



610-614 Keith Drive

Greenville, SC 29607

OFFERING MEMORANDUM

FURMAN

CAPITAL ADVISORS

TABLE OF CONTENTS

Investment Highlights	1
Market Overview	2
Location Overview	3
Property Survey	4
Demographics	5
Property Comparables	6

INVESTMENT TEAM



Kay Hill
Managing Director & Shareholder
khill@furmancap.com
864 678 5997



Trey Snellings
Vice President
tsnellings@furmancap.com
864 678 5960

1

INVESTMENT

HIGHLIGHTS

610-614 Keith Dr.
Greenville, SC

INVESTMENT HIGHLIGHTS

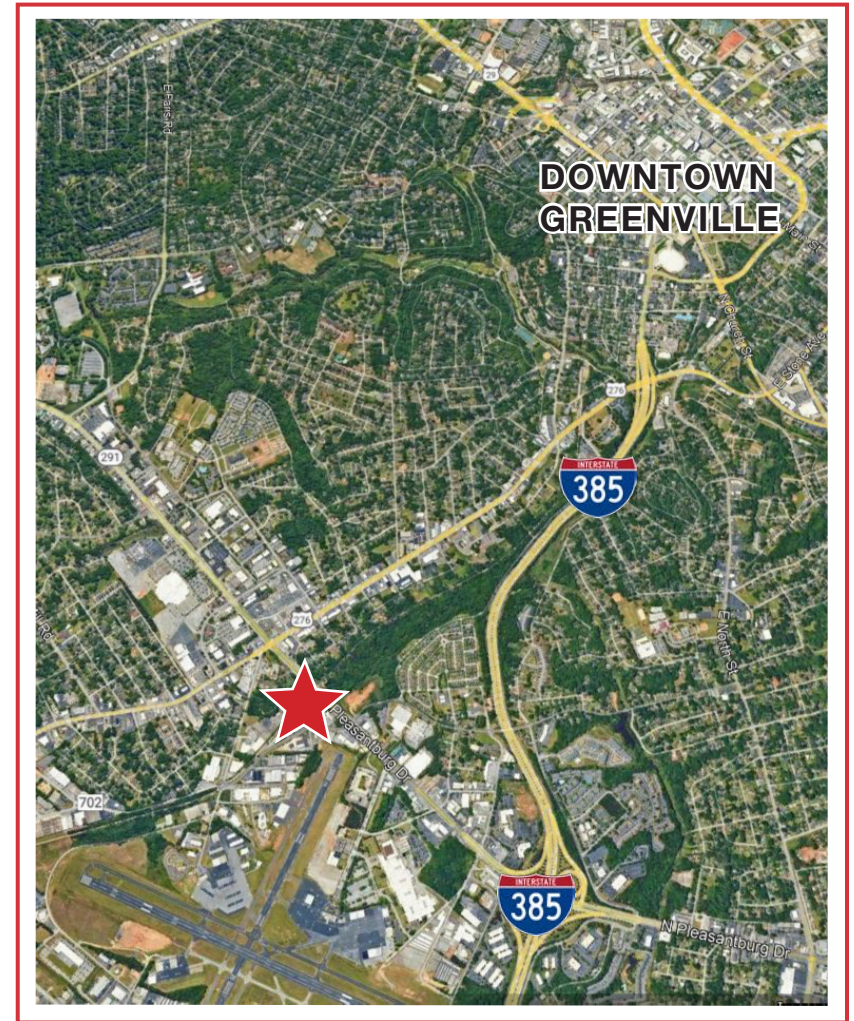
Executive Summary

PROPERTY SUMMARY

Address	610-614 Keith Drive Greenville, SC 29607
Parcel Numbers	0282.00-03-002.00 0282.00-03-002.02
Acres	3.34 0.47
Zoning	BG (Business General) IX (Industrial Flex)
Permitted Uses	Including, but not limited to: Multifamily, Office, Retail, and Light Industrial

DEMOGRAPHICS

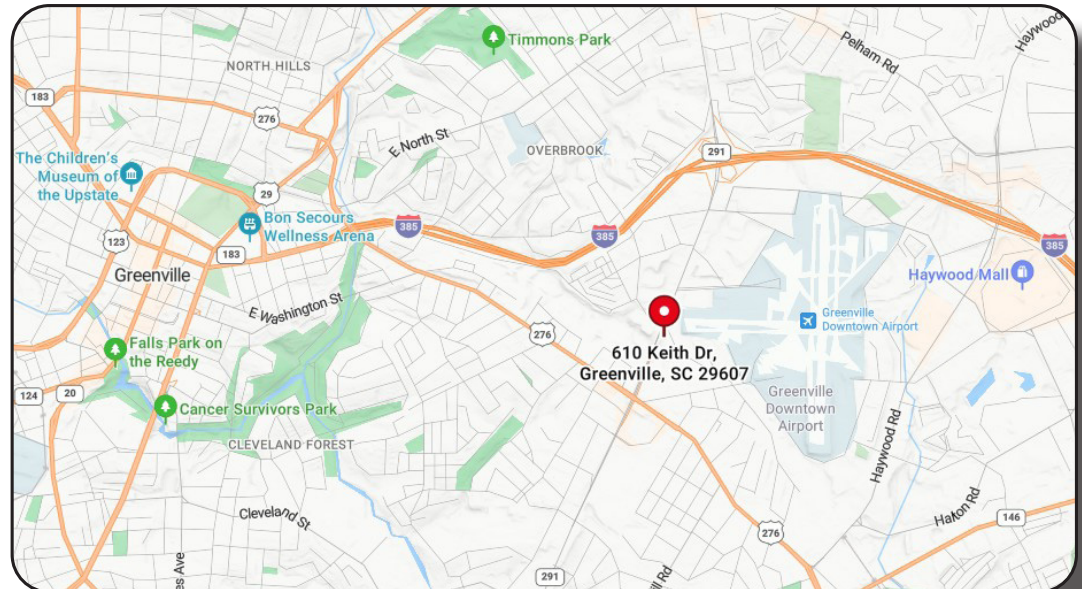
	1 MILE	3 MILE	5 MILE
POPULATION	6,798	78,008	190,485
AVG HH INCOME	\$80,759	\$109,750	\$98,484



INVESTMENT HIGHLIGHTS

Property Overview

- **Rare ±3.819-Acre Development Opportunity** — Approximately 3.819 contiguous acres positioned at the prominent intersection of **Keith Drive and N. Pleasantburg Drive (US 25)** in Greenville, SC
- **Flexible BG and IX Zoning** — The property is currently zoned **BG (Business General) and IX (Industrial Flex)**, providing significant flexibility for a variety of potential development concepts, including **multifamily, retail, office, and light industrial uses**, subject to applicable development standards and approvals
- **Direct Swamp Rabbit Trail Adjacency** — The property directly adjoins the **Swamp Rabbit Trail / Green Line**, offering a highly desirable recreational and pedestrian amenity for residential users while providing additional visibility and connectivity for commercial uses
- **Prominent Road Frontage** — Located along both **N. Pleasantburg Drive (US 25)** and **Keith Drive**, the site offers excellent visibility, accessibility, and exposure to established traffic patterns
- **Strategic Urban Infill Location** — Located just minutes from Downtown Greenville, the site is surrounded by established commercial and employment uses, providing an opportunity to redevelop an underutilized property within an established Greenville corridor less than 5 minutes from Main Street



INVESTMENT HIGHLIGHTS

Conceptual Plan - Mixed Use



Development Disclaimer: The 140-unit plan is conceptual and intended for marketing and preliminary feasibility purposes only. Final unit count, building configuration, access, parking, stormwater design, trail connectivity, and other development characteristics are subject to survey, civil engineering, applicable development standards, agency approvals, and final site-plan approval.

INVESTMENT HIGHLIGHTS

Conceptual Plan - Garden Style Apartments



Development Disclaimer: The 140-unit plan is conceptual and intended for marketing and preliminary feasibility purposes only. Final unit count, building configuration, access, parking, stormwater design, trail connectivity, and other development characteristics are subject to survey, civil engineering, applicable development standards, agency approvals, and final site-plan approval.

2

MARKET

OVERVIEW

610-614 Keith Dr.
Greenville, SC

MARKET OVERVIEW

Greenville, SC



Nestled in the picturesque upstate of South Carolina, **Greenville seamlessly blends southern tradition, rich American history, and an array of natural attractions.** Conveniently located near the Blue Ridge Mountains, **halfway between Charlotte, NC, and Atlanta, GA,** the area serves as a **central point for both business and leisure.** Greenville is **recognized as the economic engine of the state,** boasting a **flourishing economy,** while its vibrant downtown acts as the cultural and entertainment heart of the upstate region.

Greenville boasts a thriving economy in the Southeast, evolving from a textile hub to a **diverse economic center.** Upstate South Carolina is a major manufacturing hub, attracting top companies like **GE Energy, Michelin, BMW, Fluor, Magna, and Bosch.** The city's skilled workforce and business-friendly atmosphere make it a prime location for **automotive, biotech, aerospace, and advanced materials manufacturing,** drawing interest from entrepreneurs and established companies.



www.greenville.gov | www.upstatealliance.com | greenvilleeconomicdevelopment.com | livability.com | kiddingaroundgreenville.com | moveupstatesc.com | visitgreenvillesc.com



- ✓ **Best Cities to Launch and Grow your Business**
Success.com, 2025
- ✓ **Best Places to Retire in 2025**
Forbes, 2025
- ✓ **#1 Best Place for Young Professionals in South Carolina**
Niche.com, 2025
- ✓ **#6 South's Best Cities**
Southern Living Magazine, 2025
- ✓ **#10 Top Growth Metros**
U-Haul, 2025
- ✓ **#1 in Best Places to Live in South Carolina**
U.S. News & World Report, 2024
- ✓ **#2 Small Cities for Graduates Seeking Stability**
CoworkingCafe, 2024
- ✓ **#4 Best Places to Live in the U.S.**
U.S. News & World Report, 2024
- ✓ **#4 Friendliest Cities in the U.S.**
Condé Nast Traveler, 2024
- ✓ **#5 Best small cities in the U.S.**
Condé Nast Traveler, 2024

MARKET OVERVIEW

Greenville, SC

WORKFORCE



Greenville boasts a **strong and steadily growing workforce**, supported by a large network of regional colleges and universities, including **Furman University, Clemson University, Wofford College, and Greenville Technical College**. Each year, these institutions produce a highly skilled talent pool that integrates seamlessly into the local economy. **Drawing workers from Upstate South Carolina, western North Carolina, and northern Georgia**, Greenville offers competitive wages and business-friendly policies. As a right-to-work and employment-at-will state, South Carolina maintains one of the lowest unionization rates in the U.S., supporting stable labor relations. Campaigns like **VisitGreenvilleSC's "Yeah, That Greenville"** and **Upstate SC Alliance's "MoveUpstateSC"** continue to attract new talent, enhancing the area's dynamic and diverse workforce.

RECREATION



Greenville offers a dynamic **blend of recreation and culture**, anchored by one of **South Carolina's most walkable downtowns** (*Discover South Carolina, 2023*) and **the best city park in the U.S.** (*USA Today, 2025*). With broad sidewalks, outdoor plazas, and streetside dining, downtown exudes a European charm and **features 85% locally owned restaurants**—earning national recognition as one of the **Best Food Cities in the U.S.** (*Travel + Leisure, 2024*). Major festivals like Artisphere and Fall for Greenville **draw hundreds of thousands annually**, complemented by events like Euphoria and Greenville Jazz Fest. **Outdoor lovers enjoy the 23-mile Swamp Rabbit Trail**, which winds through downtown and Falls Park, **attracting 2.3 million users in 2024**. The area also features access to Paris Mountain, Jones Gap, and Caesars Head State Parks.

TRANSPORTATION



The Upstate is a **major transportation hub**, anchored by **interstates I-85 and I-26**, which provide direct routes to Atlanta, Charlotte, and the Port of Charleston. Additional access is supported by **I-185, I-385, and US Highways 25, 29, 123, and 276**, ensuring seamless regional and national connectivity for both commuters and freight traffic. Just 20 minutes from downtown Greenville, **Greenville-Spartanburg International Airport (GSP)** offers more than 100 daily flights, international cargo service, and close proximity to the **South Carolina Inland Port in Greer**. The Inland Port **extends the reach of the Port of Charleston 212 miles inland, with 24/7 gate access and next-day container availability**. Freight rail service from Norfolk Southern and CSX, along with Amtrak passenger rail, further supports the Upstate's position as a logistics and transportation leader in the Southeast.

3

LOCATION

OVERVIEW

610-614 Keith Dr.
Greenville, SC

LOCATION OVERVIEW

Retail Corridor



LOCATION OVERVIEW

The Swamp Rabbit Trail

THE SWAMP RABBIT TRAIL

CONNECTING SCHOOLS, PARKS, AND LOCAL BUSINESSES IN GREENVILLE COUNTY



Running along the scenic Reedy River on a historic rail bed, the Prisma Health Swamp Rabbit Trail Network is a 22 mile multi-use greenway system. Opened in 2009, this trail has experienced continual growth and offers fun, non-motorized recreation and transportation opportunities.

Following the Reedy River, the trail heads south through the park-like setting of the Furman University campus and continues into downtown Greenville, ending at Greenville Tech on Cleveland Street. Varying from 8 to 12 feet wide, the trail features a paved surface for bicycles, skaters and walkers, with an additional rubberized surface for runners. Amenities along the trail include lighting, picnic areas, benches, water fountains, restrooms, signage and bicycle racks. Views of the Reedy River are plentiful throughout the trail.



#3 Best Urban Trail
- 10 Best/USA Today

**3rd Most Scenic
Bike Trail Across America**
- New York Post

OVER 500,000 ANNUAL USERS

INCREASES IN SALES/REVENUE RANGING FROM 10% TO AS HIGH AS 85%

75% OF TRAIL USERS ARE RESIDENTS OF THE UPSTATE

LOCATION OVERVIEW

Bolden Street District

TAPPING INTO THE TRAIL CONNECTING DOWNTOWN GREENVILLE TO A NEW INNOVATION

Bolden Street District is ideally situated right on the Swamp Rabbit Trail adjacent to Laurens Road and minutes from downtown Greenville and the airport. With a long stretch of the SRT extension running right along the Bolden Street District, there will be a very special trail stop where there will always be something happening like an art show, an outdoor concert, a barbecue cookoff, etc.

Site work will begin in mid-2026 at the vacant property at the intersection of Verdae Commons Drive and Laurens Road, starting with the addition of infrastructure to serve the phased development plan.



BOLDEN STREET
· DISTRICT ·



LOCATION OVERVIEW

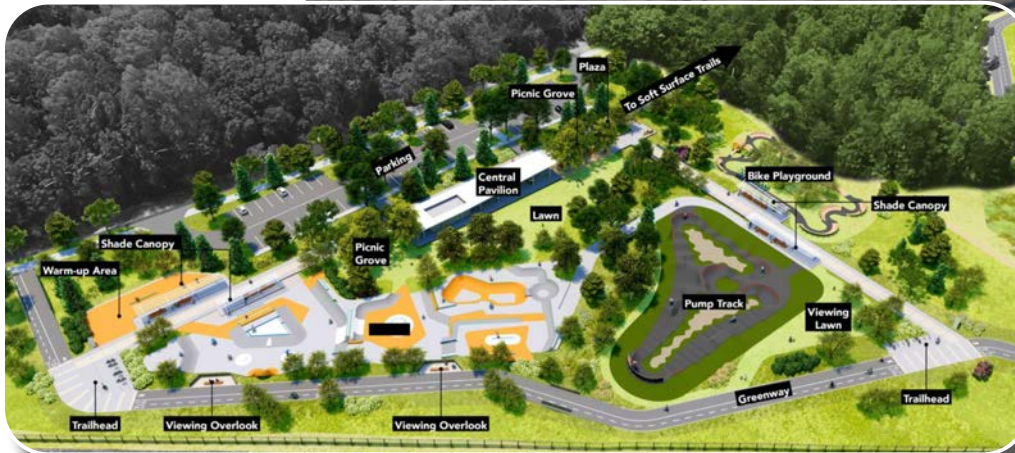
Wheelsports Park

WHEELSPORTS PARK PREFERRED TRAIL ACCESS TO COMMUNITY AMENITIES

Named, “Wheels Up,” the new park will be located on a 10-acre site adjacent to the Greenville Downtown Airport and Swamp Rabbit Trail. The site will include stormwater improvements and a direct paved connection to the Swamp Rabbit Trail Green Line. Construction will begin in January of 2027.

The park design incorporates three use areas: a bicycle playground, pumptrack and skatepark, surrounded by shade structures, viewing areas, a central pavilion with restrooms, parking, landscaping and art installations.

All areas will be equipped with picnic and viewing space, and connect to the Green Line of the Swamp Rabbit Trail.



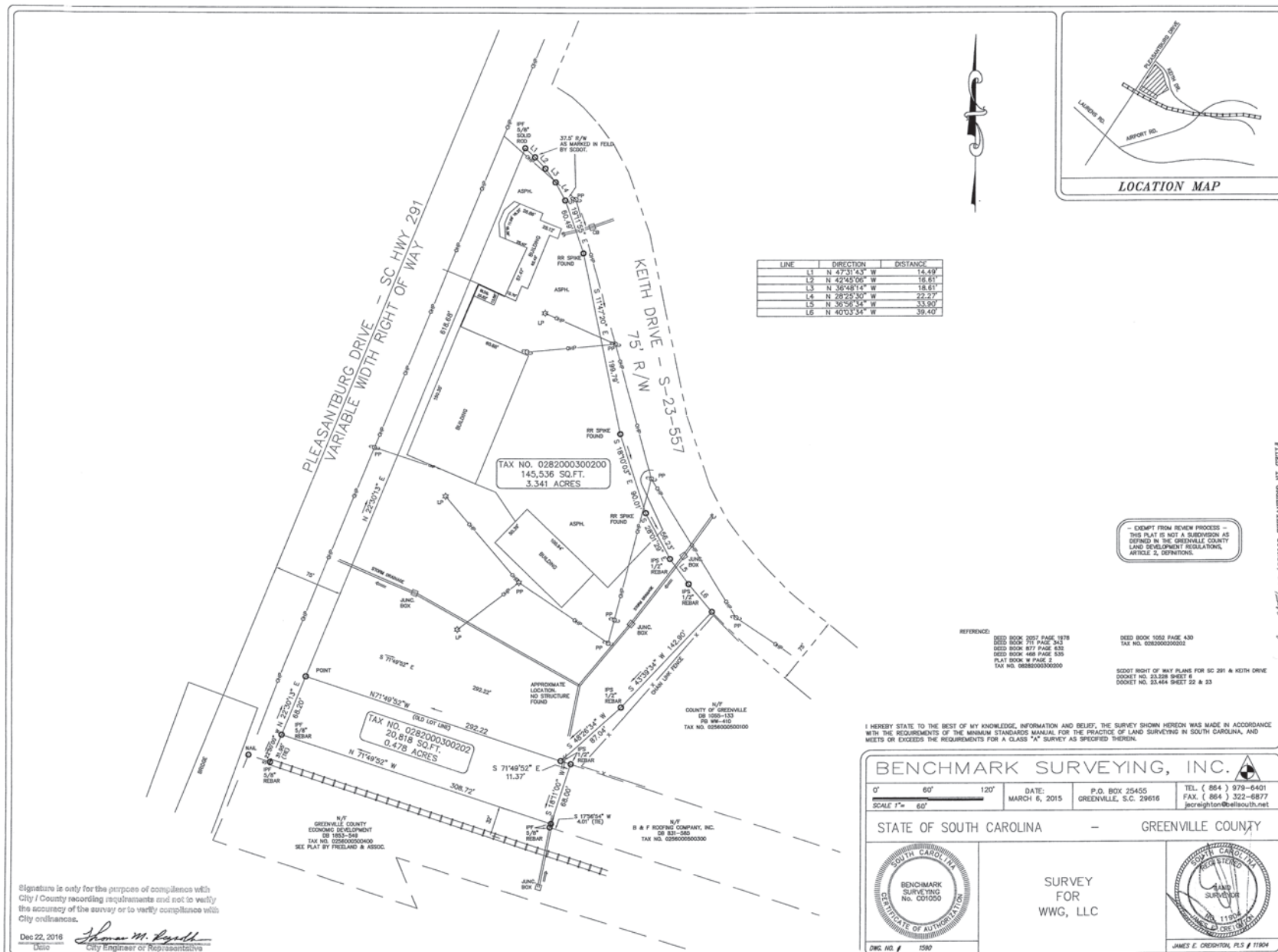
4

PROPERTY

SURVEY

610-614 Keith Dr.
Greenville, SC

PROPERTY SURVEY



2017000380 PL BK 1259 PG 0079 (LAST PAGE)

5

DEMOGRAPHIC

TRENDS

610-614 Keith Dr.
Greenville, SC

DEMOGRAPHIC TRENDS

610-614 Keith Drive | Greenville, SC 29607

POPULATION TRENDS

5-Mile

2020	172,289
2025	190,485
2030	206,043



190,485

2025 Population

HOUSEHOLD TRENDS

5-Mile

2020	74,204
2025	82,623
2030	89,658



82,623

2025 Households

AVERAGE HOUSEHOLD INCOME

2025

1-Mile	\$ 80,759
3-Miles	\$109,750
5-Miles	\$ 98,484



MEDIAN HOME VALUE

2025

1-Mile	\$343,463
3-Miles	\$479,954
5-Miles	\$369,130



\$343,463

1-Mile Radius

MEDIAN AGE TRENDS

2025

1-Mile	36.0
3-Miles	37.1
5-Miles	37.4



37.4

5-Miles Median Age



6

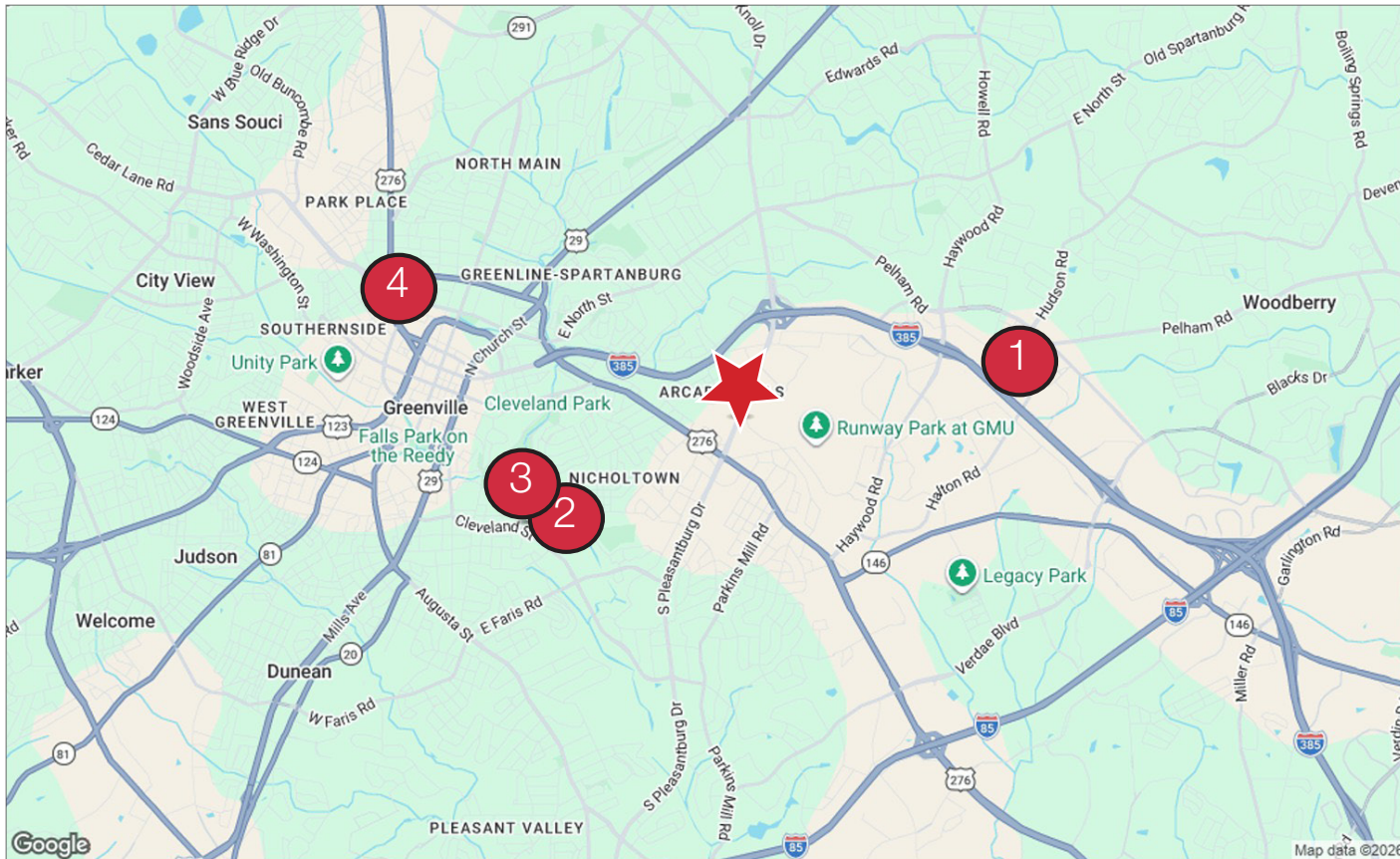
PROPERTY

COMPARABLE

610-614 Keith Dr.
Greenville, SC

COMPARABLE

Sale Properties



	PROPERTY	ACRES	SALE DATE	SALE PRICE	PRICE/ USABLE SF	PRICE/ GROSS ACRE
★	610-614 Keith Dr.	3.819	TBD	TBD	TBD	TBD
1	31 Patewood Dr.	12.00	May-24	\$17,250,632	\$ 34.29	\$1,493,561
2	817 Cleveland St.	5.86	Aug-22	\$ 7,500,000	\$ 29.38	\$1,279,861
3	701 Cleveland St.	1.50	Mar-24	\$ 1,700,000	\$ 26.02	\$1,133,333
4	601 Buncombe St.	2.92	Oct-22	\$ 3,000,000	\$ 23.59	\$1,027,399

COMPARABLE

Sale Properties

1 31 Patewood Dr.



31 Patewood Dr.
Greenville, SC 29615
Tax ID: 0543.01-01-001.00
Gross Land Area: 12 Ac
Sale Price: \$17,250,632
Price/Gross Acre: \$1,493,51
Price/Usable SF: \$34.29

3 701 Cleveland St.



701 Cleveland St.
Greenville, SC 29601
Tax ID: 0067.06-03-009.00
Gross Land Area: 1.50 Ac
Sale Price: \$1,700,000
Price/Gross Acre: \$1,133,333
Price/Usable SF: \$26.02

2 817 Cleveland St.



817 Cleveland St.
Greenville, SC 29601
Tax ID: 0202.00-03.006.02
Gross Land Area: 5.86 Ac
Sale Price: \$7,500,000
Price/Gross Acre: \$1,279,861
Price/Usable SF: \$29.38

4 601 Buncombe St.



601 Buncombe St.
Greenville, SC 29601
Tax ID: 0019.00-01-001.00
0019.00-01-005.00
0019.00-01-027.00
Gross Land Area: 2.92 Ac
Sale Price: \$3,000,000
Price/Gross Acre: \$1,027,399
Price/Usable SF: \$23.59

DISCLAIMER

Furman Capital Advisors

This Offering Memorandum contains select information pertaining to the business and affairs of the property located at 610-614 Keith Drive, Greenville, SC ("Property"). It has been prepared by Furman Capital Advisors ("Agent"). This Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in the Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Owner or Agent. The material is based in part upon information supplied by the Owner and in part upon financial information obtained from sources it deems reliable. The Owner, nor their officers, employees, or agents make any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum or any of its contents and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein and conduct their own due diligence.

By acknowledging your receipt of this Offering Memorandum for the Property, you agree:

1. The Offering Memorandum and its contents are confidential;
2. You will hold it and treat it in the strictest of confidence; and
3. You will not, directly or indirectly, disclose or permit anyone else to disclose this Offering Memorandum or its contents in any fashion or manner detrimental to the interest of the Owner.

Owner and Agent expressly reserve the right, at their sole discretion, to reject any and all expressions of interest or offers to purchase the Property and to terminate discussions with any person or entity reviewing this Offering Memorandum or making an offer to purchase the Property unless and until a written agreement for the purchase and sale of the Property has been fully executed by all parties and delivered.

If you wish not to pursue negotiations leading to the acquisition of the Property or in the future you discontinue such negotiations, then you agree to purge all materials relating to the Property including this Offering Memorandum.

A prospective purchaser's sole and exclusive rights with respect to this prospective transaction, the Property, or information provided herein or in connection with the sale of the Property shall be limited to those expressly provided in an executed Purchase Agreement and shall be subject to the terms thereof. In no event shall a prospective purchaser have any other claims against Seller or Agent or any of their affiliates or any of their respective officers, Directors, shareholders, owners, employees, or agents for any damages, liability, or cause of action relating to this solicitation process or the marketing or sale of the Property.

This Offering Memorandum shall not be deemed to represent the state of affairs of the Property or constitute an indication that there has been no change in the state of affairs of the Property since the creation of this Offering Memorandum.

The background of the entire page is a dark, monochromatic low-poly geometric pattern. It consists of numerous triangles and polygons of varying shades of gray and black, creating a textured, crystalline effect that resembles a mountain range or a complex architectural structure.

FURMAN

CAPITAL ADVISORS

101 E. WASHINGTON STREET, SUITE 300 | GREENVILLE, SC 29601

864.235.6855 | FURMANCAPITAL.COM