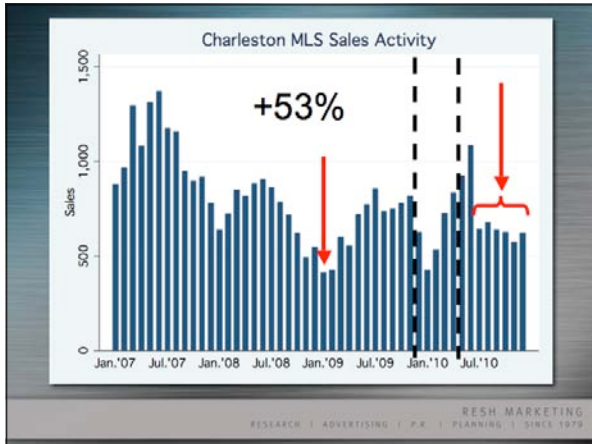
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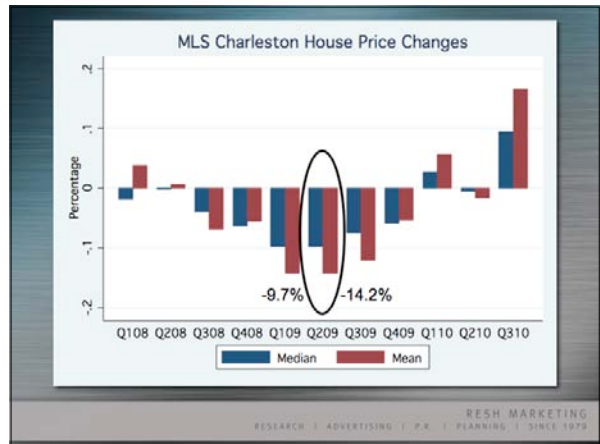
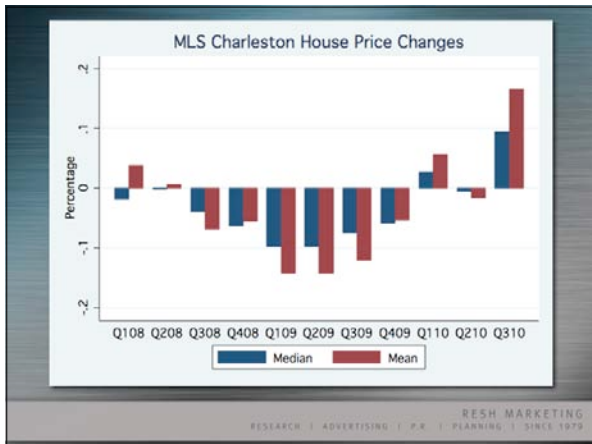


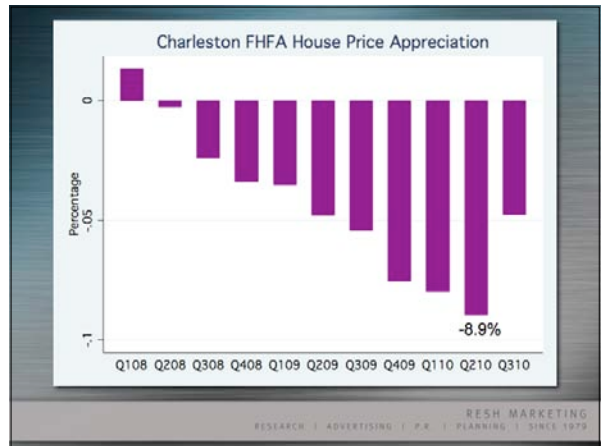
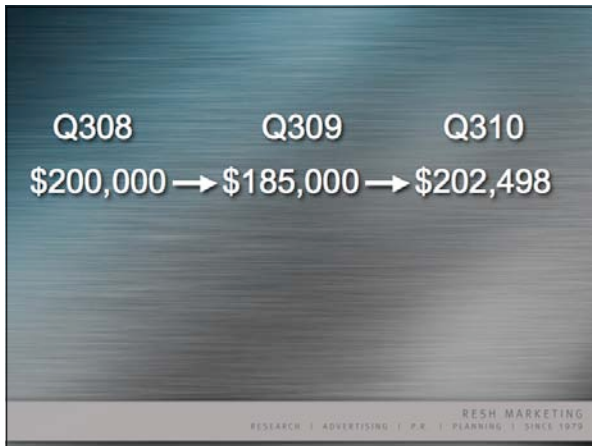
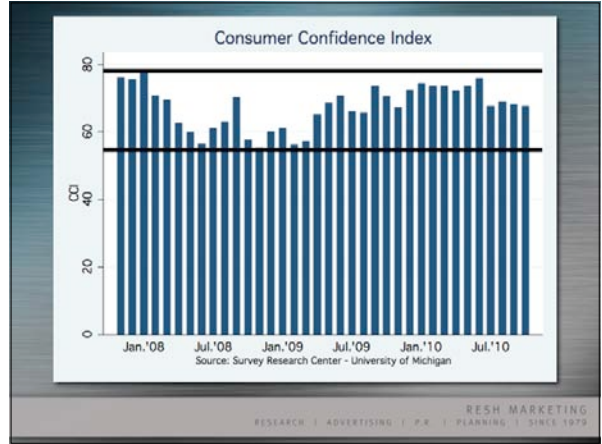


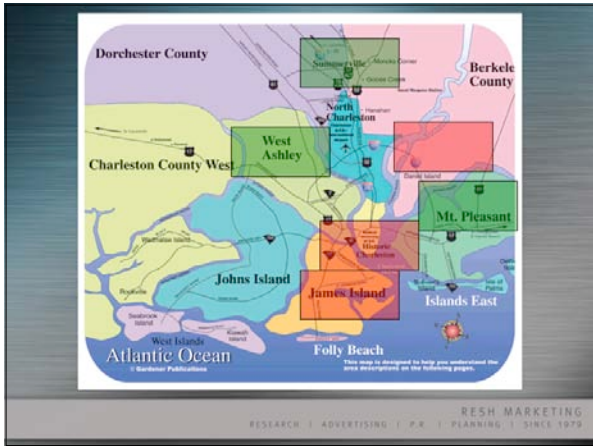
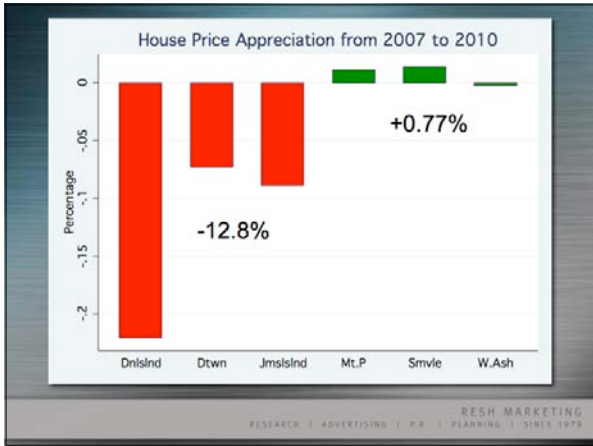
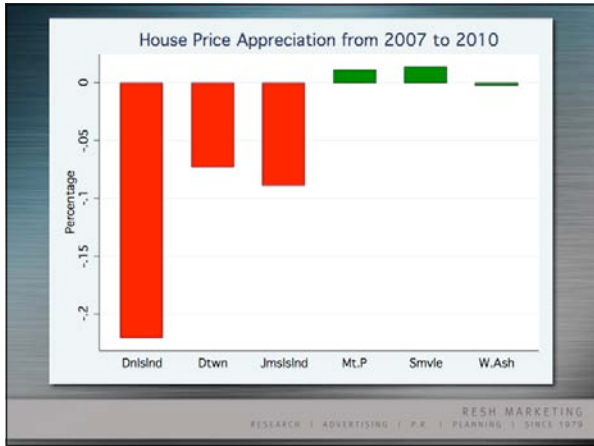


## What's going on with housing prices?

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## What does this tell us?

- (1) There is not a massive depreciation of housing prices Charleston-wide
- (2) Consumers have changed their housing preferences

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## House Sales by Quintiles

- 100 homes sorted from least to most expensive  
i.e., \$50,000; \$106,250; \$189,432;...\$465,297
- The first 20 homes represent Quintile 1
- The last 20 homes represent Quintile 5

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## House Sales by Quintiles

	Q1	Q2	Q3	Q4	Q5
2007	\$50-\$147	\$147-\$188	\$188-\$234	\$234-\$357	\$357+
2008	\$50-\$143	\$143-\$180	\$180-\$232	\$232-\$354	\$354+
2009	\$50-\$129	\$129-\$165	\$165-\$211	\$211-\$306	\$306+
2010	\$50-\$130	\$130-\$170	\$170-\$225	\$225-\$349	\$349+

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## Submarket Changes: 2007 to 2010

	Price App.	% of List Price	DOM
Summerville	+1.4%	94%	97
Mt. Pleasant	+1.1%	78%	144
W. Ashley	-0.20%	94%	91
Downtown	-7.3%	81%	174
Daniel Island	-22.1%	89%	179
James Island	-8.9%	92%	114

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## The Bottom Line

- Charleston has two distinct housing markets: one has largely recovered; one is still recovering

- Job growth of 1.2% in 2011 in S.C. - Charleston will be the recipient of much of this growth because of the high incidence of durable manufacturing and service industries

- Consumer preferences are beginning to shift again as confidence is restored and economic growth continues

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