



Multi-Family Market Report

Myrtle Beach - SC USA

PREPARED BY



**Eastern Carolinas
Commercial**
REAL ESTATE

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Broker



MULTI-FAMILY MARKET REPORT

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Overview

Myrtle Beach Multi-Family

12 Mo Delivered Units

5,362

12 Mo Absorption Units

3,342

Vacancy Rate

23.5%

12 Mo Asking Rent Growth

-2.2%

The Myrtle Beach multifamily market has been very active over the past year. Demand has been far above historical levels, but new supply has been even higher, driving vacancies in the market to record highs in early 2025. Deliveries have peaked and vacancies have started to moderate, but remain high.

High population and employment growth in Myrtle Beach have continued to help bolster demand for apartments in the area as the market continues to see growth patterns well above national trends. Myrtle Beach's population has grown 11.3% over the past three years compared to 2.5% growth nationally. Employment in the market has risen 9.2% over the past three years, compared to 5.0% over the same period, nationally.

With the population growing so quickly, net absorption in Myrtle Beach has totaled 3,300 units over the past year, more than double the market's 10-year annual average of 1,200 units.

In response to the high demand in Myrtle Beach in recent years, developers increased construction activity. Net deliveries have totaled 5,400 units over the past year, far above the market's 10-year annual average of 1,900 units, however that surge of new supply has peaked, and deliveries will be lower in the coming quarters.

The aggressive expansion of Myrtle Beach's multifamily inventory over the past few years has put tremendous upward pressure on the market's vacancy rate, which peaked at 27.8% in 25Q1 and is currently 23.5%.

With elevated vacancies, owners and property managers have lost pricing power, and rental rates have fallen, declining 2.2% over the past 12 months. However, even with the recent decrease, Myrtle Beach is one of the most expensive markets in South Carolina. With average asking rates of \$1,620/month, rents here trail those in Charleston but are well above places like Greenville and Columbia.

The elevated vacancies and high construction costs in Myrtle Beach have caused developers to slow the number of projects and construction starts have been moderate over the past year. As a result, the number of units under construction in Myrtle Beach has declined from a recent high of 7,600 units in 23Q3 to the current level of 1,000 units.

With relatively few properties under construction, and population and employment growth expected to remain high and continue to buoy demand for multifamily units, vacancies are expected to fall in the coming quarters. As vacancies decline, it should give owners more leverage to start raising rents again in the medium term.

KEY INDICATORS

Current Quarter	Units	Vacancy Rate	Asking Rent	Effective Rent	Absorption Units	Delivered Units	Under Constr Units
4 & 5 Star	16,797	26.4%	\$1,682	\$1,625	149	0	763
3 Star	10,446	22.3%	\$1,535	\$1,511	59	0	284
1 & 2 Star	2,213	6.8%	\$1,195	\$1,188	0	0	0
Market	29,456	23.5%	\$1,615	\$1,571	208	0	1,047

Annual Trends	12 Month	Historical Average	Forecast Average	Peak	When	Trough	When
Vacancy	3.2% (YOY)	9.5%	14.8%	27.8%	2025 Q1	3.2%	2021 Q3
Absorption Units	3,342	674	1,648	3,285	2025 Q2	(103)	2007 Q2
Delivered Units	5,362	956	1,104	6,287	2025 Q1	0	2018 Q2
Demolished Units	0	0	3	0	2025 Q2	0	2025 Q2
Asking Rent Growth	-2.2%	1.7%	2.3%	8.5%	2022 Q2	-3.4%	2009 Q4
Effective Rent Growth	-2.5%	1.6%	2.5%	9.9%	2022 Q1	-3.7%	2025 Q1
Sales Volume	\$37.6M	\$119.3M	N/A	\$606.5M	2022 Q3	\$160K	2010 Q3

Multifamily vacancies in Myrtle Beach have started to moderate after reaching a record high earlier this year. The current vacancy rate here is 23.5%, following a peak of 24.7% at the end of the first quarter. Vacancies in the market have been generally increasing since hitting a trough of 3.2% in mid-2021.

Vacancies are widespread in the market, reaching double digits in most submarkets. Vacancies are most elevated among Myrtle Beach's 4 and 5 Star properties, which have a vacancy rate of 26.4%. Vacancies are also high among 3 Star properties, which have a vacancy rate of 22.3%.

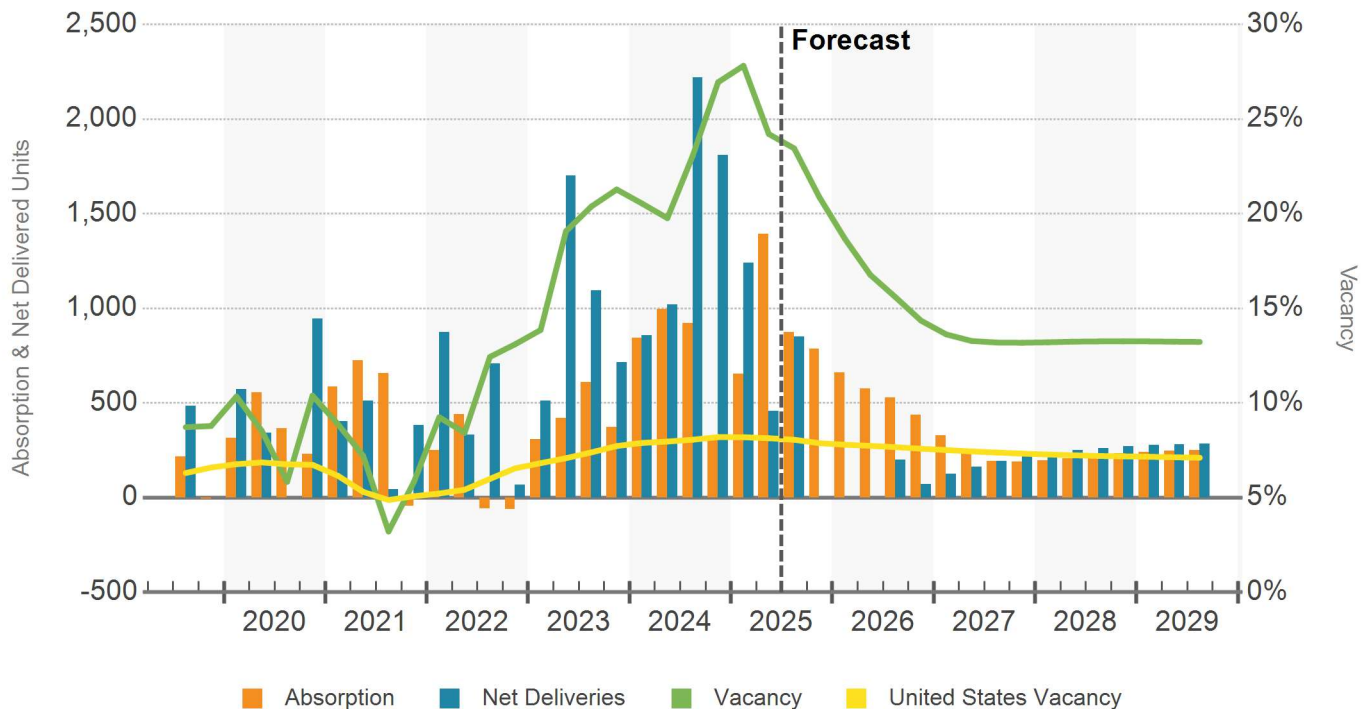
Vacancies in Myrtle Beach are elevated in spite of strong

demand for apartments in the region. Bolstered by high population growth, net absorption in the market has totaled 3,300 units over the past 12 months, far above the market's 10-year annual average of 1,200 units.

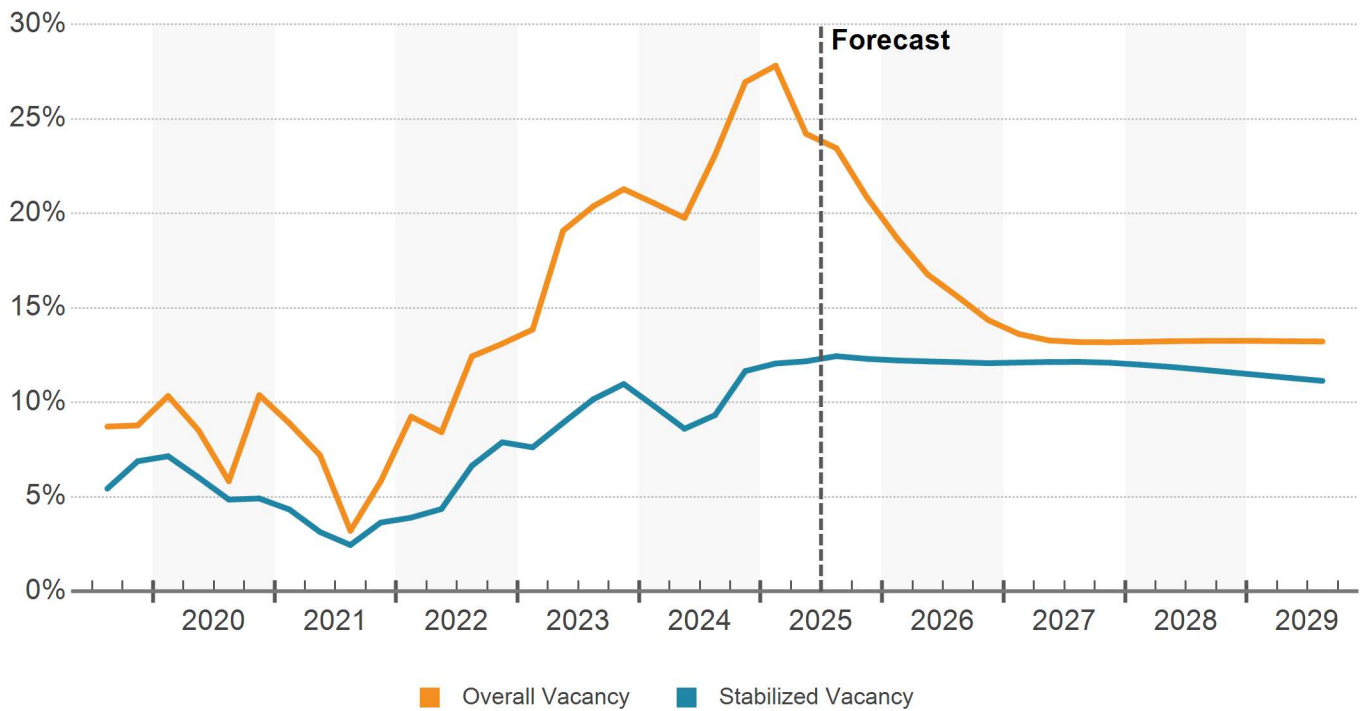
However, that high demand has not matched the 5,400 units that have been delivered over the past 12 months, continuing a recent trend in the market of new supply outpacing demand and causing vacancies to increase for most of the past 12 months before finally starting to decline in 25Q2.

With deliveries expected to be significantly lower in the coming quarters, vacancies are expected to continue to decline as demand is likely to remain robust.

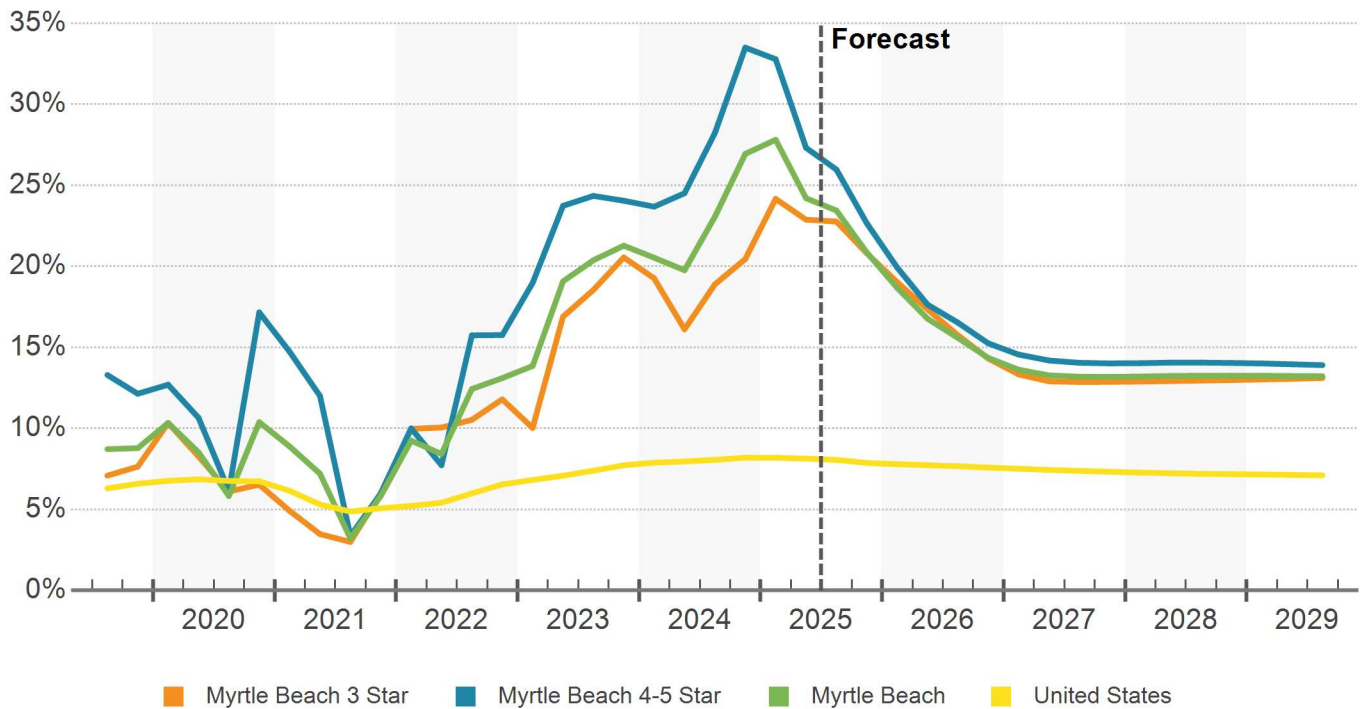
ABSORPTION, NET DELIVERIES & VACANCY



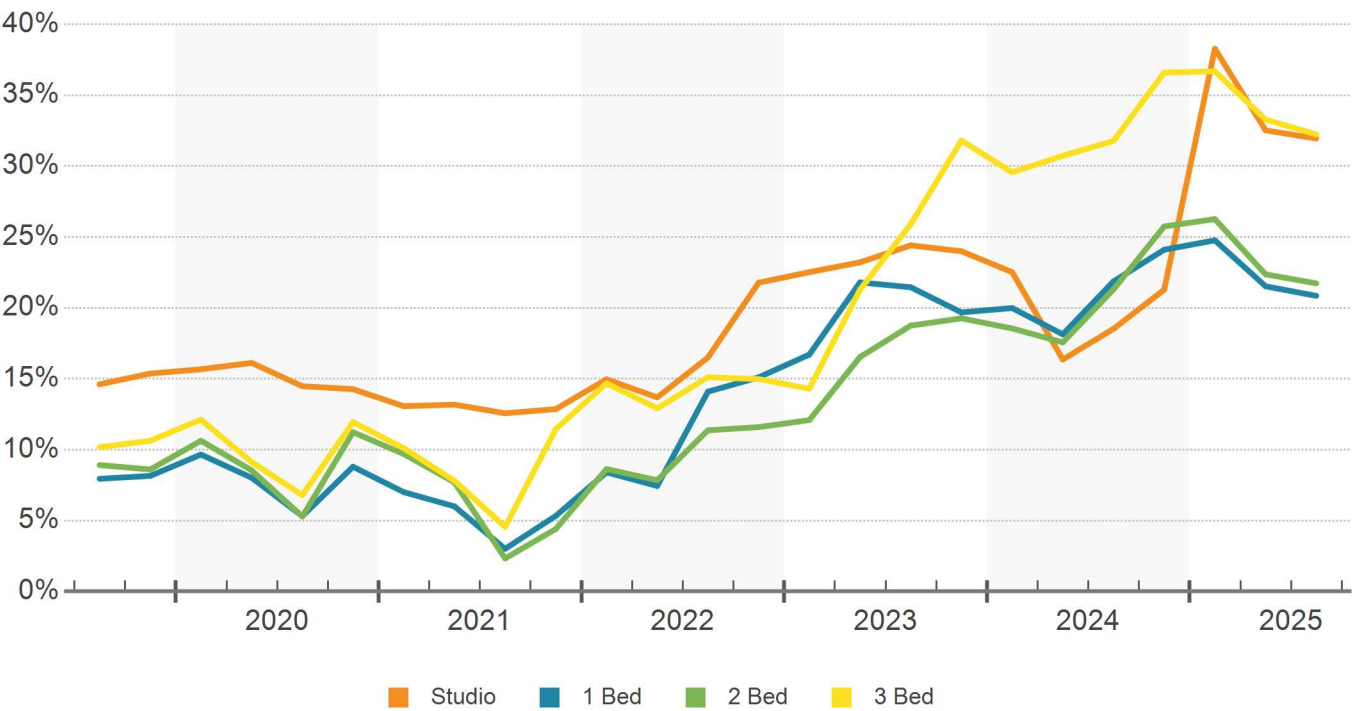
OVERALL & STABILIZED VACANCY



VACANCY RATE



VACANCY BY BEDROOM



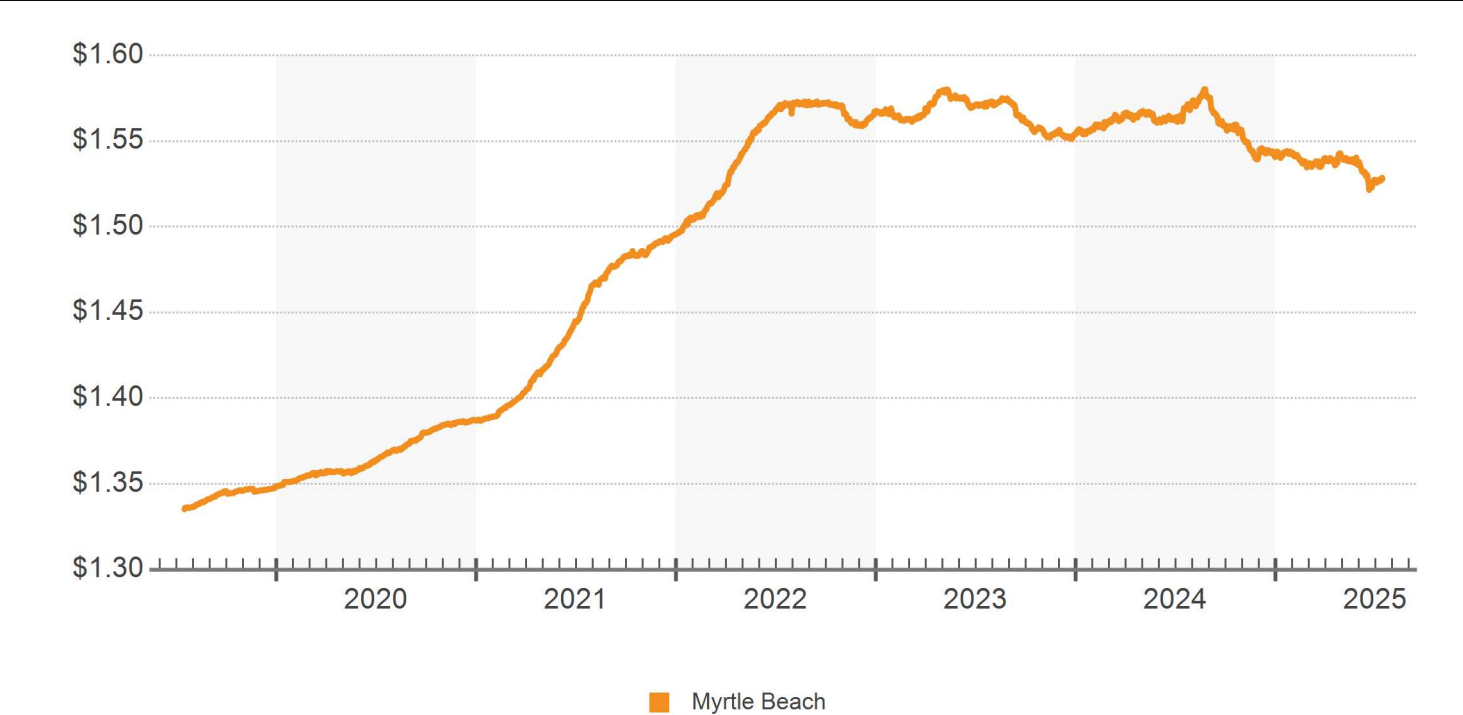
Annual rent growth in the Myrtle Beach multifamily market has been negative for about two years as the market contends with the recent wave of new supply and elevated vacancies. Because of the influx of new properties, owners and property managers have had to compete for tenants, and asking rents in the market have declined 2.2% over the past year.

The negative rent growth has been widespread, and annual rent growth has been flat or negative in each of Myrtle Beach's submarkets. Rents have declined for properties rated 3 Star and 4 & 5 Star, while they have risen modestly in the market's more affordable 1 & 2 Star properties.

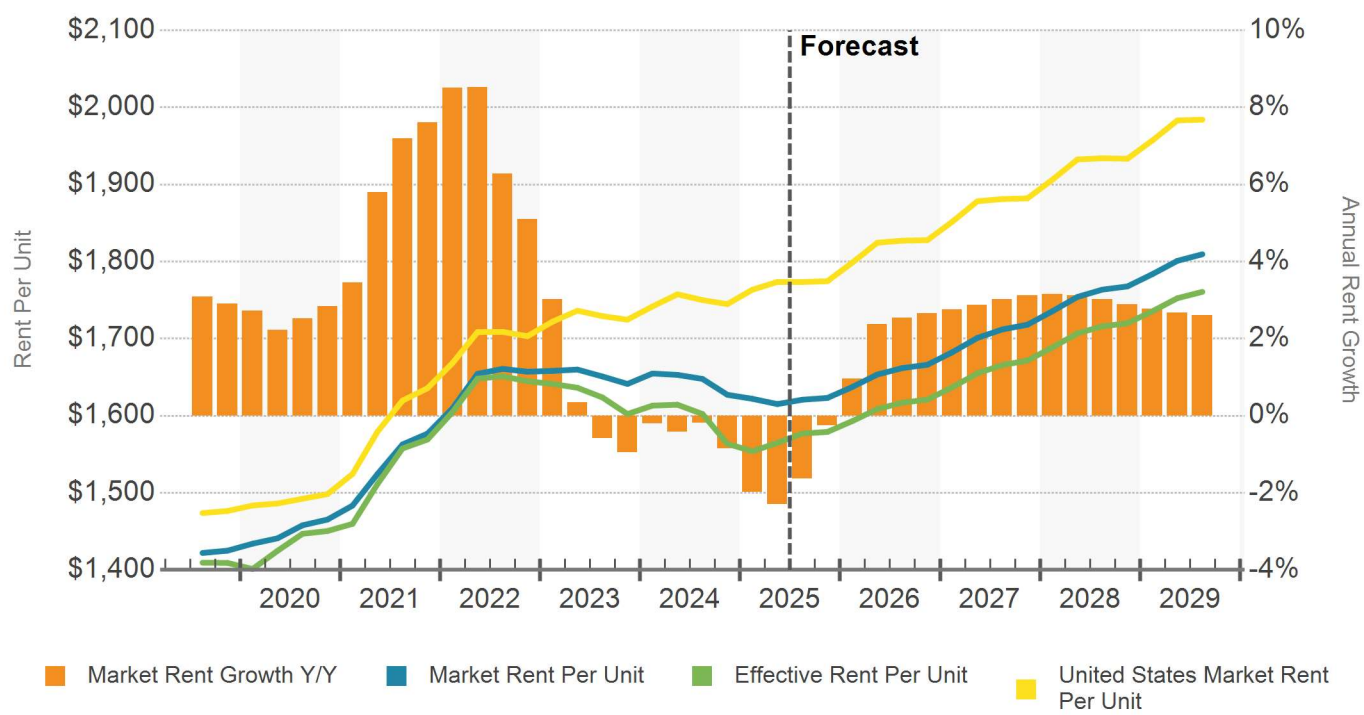
Myrtle Beach is a relatively expensive market for South Carolina, with average asking rents of \$1,620/month. While that level is below both Charleston's average of over \$1,800/month and the national average of \$1,770/month, it is significantly above most other markets in the state. For instance, rents in Greenville average just over \$1,400/month, while the average rent in Columbia is about \$1,350/month.

High-end apartments in Myrtle Beach are particularly affordable relative to national averages. In Myrtle Beach, asking rents for 4 & 4 Star properties average \$1,680/month, compared to the national average of \$2,200/month.

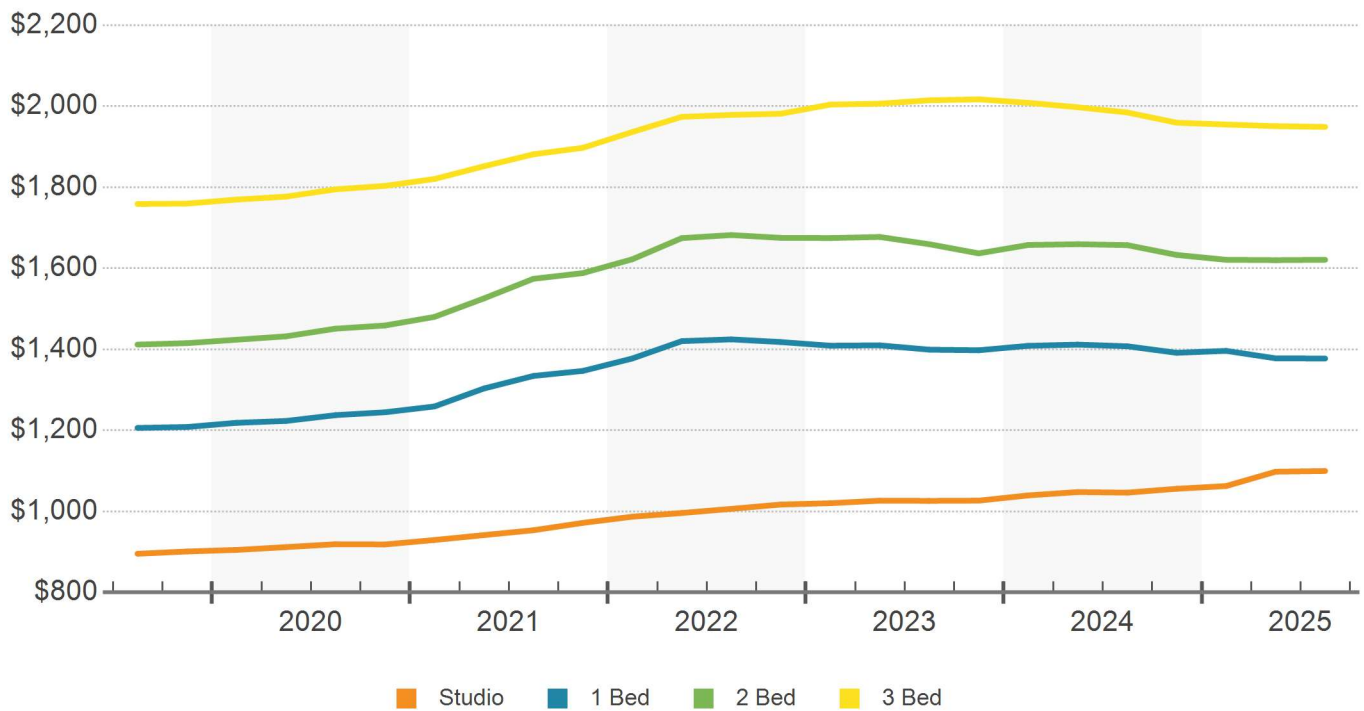
DAILY ASKING RENT PER SF



MARKET RENT PER UNIT & RENT GROWTH



MARKET RENT PER UNIT BY BEDROOM



4 & 5 STAR EXPENSES PER SF (ANNUAL)

Market / Cluster	Operating Expenses								Capital Expenditures			Total
	Mgmt.	Admin.	Payroll	Water	Utilities	Maint.	Insurance	Taxes	Appliance	Structural	Other	
Myrtle Beach	\$0.41	\$0.60	\$0.53	\$0.36	\$0.55	\$1.08	\$0.32	\$1.09	\$0.05	\$0.15	\$0.66	\$5.80
Brunswick County	\$0.38	\$0.80	\$0.81	\$0.35	\$0.60	\$0.90	\$0.23	\$0.97	\$0.08	\$0.30	\$0.90	\$6.32
Myrtle Beach	\$0.43	\$0.58	\$0.45	\$0.34	\$0.52	\$1.06	\$0.32	\$1.22	\$0.04	\$0.12	\$0.57	\$5.65
North Myrtle Beach	\$0.43	\$0.58	\$0.45	\$0.34	\$0.52	\$1.06	\$0.32	\$1.22	\$0.04	\$0.12	\$0.57	\$5.65
South Horry County	\$0.36	\$0.46	\$0.45	\$0.41	\$0.59	\$1.34	\$0.41	\$0.81	\$0.05	\$0.06	\$0.69	\$5.63

Expenses are estimated using NCREIF, IREM, and CoStar data using the narrowest possible geographical definition from Zip Code to region.

3 STAR EXPENSES PER SF (ANNUAL)

Market / Cluster	Operating Expenses								Capital Expenditures			Total
	Mgmt.	Admin.	Payroll	Water	Utilities	Maint.	Insurance	Taxes	Appliance	Structural	Other	
Myrtle Beach	\$0.40	\$0.55	\$0.48	\$0.33	\$0.38	\$0.74	\$0.30	\$0.98	\$0.04	\$0.13	\$0.60	\$4.93
Brunswick County	\$0.37	\$0.77	\$0.78	\$0.33	\$0.57	\$0.86	\$0.22	\$0.64	\$0.08	\$0.29	\$0.84	\$5.75
Myrtle Beach	\$0.41	\$0.53	\$0.43	\$0.33	\$0.34	\$0.71	\$0.30	\$1.08	\$0.03	\$0.12	\$0.54	\$4.82
North Myrtle Beach	\$0.42	\$0.53	\$0.43	\$0.33	\$0.36	\$0.74	\$0.30	\$1.09	\$0.03	\$0.12	\$0.54	\$4.89
Outlying Horry County	\$0.41	\$0.53	\$0.43	\$0.33	\$0.34	\$0.71	\$0.30	\$1.08	\$0.03	\$0.12	\$0.54	\$4.82
South Horry County	\$0.34	\$0.44	\$0.43	\$0.37	\$0.34	\$0.71	\$0.38	\$0.78	\$0.03	\$0.06	\$0.65	\$4.53
South Myrtle Beach	\$0.41	\$0.53	\$0.43	\$0.33	\$0.34	\$0.71	\$0.30	\$1.08	\$0.03	\$0.12	\$0.54	\$4.82

Expenses are estimated using NCREIF, IREM, and CoStar data using the narrowest possible geographical definition from Zip Code to region.

1 & 2 STAR EXPENSES PER SF (ANNUAL)

Market / Cluster	Operating Expenses								Capital Expenditures			Total
	Mgmt.	Admin.	Payroll	Water	Utilities	Maint.	Insurance	Taxes	Appliance	Structural	Other	
Myrtle Beach	\$0.38	\$0.35	\$0.46	\$0.32	\$0.38	\$0.68	\$0.28	\$0.58	\$0.04	\$0.10	\$0.53	\$4.10
Brunswick County	\$0.35	\$0.72	\$0.76	\$0.31	\$0.55	\$0.81	\$0.19	\$0.53	\$0.08	\$0.07	\$0.57	\$4.94
Myrtle Beach	\$0.39	\$0.28	\$0.41	\$0.31	\$0.33	\$0.59	\$0.28	\$0.58	\$0.03	\$0.11	\$0.51	\$3.82
North Myrtle Beach	\$0.39	\$0.27	\$0.41	\$0.31	\$0.33	\$0.59	\$0.28	\$0.57	\$0.03	\$0.11	\$0.51	\$3.80
Outlying Horry County	\$0.39	\$0.27	\$0.41	\$0.31	\$0.33	\$0.59	\$0.28	\$0.57	\$0.03	\$0.11	\$0.51	\$3.80
South Horry County	\$0.36	\$0.35	\$0.43	\$0.37	\$0.46	\$1	\$0.36	\$0.64	\$0.04	\$0.08	\$0.62	\$4.71
South Myrtle Beach	\$0.39	\$0.27	\$0.41	\$0.31	\$0.33	\$0.59	\$0.28	\$0.57	\$0.03	\$0.11	\$0.51	\$3.80

Expenses are estimated using NCREIF, IREM, and CoStar data using the narrowest possible geographical definition from Zip Code to region.

Construction activity in the Myrtle Beach multifamily market has been extraordinarily high in recent years but has begun to decelerate.

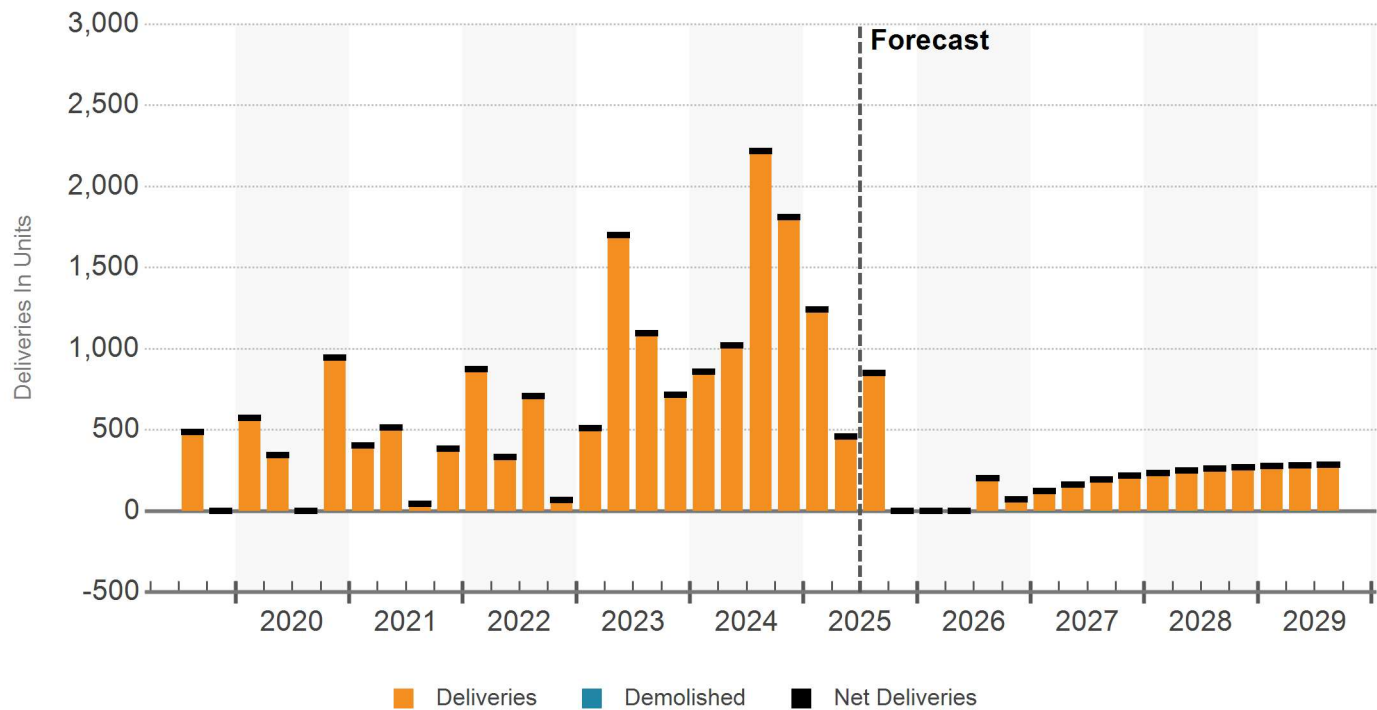
Encouraged by high population growth and low vacancies a few years ago, developers rushed to provide new supply in Myrtle Beach. Over the past 12 months, net deliveries have totaled 5,400 units, which is far above the market's 10-year annual average of 1,900 units. However, the rate of deliveries has slowed considerably. From a recent quarterly high of over 2,200 units in 24Q3, completions fell each of the following three quarters and were just 260 units in 25Q2.

To justify high construction costs, most recent deliveries have been higher-end properties. Over the past year, about 75% of the units delivered in Myrtle Beach have been in the 4 & 5 Star segment, with 3 Star properties

accounting for the remainder of new deliveries. Recently delivered high-end properties include The Townes at Amber Bluff, a 125-townhome development that was completed in June 2025. The property was developed by D.R. Horton, and each townhome has 3 bedrooms. Owing to the large size of the units, the average asking rent here is about \$1,970/month.

As both vacancies and construction costs have risen, the number of construction starts in Myrtle Beach has fallen sharply. With fewer properties starting construction, the number of units under construction in Myrtle Beach has fallen from a recent high of 7,600 units in the second half of 2023 to 1,000 units now. Construction activity is likely to remain muted in the near term until the market digests the recent wave of new properties and vacancies moderate.

DELIVERIES & DEMOLITIONS

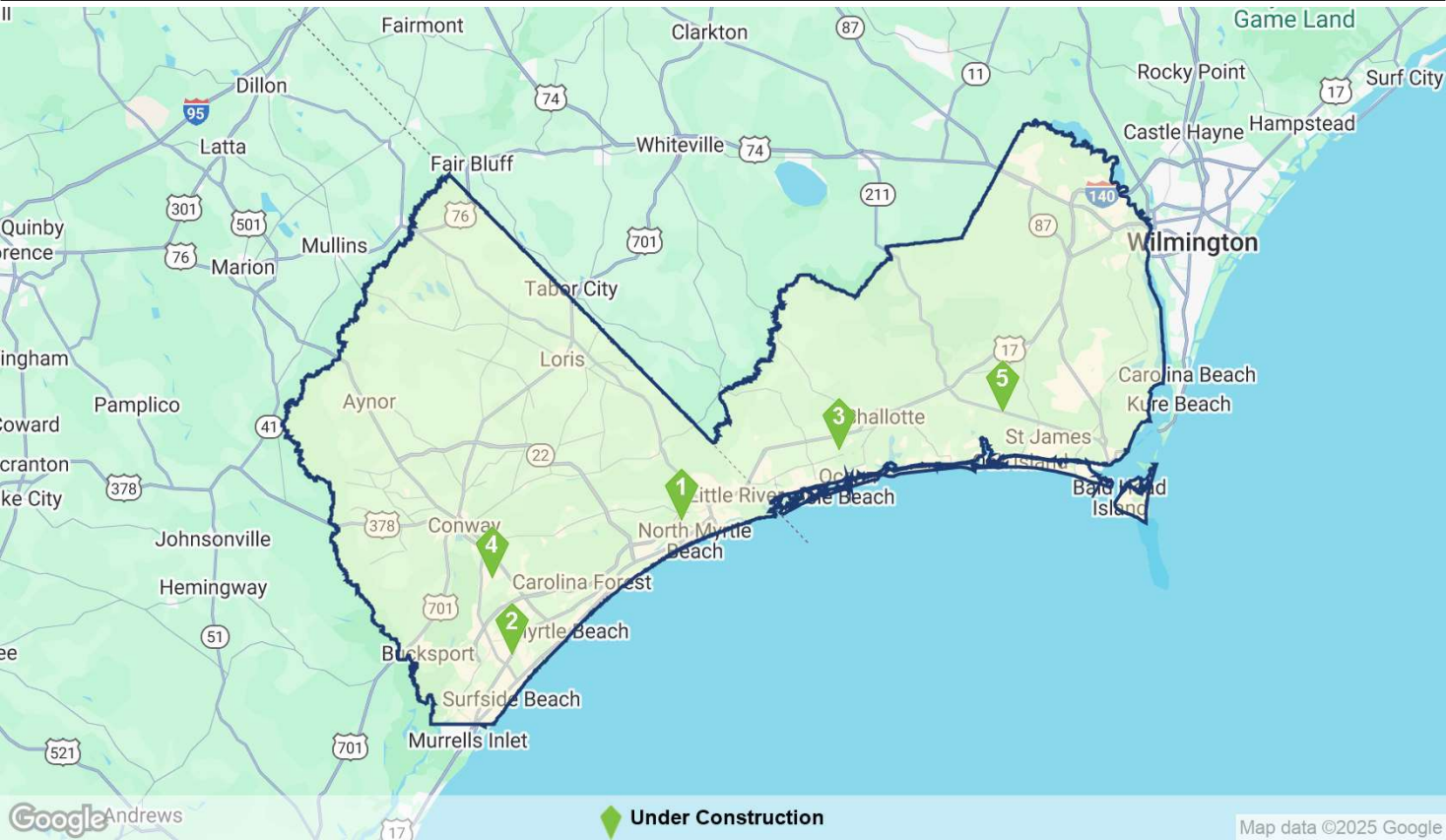


Under Construction Properties

Myrtle Beach Multi-Family

Properties	Units	Percent of Inventory	Avg. No. Units
5	1,047	3.6%	209

UNDER CONSTRUCTION PROPERTIES



UNDER CONSTRUCTION

Property Name/Address	Rating	Units	Stories	Start	Complete	Developer/Owner
1 Pelicans Crossing 311 Hope Bird Lane Dr	★ ★ ★ ★ ★	284	3	Aug 2024	Sep 2025	-
2 The Landing at Coventry 1020 Royal Tern Dr	★ ★ ★ ★ ★	255	4	Aug 2023	Aug 2025	Liberty Investment Partners Liberty Investment Partners
3 Hawthorne Ocean Isle 5855 Sparkling Water Way	★ ★ ★ ★ ★	198	3	Dec 2024	Dec 2025	- Hawthorne Residential Partners
4 Cottages at Ridgefield 270 Wild Palm Way	★ ★ ★ ★ ★	180	2	Apr 2024	Aug 2025	- D.R. Horton
5 Oak Harbor Village 1004 Arborside Cir SE	★ ★ ★ ★ ★	130	2	Sep 2024	Sep 2025	Arbor Construction Group Robert L. Stark Enterprises, Inc

Multifamily transaction volume in Myrtle Beach has totaled \$37.6 million over the past year, which is just a fraction of the market's 10-year annual average of \$192 million.

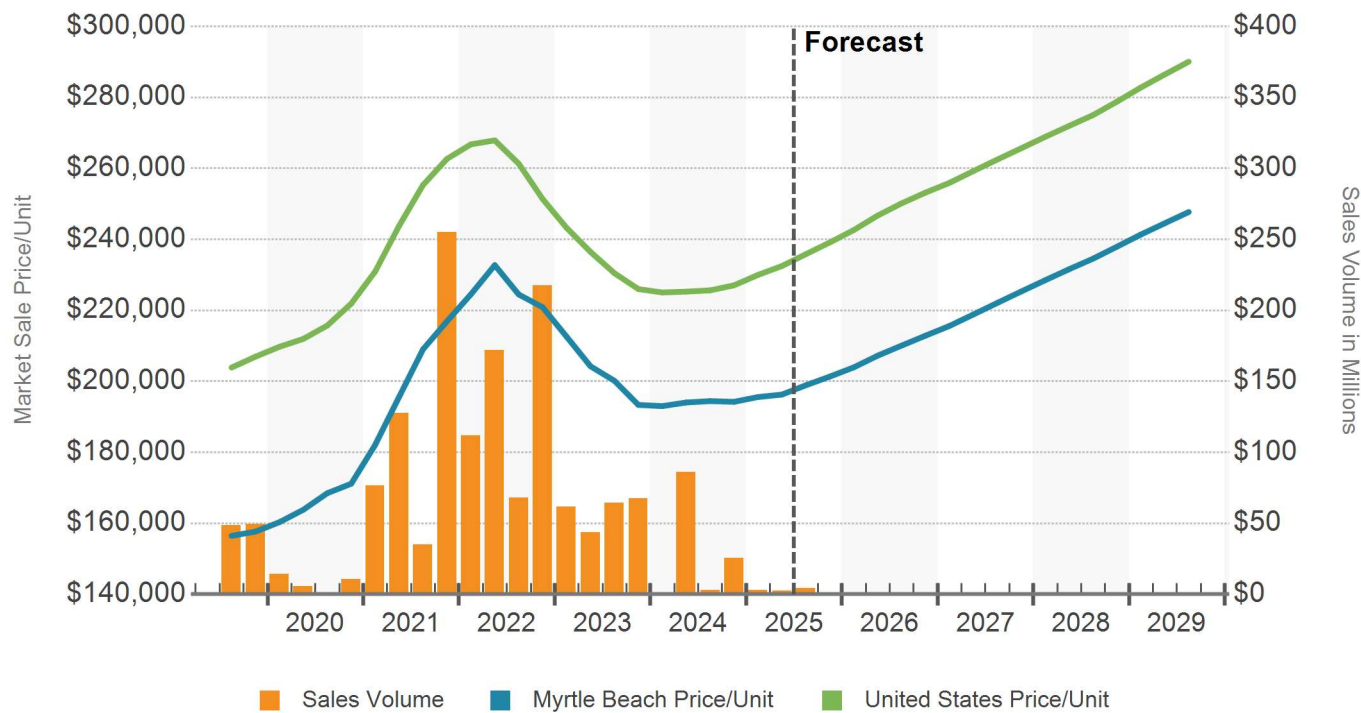
The below-average transaction volume in Myrtle Beach is consistent with broader trends. Many multifamily markets around the country have experienced depressed sales activity because of elevated vacancies, a lack of rent growth, and tough lending conditions, including persistently high interest rates.

Over the past year, most sales in Myrtle Beach have been relatively small, with an average deal size of \$3 million and an average price of \$35,000/unit. A recent

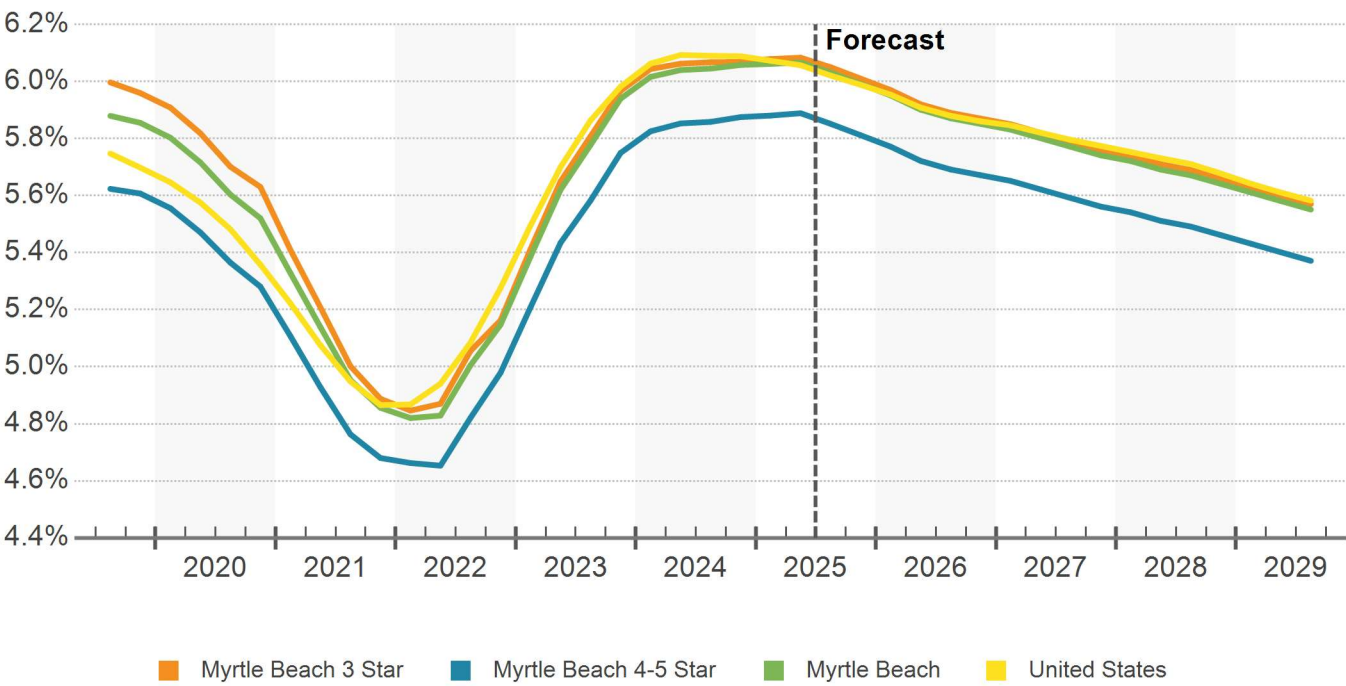
typical transaction occurred in February 2025 when a locally-based individual bought Wimberly, a 20-unit property in Downtown Myrtle Beach, for \$2 million, or \$100,000/unit. The property was built in 1976 and was fully occupied at the time of sale.

Looking ahead, sales activity in Myrtle Beach is likely to remain below average in the near term because of high interest rates and the soft fundamentals in the market caused by the recent wave of supply. Over time, the long-term demographic trends in Myrtle Beach will likely cause vacancies to move toward historical levels, and once interest rates decline investors will likely take another look at this fast-growing market.

SALES VOLUME & MARKET SALE PRICE PER UNIT



MARKET CAP RATE

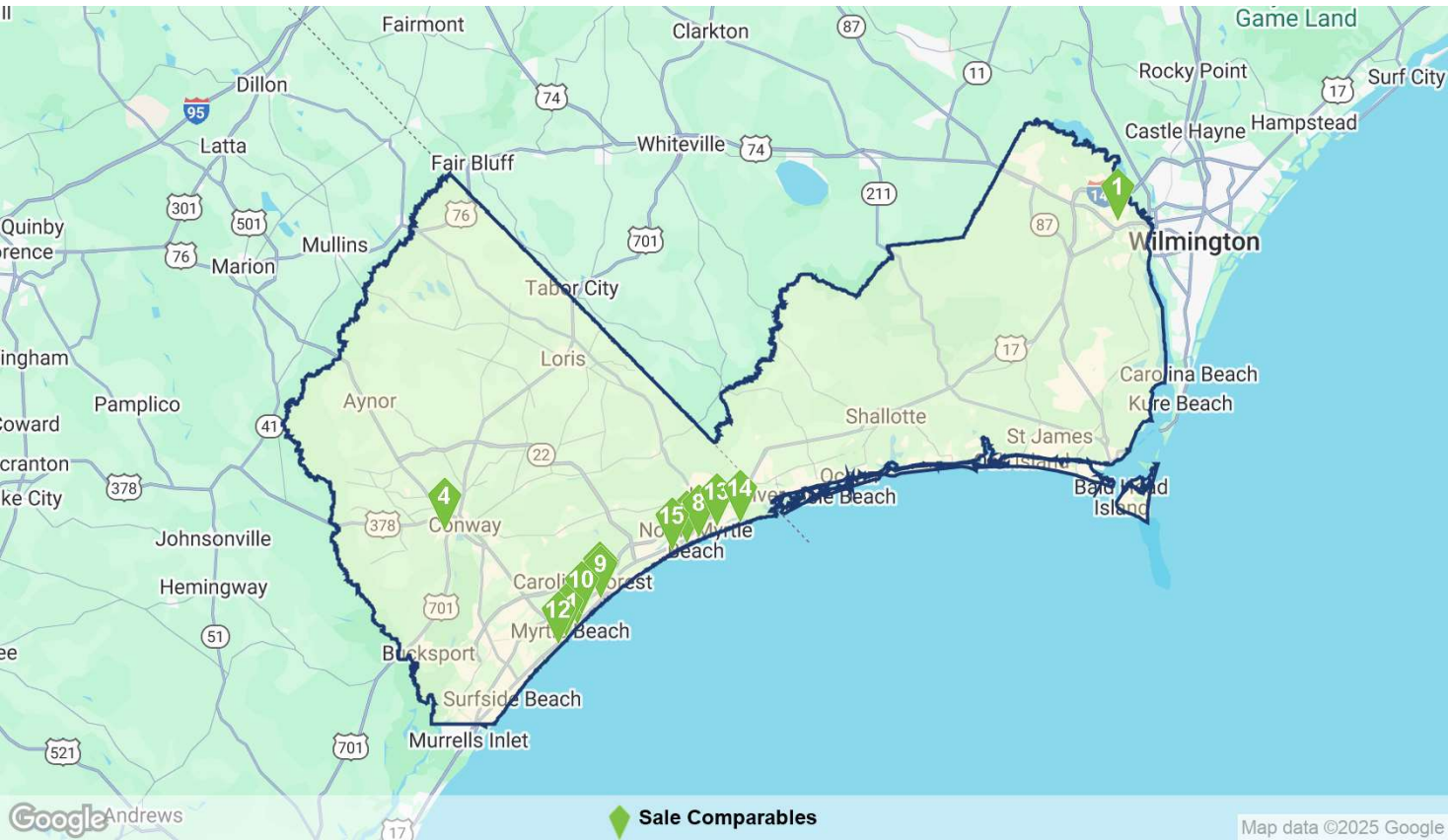


Sales Past 12 Months

Myrtle Beach Multi-Family

Sale Comparables	Avg. Price/Unit (thous.)	Average Price (mil.)	Average Vacancy at Sale
15	\$141	\$2.8	31.4%

SALE COMPARABLE LOCATIONS



SALE COMPARABLES SUMMARY STATISTICS

Sales Attributes	Low	Average	Median	High
Sale Price	\$450,000	\$2,788,046	\$960,000	\$21,205,000
Price/Unit	\$67,916	\$140,574	\$104,375	\$169,640
Cap Rate	8.8%	8.8%	8.8%	8.8%
Vacancy Rate At Sale	0%	31.4%	8.3%	59.2%
Time Since Sale in Months	0.9	5.6	5.0	11.2
Property Attributes	Low	Average	Median	High
Property Size in Units	5	19	10	125
Number of Floors	1	2	2	4
Average Unit SF	241	799	800	1,295
Year Built	1958	1978	1977	2007
Star Rating	★★★★★	★★★★★ 2.3	★★★★★	★★★★★

Sales Past 12 Months

Myrtle Beach Multi-Family

RECENT SIGNIFICANT SALES

Property Name/Address		Property Information				Sale Information			
		Rating	Yr Built	Units	Vacancy	Sale Date	Price	Price/Unit	Price/SF
1	Flats at Leland 114 Parsley Ln	★★★★★	2007	125	59.2%	10/2/2024	\$21,205,000	\$169,640	\$123
2	Atlantic Breeze Apartments 1316 S Ocean Blvd	★★★★★	1966	18	11.1%	8/8/2024	\$2,250,000	\$125,000	\$196
3	Wimberly 3505 N Oak St	★★★★★	1976	20	0%	2/26/2025	\$2,000,000	\$100,000	\$66
4	McCray Court 1020 Creel St	★★★★★	2003	10	10.0%	10/3/2024	\$1,560,000	\$156,000	\$120
5	605 67th Ave N	★★★★★	1978	12	8.3%	12/11/2024	\$1,180,000	\$98,333	\$159
6	711 67th Ave N	★★★★★	1980	8	12.5%	4/30/2025	\$1,050,000	\$131,250	\$98
7	2311 Withers Dr	★★★★★	1964	8	0%	5/27/2025	\$870,000	\$108,750	\$320
8	213-215 S 1st Ave	★★★★★	1960	9	11.1%	2/12/2025	\$838,000	\$93,111	\$120
9	6312 Wildwood Trl	★★★★★	1988	12	16.7%	12/19/2024	\$815,000	\$67,916	\$122
10	607 37th Ave N	★★★★★	-	5	0%	8/26/2024	\$700,000	\$140,000	\$175
11	311 4th Ave S	★★★★★	1977	6	0%	12/9/2024	\$538,552	\$89,758	\$101
12	1007 Yaupon Dr	★★★★★	1966	5	0%	5/23/2025	\$450,000	\$90,000	\$180
13	613 Sea Mountain Hwy	★★★★★	1984	12	8.3%	6/18/2025	-	-	-
14	5900 N Ocean Blvd	★★★★★	1996	6	0%	6/6/2025	-	-	-
15	E and E Motel 410 31st Ave S	★★★★★	1958	32	9.4%	2/25/2025	-	-	-

Myrtle Beach is a fast-growing market situated on South Carolina's eastern coast. The area offers a warm subtropical climate and is known for its beaches and numerous golf courses. Myrtle Beach is the center of a 60-mile stretch of beaches known as the "Grand Strand." These features have long attracted residents and tourists to the region which has become even more popular in recent years. The population of Myrtle Beach has grown 20.9% over the past five years, dwarfing national growth of 3.1% over that time.

Because of the area's natural beauty, leisure and hospitality drive the market's economy and the area swells with visitors during the high season, especially during major annual events such as Carolina Country Music Fest, the World Famous Blue Crab Festival, and Myrtle Beach Bike Week.

While tourism is the backbone of the local economy, other industries, such as the aviation and aerospace industries, have grown significantly here as well. The

International Technology and Aerospace Park in Myrtle Beach has been a hub for related industries to find and train talent in the region over the past decade. Kingman Airline, Myrtle Air Services, and Chippewa Aerospace have established operations in the area over the past decade.

Top employers in the Myrtle Beach market and Horry County area include Coastal Carolina University, Conway Medical Center, and local government office users like the City of Myrtle Beach. However, international players, such as Japanese multinational ceramics and electronics manufacturer Kyocera, have chosen the Myrtle Beach market to establish and expand manufacturing operations. Other industrial employers in the market include Metglas, Inc., Wolverine Brass, and Apollo Valves/Conbraco.

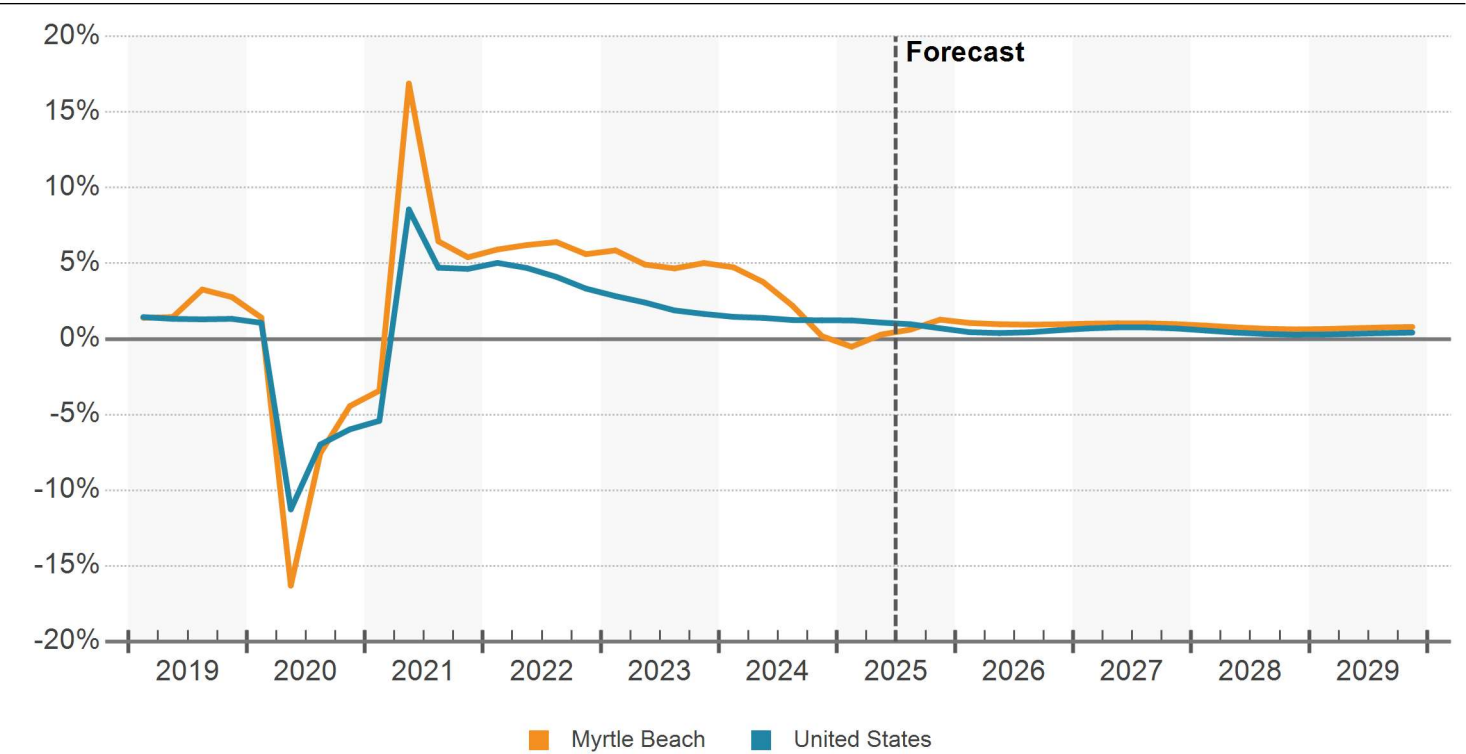
As both North and South Carolina continue to grow and even more people visit the area, Myrtle Beach is expected to remain a vibrant and maturing market.

MYRTLE BEACH EMPLOYMENT BY INDUSTRY IN THOUSANDS

Industry	CURRENT JOBS		CURRENT GROWTH		10 YR HISTORICAL		5 YR FORECAST	
	Jobs	LQ	Market	US	Market	US	Market	US
Manufacturing	5	0.3	0.07%	-0.74%	2.21%	0.35%	-0.14%	0.18%
Trade, Transportation and Utilities	44	1.2	-0.31%	0.69%	2.58%	0.86%	0.65%	0.22%
Retail Trade	34	1.8	-0.31%	0.38%	2.34%	0.03%	0.74%	0.18%
Financial Activities	11	0.9	-0.87%	1.06%	1.81%	1.34%	0.55%	0.38%
Government	26	0.9	0.59%	1.16%	2.11%	0.70%	1.22%	0.19%
Natural Resources, Mining and Construction	13	1.2	4.90%	1.51%	4.92%	2.13%	0.70%	0.64%
Education and Health Services	23	0.7	0.80%	2.98%	3.74%	2.16%	1.25%	0.64%
Professional and Business Services	20	0.7	1.32%	-0.17%	4.31%	1.37%	0.93%	0.65%
Information	3	0.8	0.40%	0.17%	1.80%	0.73%	-0.24%	0.33%
Leisure and Hospitality	46	2.2	-0.68%	1.60%	1.37%	1.23%	0.99%	1.07%
Other Services	7	0.9	-0.13%	0.93%	1.64%	0.70%	0.29%	0.22%
Total Employment	199	1.0	0.34%	1.07%	2.55%	1.20%	0.86%	0.47%

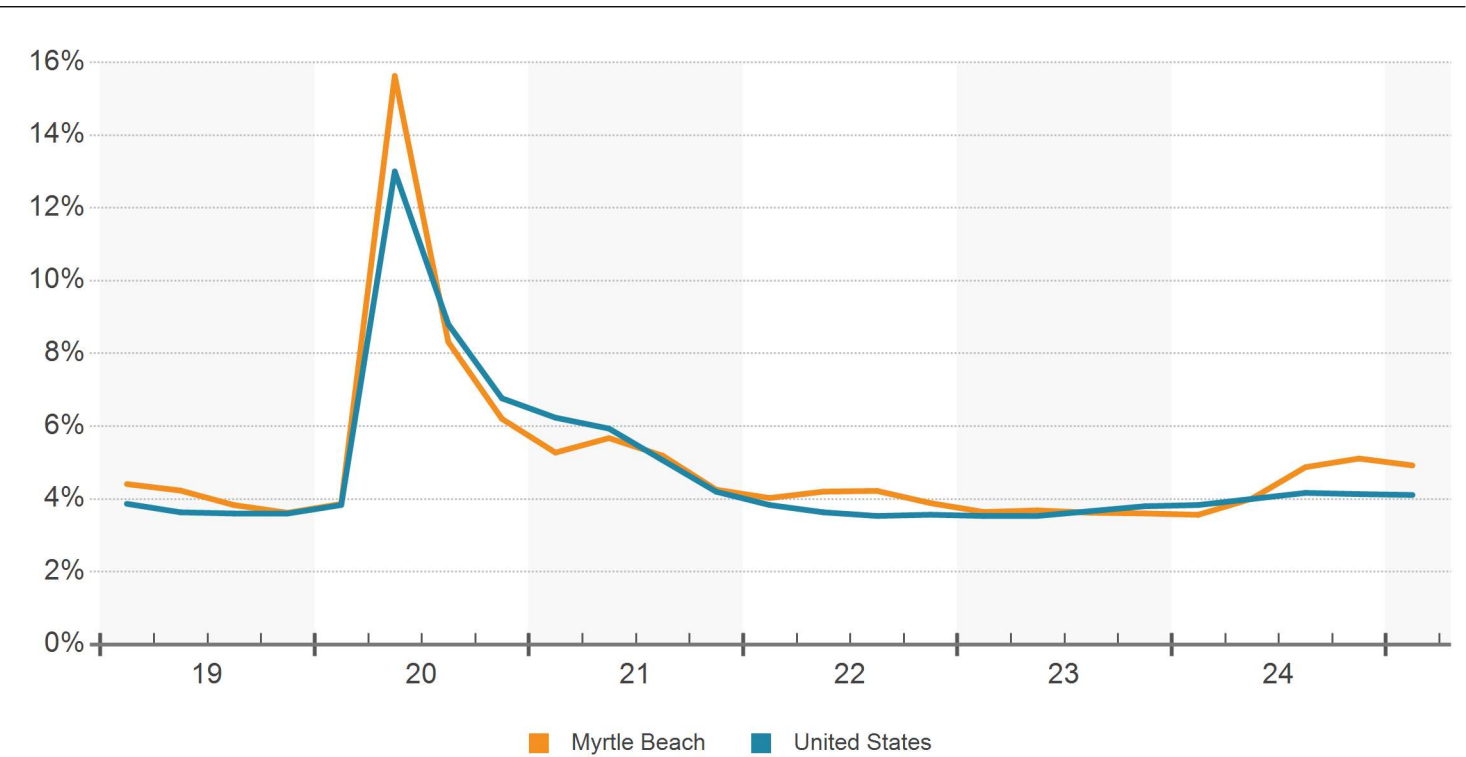
Source: Oxford Economics
LQ = Location Quotient

JOB GROWTH (YOY)

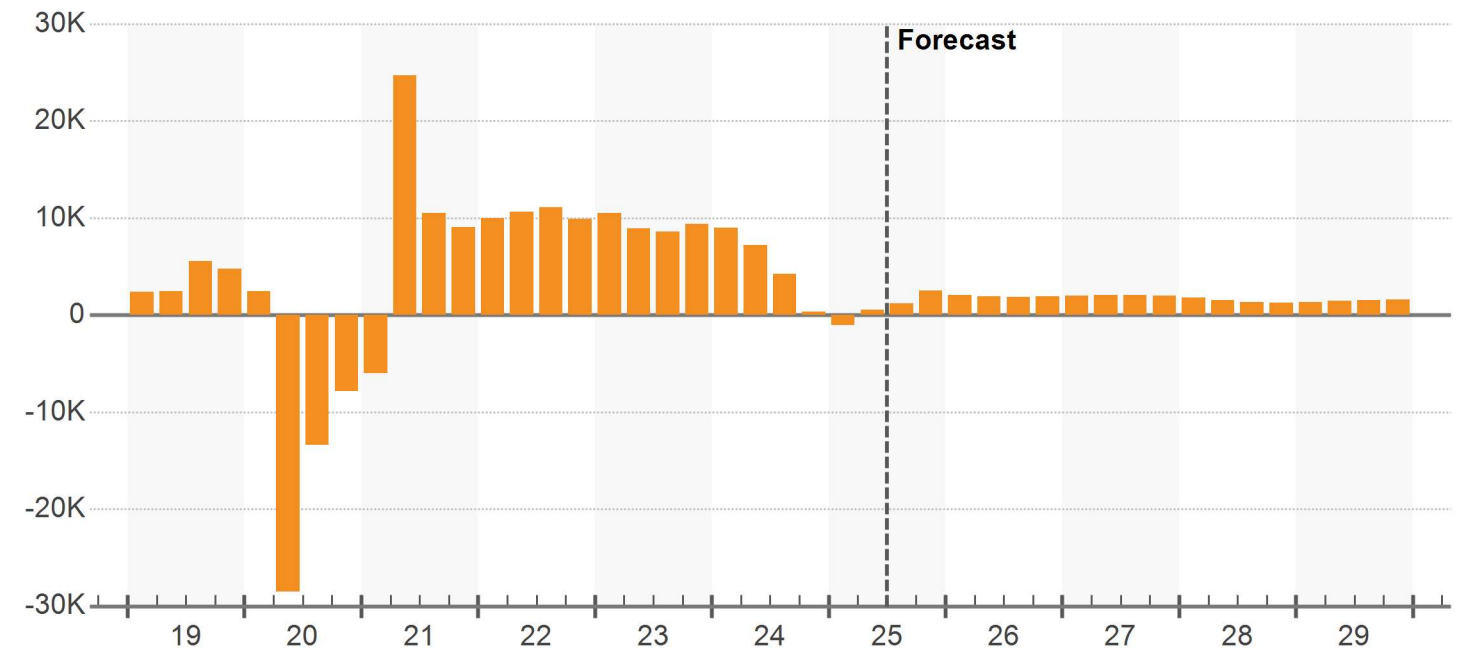


Source: Oxford Economics

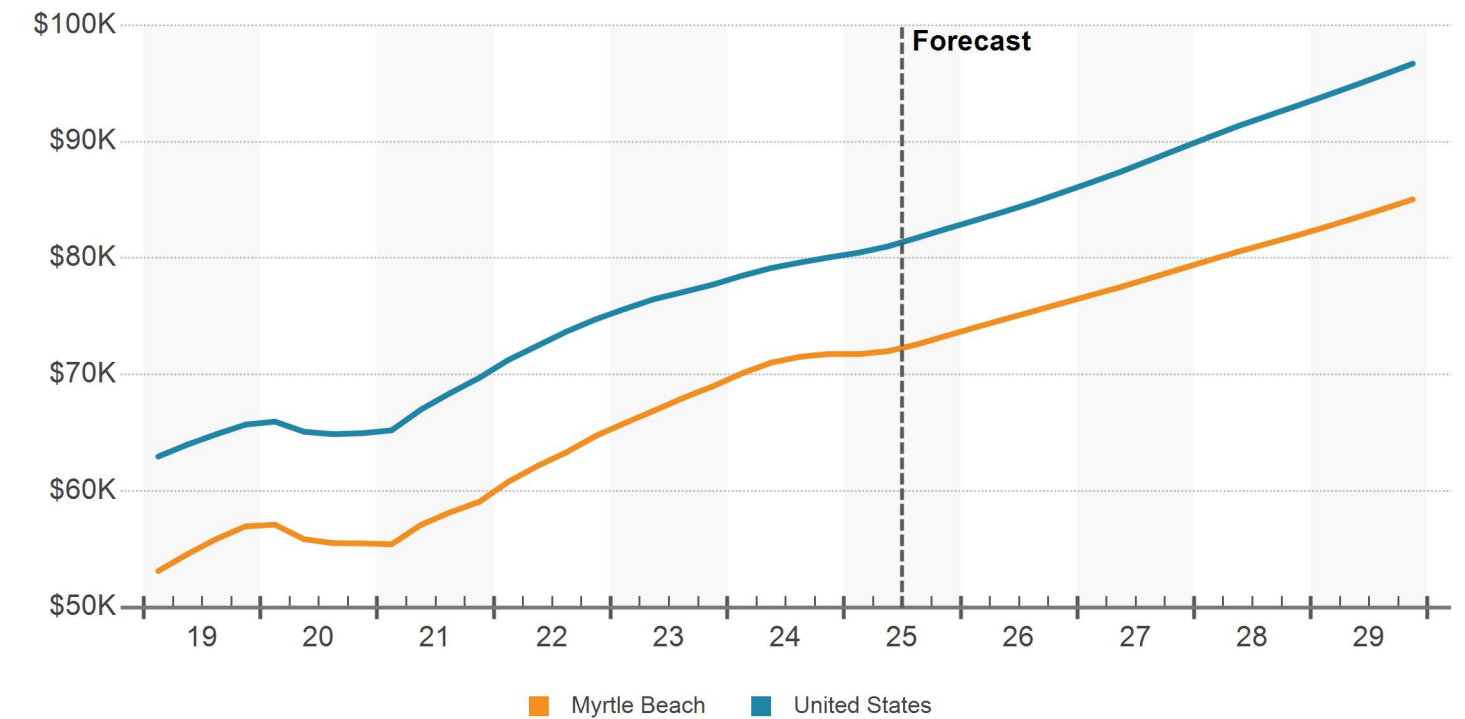
UNEMPLOYMENT RATE (%)



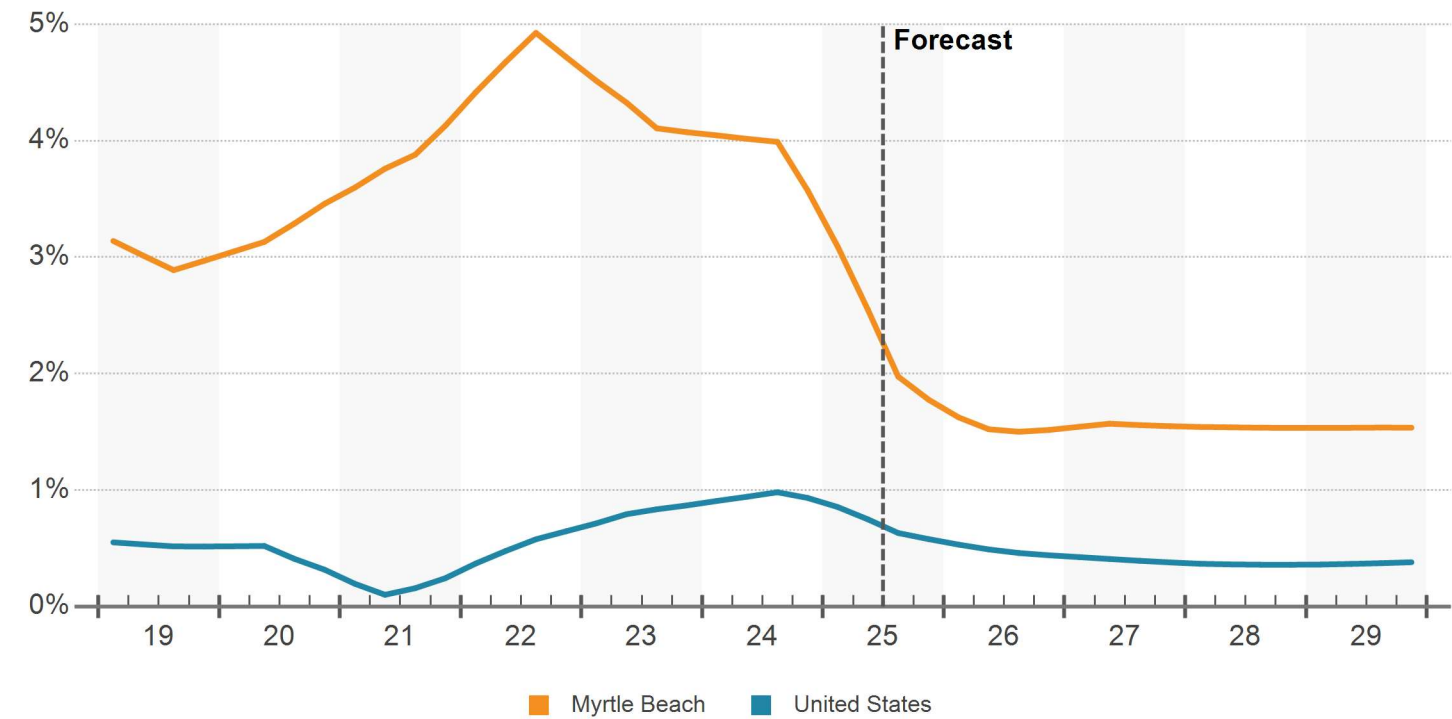
NET EMPLOYMENT CHANGE (YOY)



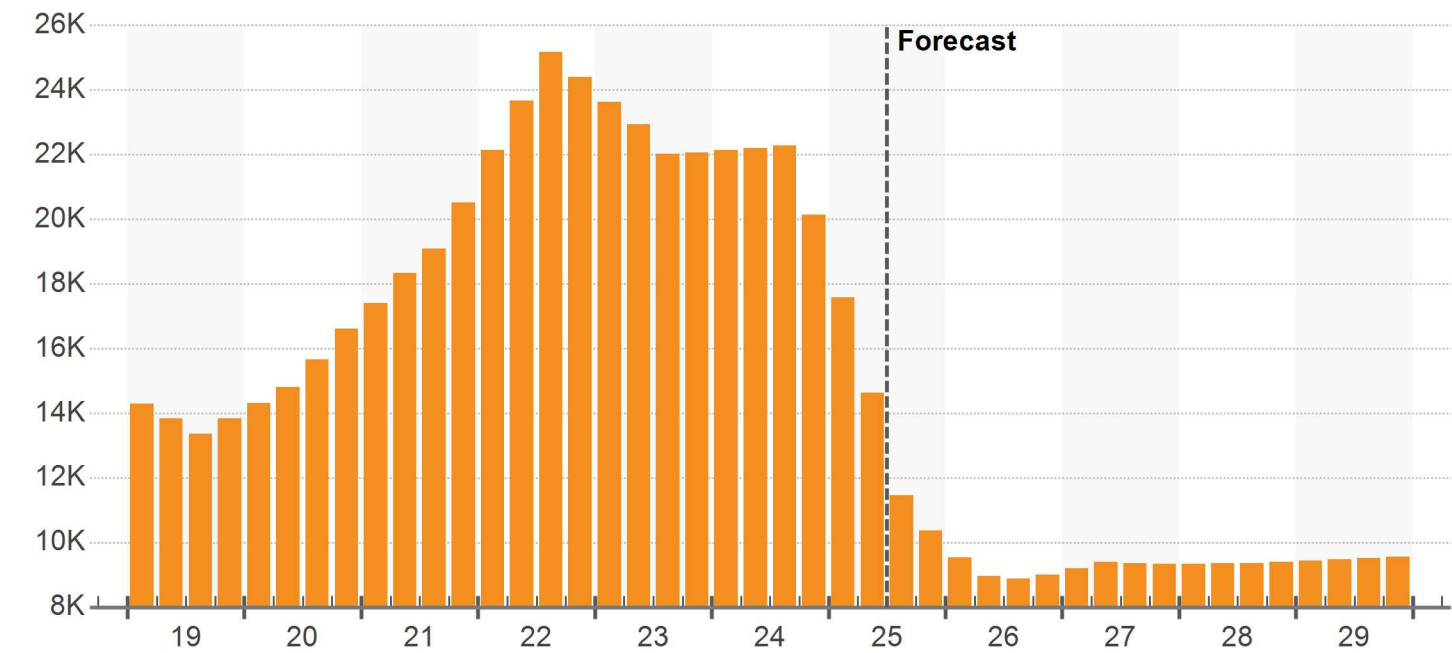
MEDIAN HOUSEHOLD INCOME



POPULATION GROWTH (YOY %)



NET POPULATION CHANGE (YOY)

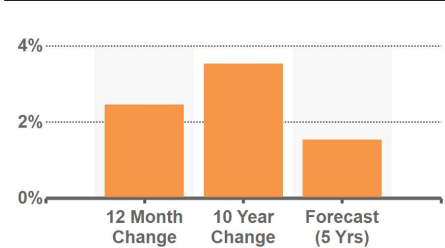


DEMOGRAPHIC TRENDS

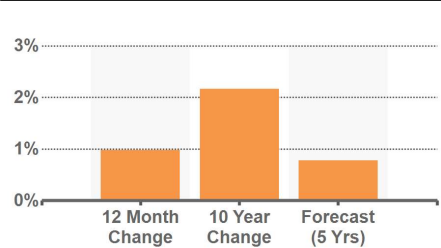
Demographic Category	Current Level		12 Month Change		10 Year Change		5 Year Forecast	
	Metro	US	Metro	US	Metro	US	Metro	US
Population	589,917	341,863,688	2.5%	0.7%	3.5%	0.6%	1.5%	0.4%
Households	255,713	134,391,609	2.6%	0.9%	3.7%	1.0%	1.6%	0.5%
Median Household Income	\$72,104	\$81,127	1.4%	2.4%	4.6%	4.0%	3.8%	4.0%
Labor Force	225,698	170,636,875	1.0%	1.6%	2.2%	0.8%	0.8%	0.3%
Unemployment	4.9%	4.1%	0.8%	0.1%	-0.2%	-0.1%	-	-

Source: Oxford Economics

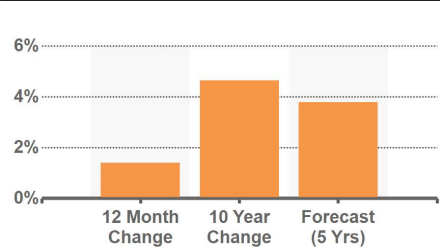
POPULATION GROWTH



LABOR FORCE GROWTH

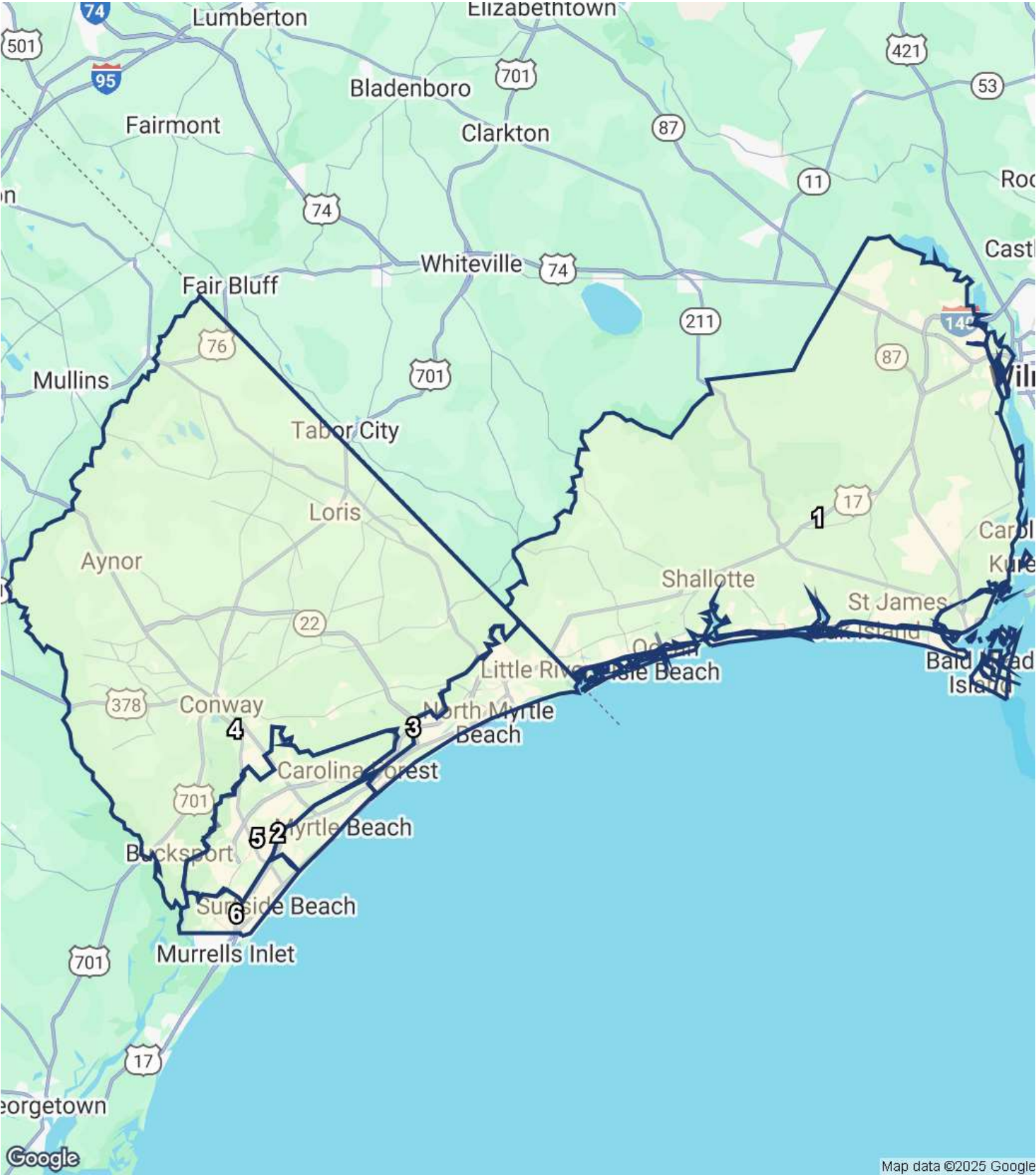


INCOME GROWTH



Source: Oxford Economics

MYRTLE BEACH SUBMARKETS



Submarkets

Myrtle Beach Multi-Family

SUBMARKET INVENTORY

No.	Submarket	Inventory				12 Month Deliveries				Under Construction			
		Bldgs	Units	% Market	Rank	Bldgs	Units	Percent	Rank	Bldgs	Units	Percent	Rank
1	Brunswick County	55	8,749	29.7%	2	12	2,779	31.8%	1	2	328	3.7%	1
2	Myrtle Beach	111	3,848	13.1%	4	2	232	6.0%	5	1	255	6.6%	3
3	North Myrtle Beach	118	4,552	15.5%	3	2	561	12.3%	4	1	284	6.2%	2
4	Outlying Horry County	30	2,235	7.6%	5	7	1,182	52.9%	2	1	180	8.1%	4
5	South Horry County	46	9,013	30.6%	1	3	573	6.4%	3	0	0	0%	-
6	South Myrtle Beach	11	1,059	3.6%	6	1	37	3.5%	6	0	0	0%	-

SUBMARKET RENT

No.	Market	Asking Rents				Effective Rents					
		Per Unit	Per SF	Rank	Yr. Growth	Per Unit	Per SF	Rank	Yr. Growth	Concession	Rank
1	Brunswick County	\$1,621	\$1.45	5	-4.7%	\$1,560	\$1.40	6	-6.0%	3.8%	1
2	Myrtle Beach	\$1,544	\$1.63	2	0.1%	\$1,530	\$1.61	2	1.1%	1.0%	6
3	North Myrtle Beach	\$1,622	\$1.60	3	-0.9%	\$1,568	\$1.54	3	-1.8%	3.3%	3
4	Outlying Horry County	\$1,735	\$1.45	6	-2.4%	\$1,673	\$1.40	5	-4.9%	3.6%	2
5	South Horry County	\$1,592	\$1.53	4	-1.3%	\$1,562	\$1.50	4	-0.4%	1.9%	4
6	South Myrtle Beach	\$1,707	\$1.77	1	-0.4%	\$1,686	\$1.75	1	3.5%	1.2%	5

SUBMARKET VACANCY & ABSORPTION

No.	Submarket	Vacancy			12 Month Absorption			
		Units	Percent	Rank	Units	% of Inv	Rank	Construc. Ratio
1	Brunswick County	3,192	36.5%	5	1,677	19.2%	1	1.0
2	Myrtle Beach	375	9.7%	1	163	4.2%	5	0.3
3	North Myrtle Beach	782	17.2%	4	364	8.0%	4	1.0
4	Outlying Horry County	938	42.0%	6	386	17.3%	3	2.5
5	South Horry County	1,508	16.7%	3	659	7.3%	2	0.7
6	South Myrtle Beach	127	12.0%	2	93	8.8%	6	0.4

OVERALL SUPPLY & DEMAND

Year	Inventory			Absorption		
	Units	Growth	% Growth	Units	% of Inv	Construction Ratio
2029	33,397	1,125	3.5%	992	3.0%	1.1
2028	32,272	1,011	3.2%	856	2.7%	1.2
2027	31,261	691	2.3%	957	3.1%	0.7
2026	30,570	267	0.9%	2,200	7.2%	0.1
2025	30,303	2,544	9.2%	3,704	12.2%	0.7
YTD	29,456	1,697	6.1%	2,255	7.7%	0.8
2024	27,759	5,904	27.0%	3,075	11.1%	1.9
2023	21,855	4,018	22.5%	1,710	7.8%	2.3
2022	17,837	1,980	12.5%	572	3.2%	3.5
2021	15,857	1,338	9.2%	1,921	12.1%	0.7
2020	14,519	1,859	14.7%	1,464	10.1%	1.3
2019	12,660	808	6.8%	769	6.1%	1.1
2018	11,852	914	8.4%	640	5.4%	1.4
2017	10,938	545	5.2%	512	4.7%	1.1
2016	10,393	394	3.9%	174	1.7%	2.3
2015	9,999	0	0%	287	2.9%	0
2014	9,999	283	2.9%	137	1.4%	2.1
2013	9,716	0	0%	34	0.3%	0

4 & 5 STAR SUPPLY & DEMAND

Year	Inventory			Absorption		
	Units	Growth	% Growth	Units	% of Inv	Construction Ratio
2029	20,471	1,129	5.8%	1,011	4.9%	1.1
2028	19,342	1,015	5.5%	869	4.5%	1.2
2027	18,327	695	3.9%	815	4.4%	0.9
2026	17,632	270	1.6%	1,515	8.6%	0.2
2025	17,362	1,417	8.9%	2,825	16.3%	0.5
YTD	16,797	852	5.3%	1,754	10.4%	0.5
2024	15,945	5,115	47.2%	2,378	14.9%	2.2
2023	10,830	2,623	32.0%	1,313	12.1%	2.0
2022	8,207	1,186	16.9%	312	3.8%	3.8
2021	7,021	1,208	20.8%	1,785	25.4%	0.7
2020	5,813	1,643	39.4%	1,152	19.8%	1.4
2019	4,170	636	18.0%	515	12.4%	1.2
2018	3,534	374	11.8%	244	6.9%	1.5
2017	3,160	545	20.8%	487	15.4%	1.1
2016	2,615	288	12.4%	214	8.2%	1.3
2015	2,327	0	0%	142	6.1%	0
2014	2,327	277	13.5%	134	5.8%	2.1
2013	2,050	0	0%	(5)	-0.2%	0

3 STAR SUPPLY & DEMAND

Year	Inventory			Absorption		
	Units	Growth	% Growth	Units	% of Inv	Construction Ratio
2029	10,730	0	0%	(19)	-0.2%	0
2028	10,730	0	0%	(12)	-0.1%	0
2027	10,730	0	0%	154	1.4%	0
2026	10,730	0	0%	697	6.5%	0
2025	10,730	1,129	11.8%	860	8.0%	1.3
YTD	10,446	845	8.8%	478	4.6%	1.8
2024	9,601	789	9.0%	637	6.6%	1.2
2023	8,812	1,395	18.8%	461	5.2%	3.0
2022	7,417	794	12.0%	322	4.3%	2.5
2021	6,623	130	2.0%	156	2.4%	0.8
2020	6,493	216	3.4%	272	4.2%	0.8
2019	6,277	172	2.8%	261	4.2%	0.7
2018	6,105	540	9.7%	390	6.4%	1.4
2017	5,565	0	0%	23	0.4%	0
2016	5,565	106	1.9%	(39)	-0.7%	-
2015	5,459	0	0%	130	2.4%	0
2014	5,459	6	0.1%	(16)	-0.3%	-
2013	5,453	0	0%	19	0.3%	0

1 & 2 STAR SUPPLY & DEMAND

Year	Inventory			Absorption		
	Units	Growth	% Growth	Units	% of Inv	Construction Ratio
2029	2,196	(4)	-0.2%	0	0%	-
2028	2,200	(4)	-0.2%	(1)	0%	4.0
2027	2,204	(4)	-0.2%	(12)	-0.5%	0.3
2026	2,208	(3)	-0.1%	(12)	-0.5%	0.3
2025	2,211	(2)	-0.1%	19	0.9%	-
YTD	2,213	0	0%	23	1.0%	0
2024	2,213	0	0%	60	2.7%	0
2023	2,213	0	0%	(64)	-2.9%	0
2022	2,213	0	0%	(62)	-2.8%	0
2021	2,213	0	0%	(20)	-0.9%	0
2020	2,213	0	0%	40	1.8%	0
2019	2,213	0	0%	(7)	-0.3%	0
2018	2,213	0	0%	6	0.3%	0
2017	2,213	0	0%	2	0.1%	0
2016	2,213	0	0%	(1)	0%	0
2015	2,213	0	0%	15	0.7%	0
2014	2,213	0	0%	19	0.9%	0
2013	2,213	0	0%	20	0.9%	0

OVERALL VACANCY & RENT

Year	Vacancy			Market Rent				Effective Rents	
	Units	Percent	Ppts Chg	Per Unit	Per SF	% Growth	Ppts Chg	Units	Per SF
2029	4,412	13.2%	0	\$1,813	\$1.72	2.5%	(0.3)	\$1,764	\$1.67
2028	4,278	13.3%	0.1	\$1,768	\$1.68	2.9%	(0.2)	\$1,720	\$1.63
2027	4,121	13.2%	(1.2)	\$1,718	\$1.63	3.1%	0.5	\$1,672	\$1.59
2026	4,388	14.4%	(6.5)	\$1,666	\$1.58	2.7%	2.9	\$1,621	\$1.54
2025	6,322	20.9%	(6.1)	\$1,623	\$1.54	-0.3%	0.6	\$1,579	\$1.50
YTD	6,922	23.5%	(3.4)	\$1,615	\$1.52	-2.2%	(1.4)	\$1,571	\$1.48
2024	7,479	26.9%	5.7	\$1,627	\$1.53	-0.9%	0.1	\$1,564	\$1.47
2023	4,650	21.3%	8.2	\$1,641	\$1.55	-1.0%	(6.1)	\$1,602	\$1.51
2022	2,338	13.1%	7.3	\$1,657	\$1.57	5.1%	(2.5)	\$1,645	\$1.55
2021	925	5.8%	(4.6)	\$1,577	\$1.49	7.6%	4.8	\$1,569	\$1.48
2020	1,508	10.4%	1.6	\$1,465	\$1.38	2.8%	(0.1)	\$1,451	\$1.37
2019	1,112	8.8%	(0.3)	\$1,425	\$1.34	2.9%	0.2	\$1,409	\$1.33
2018	1,074	9.1%	1.8	\$1,385	\$1.31	2.7%	(0.3)	\$1,363	\$1.29
2017	799	7.3%	(0.1)	\$1,348	\$1.27	3.0%	0.6	\$1,330	\$1.25
2016	765	7.4%	1.9	\$1,309	\$1.23	2.4%	(0.1)	\$1,281	\$1.21
2015	546	5.5%	(2.9)	\$1,279	\$1.21	2.5%	(0.8)	\$1,266	\$1.19
2014	831	8.3%	1.3	\$1,249	\$1.18	3.2%	0.7	\$1,222	\$1.15
2013	684	7.0%	(0.3)	\$1,209	\$1.14	2.5%	-	\$1,199	\$1.13

4 & 5 STAR VACANCY & RENT

Year	Vacancy			Market Rent				Effective Rents	
	Units	Percent	Ppts Chg	Per Unit	Per SF	% Growth	Ppts Chg	Units	Per SF
2029	2,835	13.8%	(0.2)	\$1,875	\$1.77	2.4%	(0.3)	\$1,812	\$1.71
2028	2,716	14.0%	0	\$1,831	\$1.73	2.7%	(0.2)	\$1,770	\$1.67
2027	2,569	14.0%	(1.2)	\$1,783	\$1.69	3.0%	0.5	\$1,723	\$1.63
2026	2,689	15.2%	(7.4)	\$1,731	\$1.64	2.5%	2.5	\$1,673	\$1.58
2025	3,934	22.7%	(10.8)	\$1,689	\$1.60	0%	0.7	\$1,632	\$1.54
YTD	4,439	26.4%	(7.1)	\$1,682	\$1.58	-2.1%	(1.5)	\$1,625	\$1.53
2024	5,342	33.5%	9.5	\$1,689	\$1.59	-0.7%	1.5	\$1,615	\$1.52
2023	2,605	24.0%	8.3	\$1,701	\$1.60	-2.2%	(7.0)	\$1,661	\$1.56
2022	1,294	15.8%	9.8	\$1,738	\$1.63	4.9%	(2.1)	\$1,725	\$1.62
2021	420	6.0%	(11.2)	\$1,657	\$1.56	7.0%	4.3	\$1,653	\$1.55
2020	998	17.2%	5.0	\$1,549	\$1.46	2.7%	(0.2)	\$1,529	\$1.44
2019	506	12.1%	1.2	\$1,507	\$1.42	2.9%	0.4	\$1,488	\$1.40
2018	386	10.9%	2.8	\$1,464	\$1.38	2.5%	(0.1)	\$1,443	\$1.36
2017	256	8.1%	0.6	\$1,428	\$1.34	2.6%	0.4	\$1,406	\$1.32
2016	197	7.5%	2.3	\$1,392	\$1.31	2.2%	(0.5)	\$1,354	\$1.27
2015	123	5.3%	(6.0)	\$1,362	\$1.28	2.7%	(0.6)	\$1,352	\$1.27
2014	263	11.3%	5.4	\$1,327	\$1.25	3.2%	1.4	\$1,300	\$1.22
2013	121	5.9%	0.2	\$1,285	\$1.21	1.9%	-	\$1,274	\$1.20

3 STAR VACANCY & RENT

Year	Vacancy			Market Rent				Effective Rents	
	Units	Percent	Ppts Chg	Per Unit	Per SF	% Growth	Ppts Chg	Units	Per SF
2029	1,413	13.2%	0.2	\$1,742	\$1.64	2.8%	(0.3)	\$1,714	\$1.61
2028	1,393	13.0%	0.1	\$1,694	\$1.59	3.2%	(0.2)	\$1,667	\$1.57
2027	1,381	12.9%	(1.4)	\$1,642	\$1.54	3.4%	0.5	\$1,616	\$1.52
2026	1,536	14.3%	(6.5)	\$1,588	\$1.49	2.9%	3.9	\$1,563	\$1.47
2025	2,233	20.8%	0.4	\$1,544	\$1.45	-1.0%	0.1	\$1,519	\$1.43
YTD	2,332	22.3%	1.9	\$1,535	\$1.44	-2.6%	(1.5)	\$1,511	\$1.42
2024	1,964	20.5%	(0.1)	\$1,560	\$1.46	-1.2%	(2.2)	\$1,513	\$1.42
2023	1,811	20.6%	8.8	\$1,578	\$1.48	1.1%	(4.1)	\$1,539	\$1.44
2022	875	11.8%	5.8	\$1,561	\$1.47	5.1%	(3.3)	\$1,549	\$1.46
2021	398	6.0%	(0.5)	\$1,485	\$1.40	8.5%	5.7	\$1,471	\$1.38
2020	424	6.5%	(1.1)	\$1,369	\$1.28	2.8%	0	\$1,361	\$1.27
2019	480	7.6%	(1.7)	\$1,332	\$1.25	2.7%	(0.2)	\$1,322	\$1.24
2018	569	9.3%	1.8	\$1,296	\$1.21	2.9%	(0.9)	\$1,272	\$1.19
2017	418	7.5%	(0.4)	\$1,259	\$1.18	3.9%	1.1	\$1,245	\$1.16
2016	441	7.9%	2.5	\$1,212	\$1.13	2.8%	0.7	\$1,200	\$1.12
2015	297	5.4%	(2.4)	\$1,180	\$1.10	2.1%	(1.1)	\$1,161	\$1.09
2014	428	7.8%	0.4	\$1,155	\$1.08	3.2%	(0.6)	\$1,126	\$1.05
2013	405	7.4%	(0.3)	\$1,119	\$1.04	3.9%	-	\$1,109	\$1.04

1 & 2 STAR VACANCY & RENT

Year	Vacancy			Market Rent				Effective Rents	
	Units	Percent	Ppts Chg	Per Unit	Per SF	% Growth	Ppts Chg	Units	Per SF
2029	164	7.5%	(0.2)	\$1,376	\$1.49	3.1%	(0.3)	\$1,369	\$1.48
2028	169	7.7%	(0.1)	\$1,335	\$1.44	3.4%	(0.2)	\$1,328	\$1.43
2027	171	7.8%	0.4	\$1,290	\$1.39	3.6%	0.4	\$1,284	\$1.39
2026	163	7.4%	0.4	\$1,245	\$1.35	3.2%	(1.3)	\$1,239	\$1.34
2025	155	7.0%	(0.8)	\$1,206	\$1.30	4.5%	5.6	\$1,200	\$1.30
YTD	151	6.8%	(1.0)	\$1,195	\$1.29	1.1%	2.1	\$1,188	\$1.28
2024	174	7.8%	(2.7)	\$1,154	\$1.25	-1.1%	(4.5)	\$1,106	\$1.19
2023	234	10.6%	2.9	\$1,166	\$1.26	3.4%	(8.1)	\$1,145	\$1.24
2022	169	7.7%	2.8	\$1,128	\$1.22	11.5%	(1.7)	\$1,121	\$1.21
2021	107	4.8%	0.9	\$1,011	\$1.09	13.3%	5.9	\$1,007	\$1.09
2020	87	3.9%	(1.8)	\$892	\$0.96	7.4%	2.7	\$888	\$0.96
2019	126	5.7%	0.3	\$831	\$0.89	4.8%	0.3	\$807	\$0.87
2018	120	5.4%	(0.2)	\$793	\$0.85	4.4%	3.2	\$787	\$0.85
2017	125	5.6%	(0.1)	\$759	\$0.82	1.3%	0.9	\$748	\$0.80
2016	127	5.7%	0	\$750	\$0.81	0.4%	(0.4)	\$745	\$0.80
2015	126	5.7%	(0.6)	\$747	\$0.80	0.8%	(2.0)	\$742	\$0.80
2014	140	6.3%	(0.8)	\$741	\$0.80	2.7%	0.6	\$736	\$0.79
2013	159	7.2%	(0.9)	\$722	\$0.78	2.1%	-	\$717	\$0.77

OVERALL SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Unit	Avg Cap Rate	Price/Unit	Price Index	Cap Rate
2029	-	-	-	-	-	-	\$250,857	362	5.5%
2028	-	-	-	-	-	-	\$237,934	343	5.6%
2027	-	-	-	-	-	-	\$225,313	325	5.7%
2026	-	-	-	-	-	-	\$212,865	307	5.9%
2025	-	-	-	-	-	-	\$201,336	290	6.0%
YTD	8	\$9.3M	3.1%	\$1,554,000	\$10,571	8.8%	\$196,962	284	6.1%
2024	10	\$114M	3.3%	\$11,402,855	\$126,138	11.9%	\$194,230	280	6.1%
2023	12	\$236.9M	5.4%	\$21,536,507	\$213,041	5.9%	\$193,355	279	5.9%
2022	38	\$569.1M	14.9%	\$15,809,106	\$215,742	5.4%	\$220,876	319	5.1%
2021	31	\$494M	15.4%	\$21,477,099	\$207,117	6.2%	\$216,894	313	4.9%
2020	17	\$30.8M	2.7%	\$2,368,385	\$85,525	7.8%	\$171,153	247	5.5%
2019	17	\$161.6M	10.7%	\$14,693,764	\$123,855	5.8%	\$157,675	227	5.9%
2018	29	\$137.5M	11.4%	\$5,501,220	\$105,549	8.7%	\$150,779	217	5.9%
2017	15	\$55.2M	5.8%	\$4,600,417	\$90,798	7.1%	\$137,810	199	6.1%
2016	15	\$88.3M	10.0%	\$8,023,182	\$88,079	7.3%	\$128,595	185	6.2%
2015	27	\$88.7M	12.2%	\$4,031,680	\$75,295	7.3%	\$120,001	173	6.3%
2014	21	\$70M	10.4%	\$3,887,389	\$68,333	6.7%	\$110,251	159	6.5%

(1) Completed transaction data is based on actual arms-length sales transactions and levels are dependent on the mix of what happened to sell in the period.

(2) Market price trends data is based on the estimated price movement of all properties in the market, informed by actual transactions that have occurred. The price index is not smoothed.

4 & 5 STAR SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Unit	Avg Cap Rate	Price/Unit	Price Index	Cap Rate
2029	-	-	-	-	-	-	\$281,430	362	5.3%
2028	-	-	-	-	-	-	\$267,045	344	5.5%
2027	-	-	-	-	-	-	\$253,003	326	5.6%
2026	-	-	-	-	-	-	\$239,108	308	5.7%
2025	-	-	-	-	-	-	\$226,228	291	5.8%
YTD	1	\$4.1M	5.0%	\$4,116,000	\$4,947	-	\$221,404	285	5.9%
2024	1	\$21.2M	0.8%	\$21,205,000	\$169,640	-	\$218,505	281	5.9%
2023	5	\$196.2M	7.6%	\$39,242,315	\$238,410	5.1%	\$218,121	281	5.7%
2022	9	\$430.8M	22.2%	\$47,862,222	\$236,162	4.1%	\$248,443	320	5.0%
2021	6	\$298.8M	20.0%	\$49,798,000	\$212,509	4.9%	\$244,614	315	4.7%
2020	-	-	-	-	-	-	\$195,070	251	5.3%
2019	2	\$93.5M	13.2%	\$46,750,000	\$169,384	5.0%	\$179,563	231	5.6%
2018	1	\$48.3M	8.6%	\$48,250,000	\$158,197	5.5%	\$172,116	221	5.7%
2017	1	\$26.4M	6.8%	\$26,400,000	\$122,222	5.8%	\$158,601	204	5.8%
2016	2	\$40.5M	12.8%	\$20,254,815	\$120,564	6.3%	\$147,970	190	5.9%
2015	1	\$34.3M	12.4%	\$34,272,000	\$119,000	-	\$136,789	176	6.0%
2014	1	\$4.4M	2.1%	\$4,400,000	\$91,667	4.9%	\$125,804	162	6.2%

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3 STAR SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Unit	Avg Cap Rate	Price/Unit	Price Index	Cap Rate
2029	-	-	-	-	-	-	\$225,458	364	5.5%
2028	-	-	-	-	-	-	\$213,658	345	5.7%
2027	-	-	-	-	-	-	\$202,145	326	5.8%
2026	-	-	-	-	-	-	\$190,848	308	5.9%
2025	-	-	-	-	-	-	\$180,393	291	6.0%
YTD	1	\$1.1M	0.1%	\$1,050,000	\$131,250	8.8%	\$176,326	285	6.1%
2024	3	\$86.3M	7.5%	\$28,753,333	\$120,475	-	\$174,046	281	6.1%
2023	3	\$15.6M	2.0%	\$7,807,500	\$151,602	6.6%	\$172,551	279	6.0%
2022	10	\$119.5M	8.6%	\$11,953,500	\$187,653	8.2%	\$198,070	320	5.2%
2021	8	\$184.8M	13.6%	\$26,406,051	\$207,688	7.4%	\$193,989	313	4.9%
2020	5	\$24.9M	4.4%	\$4,986,000	\$88,092	6.1%	\$149,663	242	5.6%
2019	1	\$63.3M	10.1%	\$63,300,000	\$100,317	5.7%	\$138,101	223	6.0%
2018	8	\$80.4M	13.3%	\$10,054,518	\$98,816	10.3%	\$131,657	213	6.0%
2017	4	\$24.3M	5.0%	\$6,082,500	\$86,584	6.8%	\$118,348	191	6.3%
2016	4	\$30.5M	6.4%	\$10,155,124	\$87,293	6.5%	\$110,309	178	6.4%
2015	7	\$47.1M	13.0%	\$6,735,493	\$66,500	7.0%	\$104,577	169	6.4%
2014	5	\$61.1M	14.5%	\$12,217,000	\$77,128	6.8%	\$95,822	155	6.6%

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1 & 2 STAR SALES

Year	Completed Transactions (1)						Market Pricing Trends (2)		
	Deals	Volume	Turnover	Avg Price	Avg Price/Unit	Avg Cap Rate	Price/Unit	Price Index	Cap Rate
2029	-	-	-	-	-	-	\$131,422	341	6.9%
2028	-	-	-	-	-	-	\$124,641	324	7.0%
2027	-	-	-	-	-	-	\$117,936	306	7.1%
2026	-	-	-	-	-	-	\$111,383	289	7.2%
2025	-	-	-	-	-	-	\$105,354	274	7.3%
YTD	6	\$4.2M	3.9%	\$1,039,500	\$99,000	-	\$103,069	268	7.4%
2024	6	\$6.6M	2.8%	\$1,093,925	\$104,183	11.9%	\$99,471	258	7.5%
2023	4	\$25.1M	8.4%	\$6,268,750	\$134,812	-	\$97,713	254	7.3%
2022	19	\$18.8M	8.7%	\$1,107,814	\$106,400	-	\$112,709	293	6.4%
2021	17	\$10.3M	6.4%	\$1,034,291	\$116,212	6.5%	\$107,996	280	6.1%
2020	12	\$5.9M	4.8%	\$732,375	\$76,091	9.5%	\$85,567	222	6.9%
2019	14	\$4.8M	7.6%	\$603,925	\$39,602	7.7%	\$78,896	205	7.3%
2018	20	\$8.8M	10.5%	\$552,772	\$48,067	-	\$74,178	193	7.5%
2017	10	\$4.5M	6.2%	\$639,286	\$40,315	7.9%	\$67,211	174	7.7%
2016	9	\$17.3M	15.7%	\$2,880,000	\$54,511	8.1%	\$63,522	165	7.8%
2015	19	\$7.3M	10.0%	\$519,750	\$40,202	8.5%	\$61,566	160	7.7%
2014	15	\$4.5M	9.2%	\$374,000	\$24,391	7.8%	\$56,796	147	7.9%

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DELIVERIES & UNDER CONSTRUCTION

Year	Inventory			Deliveries		Net Deliveries		Under Construction	
	Bldgs	Units	Vacancy	Bldgs	Units	Bldgs	Units	Bldgs	Units
2029	-	33,399	13.2%	-	1,129	-	1,125	-	-
2028	-	32,274	13.3%	-	1,015	-	1,011	-	-
2027	-	31,263	13.2%	-	695	-	692	-	-
2026	-	30,571	14.4%	-	270	-	267	-	-
2025	-	30,304	20.9%	-	2,546	-	2,545	-	-
YTD	371	29,456	23.5%	9	1,697	9	1,697	5	1,047
2024	362	27,759	26.9%	30	5,904	30	5,904	13	2,548
2023	332	21,855	21.3%	23	4,018	23	4,018	37	7,327
2022	309	17,837	13.1%	15	1,980	15	1,980	31	5,420
2021	294	15,857	5.8%	7	1,338	7	1,338	24	3,652
2020	287	14,519	10.4%	10	1,859	10	1,859	12	1,990
2019	277	12,660	8.8%	4	808	4	808	12	2,279
2018	273	11,852	9.1%	4	914	4	914	7	1,459
2017	269	10,938	7.3%	2	545	2	545	5	934
2016	267	10,393	7.4%	3	394	3	394	3	895
2015	264	9,999	5.5%	0	0	0	0	3	394
2014	264	9,999	8.3%	3	283	3	283	0	0
2013	261	9,716	7.0%	0	0	0	0	2	270