2026

Beaufort, SC
Market Analysis

Ernie Anaya, MBA

Bull Realty, Inc.

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MARKET ANALYSIS METHODOLOGY

This market demand analysis using a defined methodology is being conducted to examine a potential disposition of an 81.35% Occupied 49-Bed Assisted Living Facility in the Beaufort, SC (Beaufort County) PMA (10-mile radius). Our analysis will show demand estimates for Assisted Living in the current year for the subject property, and five years from the current year.

DEFINITION OF TARGET GROUPS

The demand estimates will be based upon the quantity of four potential "target groups" who are likely users of senior housing. Analysis of these four target groups will provide four separate indications of demand for senior housing. We will then consider the indications from each of the four demand indications in deriving our demand conclusions. The target groups are as follows:

TARGET GROUP 1

Although most people entering senior housing are over the age of 80, some people between the ages of 65 and 80 do elect to live in senior housing. Therefore, the broadest potential target group for senior housing is people aged 65 and over. The number of persons 65+ is often considered in bed need methodologies adopted by various state health care planning agencies.

TARGET GROUP 2

The next potential "target group" typically examined in evaluating demand for senior housing is the number of households headed by a "householder" age 75 and over. Many senior housing residents fall into the 75+ age range.

TARGET GROUP 3

The next target group consists of the "age qualified" population that has adequate income to live in elderly housing. Many research firms are now considering $75,000 to be the minimum "qualifying" income. Although research has shown that many seniors with lesser income levels can afford to reside in seniors housing due to having income from other sources or assets to spend down, $50,000 is widely considered a benchmark for the private pay market. Thus, Target Group 3 consists of the number of households with income of $75,000+ headed by a householder age 75+.

Target group 4 consists of a group referred to in the industry as "adult children". Children and/or other relatives of seniors generally play a significant role in the placement of a senior in a senior housing facility. Market areas where there are large concentrations of people in the 50-64 age group can often support significantly larger supply of senior housing than would be indicated through analysis of seniors already residing in the area. This is because the immigration of seniors into markets with large adult child populations is common. This phenomenon is largely since many elderly parents of the residents do not currently live near their children; they will be encouraged to do so as they age in place and require greater care. When frailty and dependence occur on the part of an aging parent, adult children frequently elect to move their loved one closer to them so that they can help attend to their needs more frequently. Thus, Target Group 4 is the number of people in the age 50-64 age bracket.

DISCUSSION OF ACHIEVABLE PENETRATION RATES

There are no industry standard definitions for penetration or capture rates. For this type of analysis, a penetration rate is the number of units or units of a specific type that should be demanded at market equilibrium within a given market area, divided by the number of persons or households of a specific type in the same market area. For example, if 100 units of assisted living should be demanded, and there are 1,000 persons aged 65+ that reside in the PMA, the indicated penetration rate is 10%.

In order to determine the appropriate penetration rates, we have relied upon the National Demand Estimates provided in *The Case for Investing in Seniors Housing and Long-Term Care Properties With Updated Projections*. Using the updated demand estimates in this study, national penetration rates are calculated in the table below. These penetration rates, derived from the most complete and authoritative study of national demand in existence, will be used as the basis for estimating demand in the subject's market area. It should be noted that these estimates are for private-pay demand only. Demand for private and public pay accommodations are much higher. Thus, in some markets, higher penetration rates may be achievable. This will depend upon the availability of public funding.

DEMAND ASSUMPTIONS

To determine the potential need for a Senior Living program in each market, we will make four assumptions:

1. As indicated earlier, the probable extent of the Beaufort PMA is assumed to be a 10-mile radius in and around the property site in Beaufort, SC.

2. In addition to the prospects, we will expect to derive from the primary market itself, we will expect an achievable penetration by Target Group as follows:

    *   2.02% Achievable Penetration for Target Group 1 – Age 65+
    *   6.63% Achievable Penetration for Target Group 2 – Age 75+
    *   21.60% Achievable Penetration for Target Group 3 – Age 75+ earning above $50,000 per year
    *   1.14% Achievable Penetration for Target Group 4 – Age 50 to 64

    We then take an average of the four Target Groups we arrive at a projected demand for Senior Living units today, and 2030.

3. The Beaufort facility is approximately 81.35% stabilized as of 2026, we will make population projections for determining whether there will be enough demand for the number of units to be utilized.

4. For estimating the need for additional Senior living units in the Beaufort, SC PMA, we must deduct all the existing units operating within the same market as well as units under development that will be operating currently.

    We will rely on these numbers in calculating the size of the prospect pool for Senior living care, in the enclosed spreadsheet.

DEMAND CALCULATION

The enclosed spreadsheet, Senior Living Unmet Demand, incorporates all the assumptions presented above to estimate the probable need for Senior Living units in the Beaufort market, for both current and 2030. The spreadsheet first starts by estimating demand for Senior living in the Beaufort PMA using our methodology described above and *ESRI Demographics*.

After deducting the existing inventory provided by the *South Carolina Department of Public Health* for licensed facilities, we are left with the Unmet Demand for additional units.

The total demand is **319** Assisted Living beds today growing to **411** in 2030 in the PMA, a 28.8% increase. There is a total of **234** Assisted Living units (including subject property) within the 10-mile PMA with **0** units under construction.

As the model indicates, the Unmet Demand for Assisted Living units in the Beaufort PMA totals **84**beds, growing to **176** units in 2030, an109.5 % increase.

PMA DEMOGRAPHICS – 10 MILE RADIUS

	55 to 64	65 to 74	75+
Average HHI	$120,468	$105,838	$92,335
Average Net Worth	$1,938,262	$2,721,812	$2,662,035

Average home value: $501,987

Reference: ESRI

DISABILITY STATISTICS AGE 75+ IN BEAFORT COUNTY

- Cognitive Difficulty (e.g., Alzheimer's): **3.7%**
- Ambulatory Difficulty: **16.5%**
- Self-Care: **4.9%**
- Independent Living Difficulty: **7.1%**

Reference: US Census American Community Survey

DISCLAIMER: *While the information is deemed reliable, no warranty is expressed or implied. Any important information to you or another party should be independently confirmed within an applicable due diligence period.*

Unmet Demand

PMA: 10-Mile Radius

2026 Income-Qualified Households

MARKET PENETRATION*** 3.55%

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	15,506	313
75+	6.630%	6,623	439
75+ | $75K+	21.600%	1,825	394
55 - 64	1.140%	11,384	130
		Mean	**319**

2030 Income-Qualified Households

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	17,765	359
75+	6.630%	8,566	568
75+ | $75K+	21.600%	2,736	591
55-64	1.140%	11,206	128
		Mean	**411**

			2026	2030
1.	SNF Calculated Market Potential		319	411
2.	Identified Competitive Units in Market Area **		235	235
3.	Identified Units under Construction in Market Area		0	0
4.	UNMET Assisted Living DEMAND [Line 1 - Line 2]		84	176

References:

* ESRI Demographics Data

** Georgia DCH

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Name of Facility	Location Street	Location City	Location State	ZIP Code	County	Alzheimer Unit	Alzheimer Care	# of Licensed Beds	Permit Type
HELENA SQUARE	1624 PARIS AVE	PORT ROYAL	SC	29935-2041	Beaufort	N	N	44	HLRESIDENTIALCARE
OAKS AT BEAUFORT	1119 PICKPOCKET PLANTATION DR	BEAUFORT	SC	29902-3771	Beaufort	Y	Y	87	HLRESIDENTIALCARE
OAKS AT SALEM ROAD	109 OLD SALEM RD	BEAUFORT	SC	29902-5113	Beaufort	N	N	49	HLRESIDENTIALCARE
RETREAT AT LADYS ISLAND	9 SUNSET BLVD	BEAUFORT	SC	29907	Beaufort	Y	Y	83	HLRESIDENTIALCARE
SPRENGER HEALTHCARE AT PORT ROYAL ASSISTED LIVING	1810 RICHMOND AVE	PORT ROYAL	SC	29935	Beaufort	N	N	59	HLRESIDENTIALCARE
								322	

Reference: SC DPH

Age 50+ Profile

109 Old Salem Rd, Beaufort, South Carolina, 29902
Ring: 10 mile radius

Prepared by Esri
Latitude: 32.42630
Longitude: -80.71342

Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	70,414	74,692	80,269	5,577	1.45%
Population 50+	25,229	26,890	28,971	2,081	1.50%
Median Age	35.1	36.2	37.6	1.4	0.76%
Households	26,247	29,017	31,917	2,900	1.92%
% Householders 55+	51.3%	50.6%	50.6%	0.0	0.00%
Total Owner-Occupied Housing Units	16,972	19,049	21,426	2,377	2.38%
Total Renter-Occupied Housing Units	9,275	9,968	10,492	524	1.03%
Owner/Renter Ratio (per 100 renters)	183	191	204	13	1.33%
Median Home Value	-	$403,023	$498,238	$95,215	4.33%
Average Home Value	-	$501,987	$606,565	$104,578	3.86%
Median Household Income	-	$77,331	$89,276	$11,945	2.91%
Median Household Income for Householder 55+	-	$74,135	$85,242	$11,107	2.83%

Population by Age and Sex

Male Population	Census 2020 Number	% of 50+	2025 Number	% of 50+	2030 Number	% of 50+
Total (50+)	11,393	100.0%	12,299	100.0%	13,165	100.0%
50-54	1,525	13.4%	1,752	14.2%	1,716	13.0%
55-59	1,916	16.8%	1,627	13.2%	1,845	14.0%
60-64	1,989	17.5%	1,973	16.0%	1,732	13.2%
65-69	1,962	17.2%	2,000	16.3%	2,035	15.5%
70-74	1,871	16.4%	1,915	15.6%	2,028	15.4%
75-79	1,153	10.1%	1,669	13.6%	1,782	13.5%
80-84	591	5.2%	883	7.2%	1,299	9.9%
85+	386	3.4%	480	3.9%	728	5.5%

Female Population	Census 2020 Number	% of 50+	2025 Number	% of 50+	2030 Number	% of 50+
Total (50+)	13,836	100.0%	14,590	100.0%	15,805	100.0%
50-54	1,818	13.1%	1,839	12.6%	1,900	12.0%
55-59	2,313	16.7%	1,895	13.0%	1,999	12.6%
60-64	2,514	18.2%	2,297	15.7%	2,013	12.7%
65-69	2,464	17.8%	2,584	17.7%	2,517	15.9%
70-74	2,070	15.0%	2,385	16.3%	2,619	16.6%
75-79	1,254	9.1%	1,795	12.3%	2,166	13.7%
80-84	698	5.0%	1,037	7.1%	1,527	9.7%
85+	705	5.1%	758	5.2%	1,064	6.7%

Total Population	Census 2020 Number	% of Total Pop	2025 Number	% of Total Pop	2030 Number	% of Total Pop
Total (50+)	25,229	35.8%	26,890	36.0%	28,971	36.1%
50-54	3,343	4.7%	3,591	4.8%	3,617	4.5%
55-59	4,229	6.0%	3,522	4.7%	3,844	4.8%
60-64	4,503	6.4%	4,271	5.7%	3,745	4.7%
65-69	4,427	6.3%	4,583	6.1%	4,552	5.7%
70-74	3,942	5.6%	4,300	5.8%	4,647	5.8%
75-79	2,407	3.4%	3,465	4.6%	3,948	4.9%
80-84	1,289	1.8%	1,920	2.6%	2,826	3.5%
85+	1,091	1.5%	1,238	1.7%	1,792	2.2%
65+	13,156	18.7%	15,506	20.8%	17,765	22.1%
75+	4,787	6.8%	6,623	8.9%	8,566	10.7%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 18, 2025

Age 50+ Profile

109 Old Salem Rd, Beaufort, South Carolina, 29902
Ring: 10 mile radius

Prepared by Esri
Latitude: 32.42630
Longitude: -80.71342

2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	4,744	100%	5,677	100%	4,271	100%	14,692	100%
<$15,000	362	7.6%	471	8.3%	287	6.7%	1,120	7.6%
$15,000-$24,999	195	4.1%	288	5.1%	332	7.8%	815	5.5%
$25,000-$34,999	303	6.4%	476	8.4%	417	9.8%	1,196	8.1%
$35,000-$49,999	423	8.9%	633	11.2%	573	13.4%	1,629	11.1%
$50,000-$74,999	827	17.4%	987	17.4%	837	19.6%	2,651	18.0%
$75,000-$99,999	573	12.1%	709	12.5%	606	14.2%	1,888	12.9%
$100,000-$149,999	924	19.5%	1,023	18.0%	631	14.8%	2,578	17.5%
$150,000-$199,999	340	7.2%	370	6.5%	182	4.3%	892	6.1%
$200,000+	798	16.8%	719	12.7%	406	9.5%	1,923	13.1%
Median HH Income	$84,826		$74,393		$63,353		$74,135	
Average HH Income	$120,468		$105,838		$92,335		$106,636	

2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	4,629	100%	5,943	100%	5,579	100%	16,151	100%
<$15,000	274	5.9%	390	6.6%	334	6.0%	998	6.2%
$15,000-$24,999	128	2.8%	221	3.7%	335	6.0%	684	4.2%
$25,000-$34,999	225	4.9%	400	6.7%	452	8.1%	1,077	6.7%
$35,000-$49,999	338	7.3%	587	9.9%	671	12.0%	1,596	9.9%
$50,000-$74,999	709	15.3%	980	16.5%	1,049	18.8%	2,738	17.0%
$75,000-$99,999	534	11.5%	733	12.3%	792	14.2%	2,059	12.7%
$100,000-$149,999	991	21.4%	1,184	19.9%	937	16.8%	3,112	19.3%
$150,000-$199,999	418	9.0%	477	8.0%	295	5.3%	1,190	7.4%
$200,000+	1,013	21.9%	971	16.3%	712	12.8%	2,696	16.7%
Median HH Income	$103,543		$86,757		$73,240		$85,242	
Average HH Income	$140,298		$121,346		$105,934		$121,462	

Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHs
Total	13,456	100.0%	51.3%
Owner Occupied Housing Units	10,731	79.7%	40.9%
Householder Age 55-64	3,939	29.3%	15.0%
Householder Age 65-74	4,315	32.1%	16.4%
Householder Age 75-84	1,945	14.5%	7.4%
Householder Age 85+	532	4.0%	2.0%
Renter Occupied Housing Units	2,725	20.3%	10.4%
Householder Age 55-64	1,288	9.6%	4.9%
Householder Age 65-74	887	6.6%	3.4%
Householder Age 75-84	373	2.8%	1.4%
Householder Age 85+	177	1.3%	0.7%

Data Note: 2025 household income represents an estimate of annual income as of July 1, 2025.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 18, 2025

Age 50+ Profile

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Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	196,277	209,564	227,857	18,293	1.69%
Population 50+	92,318	99,113	108,805	9,692	1.88%
Median Age	46.9	47.2	47.8	0.6	0.25%
Households	79,967	88,179	97,900	9,721	2.11%
% Householders 55+	60.5%	60.5%	60.5%	0.0	0.00%
Total Owner-Occupied Housing Units	58,870	66,513	74,710	8,197	2.35%
Total Renter-Occupied Housing Units	21,097	21,666	23,191	1,525	1.37%
Owner/Renter Ratio (per 100 renters)	279	307	322	15	0.96%
Median Home Value	-	$471,213	$562,899	$91,686	3.62%
Average Home Value	-	$591,625	$676,454	$84,829	2.72%
Median Household Income	-	$85,131	$98,663	$13,532	2.99%
Median Household Income for Householder 55+	-	$83,352	$95,010	$11,658	2.65%

Population by Age and Sex

	Census 2020		2025		2030	
Male Population	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	42,434	100.0%	46,026	100.0%	50,401	100.0%
50-54	4,731	11.1%	5,248	11.4%	5,496	10.9%
55-59	5,802	13.7%	5,308	11.5%	5,840	11.6%
60-64	6,300	14.8%	6,514	14.2%	6,140	12.2%
65-69	7,042	16.6%	7,155	15.5%	7,596	15.1%
70-74	7,756	18.3%	7,405	16.1%	7,875	15.6%
75-79	5,614	13.2%	7,400	16.1%	7,531	14.9%
80-84	3,052	7.2%	4,385	9.5%	6,032	12.0%
85+	2,137	5.0%	2,611	5.7%	3,891	7.7%
	Census 2020		2025		2030	
Female Population	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	49,884	100.0%	53,087	100.0%	58,404	100.0%
50-54	5,508	11.0%	5,414	10.2%	5,788	9.9%
55-59	6,915	13.9%	6,113	11.5%	6,258	10.7%
60-64	7,983	16.0%	7,546	14.2%	7,109	12.2%
65-69	8,851	17.7%	8,849	16.7%	8,944	15.3%
70-74	8,733	17.5%	9,122	17.2%	9,714	16.6%
75-79	5,950	11.9%	8,001	15.1%	8,957	15.3%
80-84	3,150	6.3%	4,790	9.0%	6,793	11.6%
85+	2,794	5.6%	3,252	6.1%	4,841	8.3%
	Census 2020		2025		2030	
Total Population	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	92,318	47.0%	99,113	47.3%	108,805	47.8%
50-54	10,239	5.2%	10,661	5.1%	11,284	5.0%
55-59	12,717	6.5%	11,421	5.4%	12,098	5.3%
60-64	14,283	7.3%	14,060	6.7%	13,249	5.8%
65-69	15,893	8.1%	16,005	7.6%	16,540	7.3%
70-74	16,489	8.4%	16,526	7.9%	17,589	7.7%
75-79	11,563	5.9%	15,401	7.3%	16,488	7.2%
80-84	6,202	3.2%	9,175	4.4%	12,825	5.6%
85+	4,931	2.5%	5,864	2.8%	8,732	3.8%
65+	55,078	28.1%	62,971	30.0%	72,174	31.7%
75+	22,696	11.6%	30,440	14.5%	38,045	16.7%

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 18, 2025

Age 50+ Profile

109 Old Salem Rd, Beaufort, South Carolina, 29902
Ring: 20 mile radius

Prepared by Esri
Latitude: 32.42630
Longitude: -80.71342

2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	14,720	100%	19,535	100%	19,085	100%	53,340	100%
<$15,000	1,042	7.1%	1,241	6.4%	1,012	5.3%	3,295	6.2%
$15,000-$24,999	548	3.7%	924	4.7%	1,156	6.1%	2,628	4.9%
$25,000-$34,999	662	4.5%	1,129	5.8%	1,453	7.6%	3,244	6.1%
$35,000-$49,999	1,206	8.2%	1,834	9.4%	2,356	12.3%	5,396	10.1%
$50,000-$74,999	2,022	13.7%	2,997	15.3%	4,370	22.9%	9,389	17.6%
$75,000-$99,999	1,585	10.8%	2,425	12.4%	2,817	14.8%	6,827	12.8%
$100,000-$149,999	2,971	20.2%	4,196	21.5%	2,959	15.5%	10,126	19.0%
$150,000-$199,999	1,517	10.3%	1,576	8.1%	1,004	5.3%	4,097	7.7%
$200,000+	3,167	21.5%	3,211	16.4%	1,959	10.3%	8,337	15.6%
Median HH Income	$103,297		$90,424		$68,682		$83,352	
Average HH Income	$145,916		$128,789		$102,390		$124,072	

2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	14,671	100%	20,610	100%	23,953	100%	59,234	100%
<$15,000	869	5.9%	1,094	5.3%	1,172	4.9%	3,135	5.3%
$15,000-$24,999	375	2.6%	742	3.6%	1,141	4.8%	2,258	3.8%
$25,000-$34,999	491	3.3%	936	4.5%	1,501	6.3%	2,928	4.9%
$35,000-$49,999	1,002	6.8%	1,694	8.2%	2,649	11.1%	5,345	9.0%
$50,000-$74,999	1,747	11.9%	2,908	14.1%	5,085	21.2%	9,740	16.4%
$75,000-$99,999	1,451	9.9%	2,437	11.8%	3,518	14.7%	7,406	12.5%
$100,000-$149,999	3,119	21.3%	4,622	22.4%	4,135	17.3%	11,876	20.0%
$150,000-$199,999	1,792	12.2%	1,955	9.5%	1,536	6.4%	5,283	8.9%
$200,000+	3,825	26.1%	4,222	20.5%	3,215	13.4%	11,262	19.0%
Median HH Income	$117,399		$103,457		$77,306		$95,010	
Average HH Income	$164,794		$145,467		$116,611		$138,587	

Census 2020 Occupied Housing Units by Age of Householder 55+

	Number	Percent	% Total HHs
Total	48,396	100.0%	60.5%
Owner Occupied Housing Units	41,543	85.8%	52.0%
Householder Age 55-64	12,300	25.4%	15.4%
Householder Age 65-74	16,907	34.9%	21.1%
Householder Age 75-84	9,833	20.3%	12.3%
Householder Age 85+	2,503	5.2%	3.1%
Renter Occupied Housing Units	6,853	14.2%	8.6%
Householder Age 55-64	3,094	6.4%	3.9%
Householder Age 65-74	2,149	4.4%	2.7%
Householder Age 75-84	1,091	2.3%	1.4%
Householder Age 85+	519	1.1%	0.6%

Data Note: 2025 household income represents an estimate of annual income as of July 1, 2025.

Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 18, 2025

Net Worth Profile

109 Old Salem Rd, Beaufort, South Carolina, 29902
Ring: 10 mile radius

Prepared by Esri
Latitude: 32.42630
Longitude: -80.71342

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	70,414	74,692	80,269	5,577	1.45%
Median Age	35.1	36.2	37.6	1.4	0.76%
Households	26,247	29,017	31,917	2,900	1.92%
Average Household Size	2.43	2.35	2.31	-0.04	-0.34%

2025 Households by Net Worth	Number	Percent
Total	29,009	100.0%
<$15,000	4,812	16.6%
$15,000-$34,999	1,847	6.4%
$35,000-$49,999	748	2.6%
$50,000-$74,999	1,245	4.3%
$75,000-$99,999	1,294	4.5%
$100,000-$149,999	1,949	6.7%
$150,000-$249,999	3,007	10.4%
$250,000-$499,999	4,237	14.6%
$500,000-$999,999	3,529	12.2%
$1,000,000-$1,499,999	1,804	6.2%
$1,500,000-$1,999,999	718	2.5%
$2,000,000+	3,818	13.2%
Median Net Worth	$232,272	
Average Net Worth	$1,477,212	
Wealth Index	105	

2025 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,389	4,448	4,496	3,985	4,744	5,677	4,271
<$15,000	768	1,390	986	527	509	422	211
$15,000-$34,999	189	514	514	268	177	134	52
$35,000-$49,999	49	215	173	139	64	84	25
$50,000-$74,999	35	305	280	225	126	165	110
$75,000-$99,999	38	389	266	179	162	134	125
$100,000-$149,999	50	477	355	307	335	241	185
$150,000-$249,999	96	481	519	552	408	551	400
$250,000-$499,999	157	354	612	709	884	839	683
$500,000-$999,999	4	263	366	443	594	993	866
$1000000+	3	60	425	636	1,487	2,114	1,615
Median Net Worth	$13,564	$57,127	$103,114	$203,539	$386,652	$588,336	$636,727
Average Net Worth	$76,693	$140,366	$537,098	$926,072	$1,938,262	$2,721,812	$2,662,035

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.
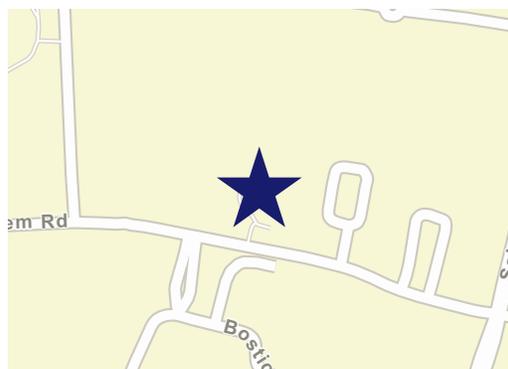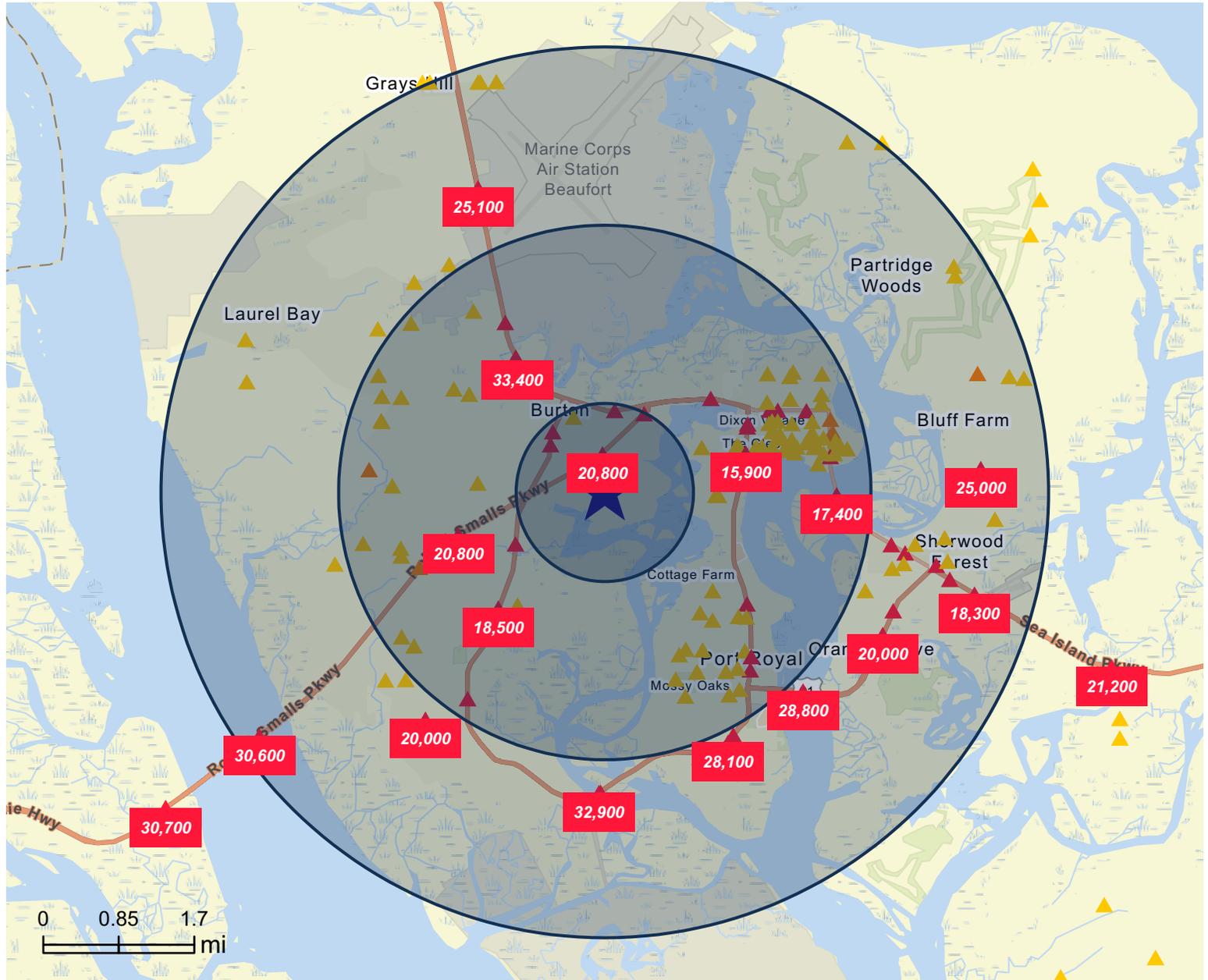**Source:** Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 18, 2025

Net Worth Profile

109 Old Salem Rd, Beaufort, South Carolina, 29902
Ring: 20 mile radius

Prepared by Esri
Latitude: 32.42630
Longitude: -80.71342

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	196,277	209,564	227,857	18,293	1.69%
Median Age	46.9	47.2	47.8	0.6	0.25%
Households	79,967	88,179	97,900	9,721	2.11%
Average Household Size	2.34	2.27	2.23	-0.04	-0.35%

2025 Households by Net Worth	Number	Percent
Total	88,171	100.0%
<$15,000	10,613	12.0%
$15,000-$34,999	3,884	4.4%
$35,000-$49,999	1,557	1.8%
$50,000-$74,999	2,870	3.3%
$75,000-$99,999	3,041	3.4%
$100,000-$149,999	4,971	5.6%
$150,000-$249,999	7,797	8.8%
$250,000-$499,999	12,744	14.5%
$500,000-$999,999	13,370	15.2%
$1,000,000-$1,499,999	7,496	8.5%
$1,500,000-$1,999,999	2,927	3.3%
$2,000,000+	16,901	19.2%
Median Net Worth	$407,868	
Average Net Worth	$2,189,539	
Wealth Index	139	

2025 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	2,583	9,655	11,229	11,364	14,720	19,535	19,085
<$15,000	1,211	2,829	2,256	1,382	1,354	971	609
$15,000-$34,999	354	900	1,072	674	407	320	156
$35,000-$49,999	116	382	344	298	168	187	61
$50,000-$74,999	85	701	576	516	288	381	323
$75,000-$99,999	77	824	595	433	403	317	393
$100,000-$149,999	114	1,030	880	803	794	675	675
$150,000-$249,999	222	1,072	1,196	1,500	1,115	1,332	1,359
$250,000-$499,999	383	1,015	1,678	1,962	2,306	2,524	2,876
$500,000-$999,999	14	662	1,128	1,574	1,894	3,682	4,416
$1000000+	6	240	1,503	2,222	5,991	9,145	8,217
Median Net Worth	$17,789	$75,372	$142,170	$255,588	$594,943	$873,887	$785,833
Average Net Worth	$97,697	$174,200	$786,873	$1,185,491	$2,517,819	$3,566,053	$3,253,170

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.
Source: Esri forecasts for 2025 and 2030. U.S. Census Bureau 2020 decennial Census data.

August 18, 2025

Label	Beaufort County, South Carolina					
	Total		With a disability		Percent with a disability	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total civilian noninstitutionalized population	190,592	±1,797	23,938	±3,210	12.6%	±1.7
DISABILITY TYPE BY DETAILED AGE						
With a cognitive difficulty	(X)	(X)	6,705	±2,037	3.7%	±1.1
Population 75 years and over	26,798	±648	979	±457	3.7%	±1.7
With an ambulatory difficulty	(X)	(X)	10,939	±1,854	6.0%	±1.0
Population 75 years and over	26,798	±648	4,434	±982	16.5%	±3.7
With a self-care difficulty	(X)	(X)	3,159	±1,048	1.7%	±0.6
Population 75 years and over	26,798	±648	1,301	±540	4.9%	±2.0
With an independent living difficulty	(X)	(X)	7,129	±1,780	4.6%	±1.1
Population 75 years and over	26,798	±648	1,905	±620	7.1%	±2.3

Traffic Count Map

109 Old Salem Rd, Beaufort, South Carolina, 29902 5
109 Old Salem Rd, Beaufort, South Carolina, 29902
Rings: 1, 3, 5 mile radii

esri
THE SCIENCE OF WHERE®

Grays Hill

Marine Corps
Air Station
Beaufort

25,100

Laurel Bay

Partridge
Woods

33,400

Burton

Bluff Farm

Dixon

The

20,800

15,900

17,400

25,000

Cottage Farm

Sherwood
Forest

20,800

18,300

18,500

Port Royal

Orange ve

20,000

Sea Island Pkwy

Mossy Oaks

28,800

21,200

20,000

28,100

Roberts Smalls Pkwy

30,600

32,900

ie Hwy

30,700

0   0.85   1.7

mi

Average Daily Traffic Volume

▲ Up to 8,000 vehicles per day

▲ 8,001 - 15,000

▲ 15,001 - 50,000

▲ 50,001 - 70,000

▲ 70,001 - 100,000

▲ More than 100,000 per day
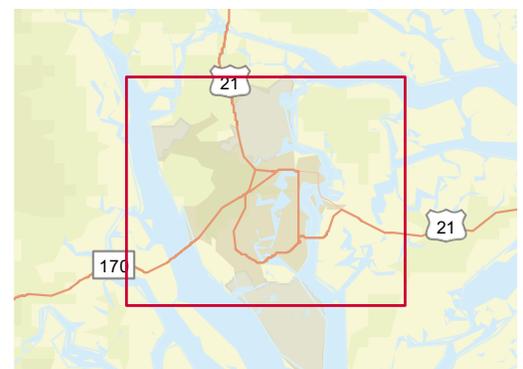
Source: Traffic Counts (2025)

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109 Old Salem Rd
Beaufort, SC 29902

Ernie Anaya, MBA

Pres., Senior Housing & Behavioral Health Group

Georgia Real Estate License #356482

South Carolina Real Estate License #93244

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📠 (404) 876-7073

✉ eanaya@bullrealty.com

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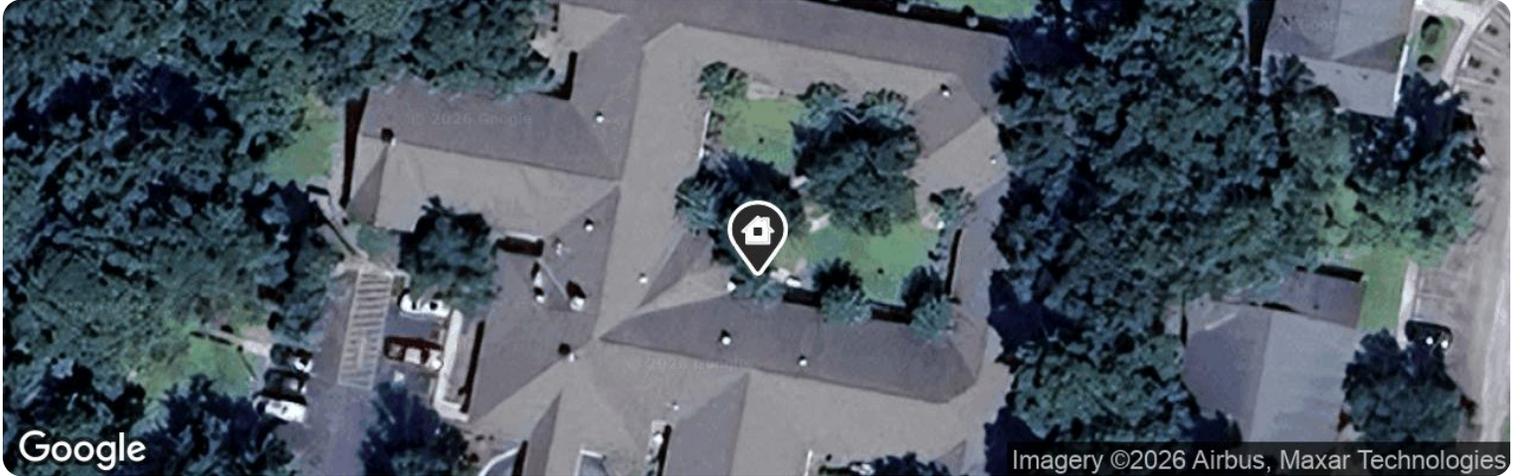
🔵 **NEW** **Active / For Sale** · New, Active: 2/19/2026

List Price

$2,750,000

Active Date 2/19/2026 **Listing ID** HZLQJBWJ

Price Per Sq Ft

$79

Special Purpose
Type

34,897
Sq Ft

Basic Facts

Type Special Purpose	**Price by SqFt** $79 per sq ft
Subtype Miscellaneous	**Multi Parcel** No
Days in RPR 1	**APN/TaxID** R122 029 00A 0106 0000
Year Built 1999	**Previously sold** for $2,422,000 on 11/30/2004

Property Information

Description

- Beaufort, South Carolina, is a historic harbor city in the heart of the Lowcountry and the Sea Islands. Founded in 1711, it is the second-oldest city in the state and serves as the county seat of Beaufort County. Known as the ???Queen of the Carolina Sea Islands, ??? it is renowned for its well-preserved antebellum architecture, and its entire 304-acre downtown is a National Historic Landmark District.

109 Old Salem Rd, Beaufort, SC 29902

Property Features

LISTING			
Total Number of Units in Complex	40	Building Sqft	34,897 sq ft

PUBLIC			
Number of Buildings	2	Lot Size Sqft	246,985 sq ft
Lot Size Acres	5.67 acres	Building Sqft	34,897 sq ft

Location Details

Flood Zone	X (unshaded)

Legal Description

Parcel Number	R122 029 00A 0106 0000	County	Beaufort County
Census Tract	450130005.022031	Carrier Route	C017
Abbreviated Description	DIST:122 SUBD:BEAUFORT WEST COMM & NEW TOWN PAR A POR OF SALEM PT PB62 P5 ***SEE NOTEM*** PB64 P10 EASEMENT PLAT	Current Use	Special Purpose

Owner Facts

Owner Name (Public)	MSD - BEAUFORT LLC	Owner Name (Listing)	MSD - BEAUFORT LLC
Time Owned	20+ Yrs	Mailing Address	100 Oliver St # 1840 Boston MA 02110
Mail Care-Of Name	Property Tax Counselors	Vesting	Company/Corporation

109 Old Salem Rd, Beaufort, SC 29902

Listing History

Current Records

Change Date	Description	Price	Change %
2/19/2026	New Listing	$2,750,000	●

Public Record History

Deed

Contract Date	**11/19/2004**	**6/21/2002**
Recording Date	11/30/2004	6/24/2002
Document Type	Limited Warranty Deed	Deed
Sale Price	$2,422,000	–
Buyer ID	Company or Corporation	Company or Corporation
Price Code Description	Full amount stated on Document.	–
Seller Name	MORNINGSIDE OF BEAUFORT LLC	MORNINGSIDE OF SOUTH CAROLINA LP
Seller ID	Company or Corporation	Company or Corporation
City Transfer Tax	$6,297	–
County Transfer Tax	$2,664	–
Buyer Mailing Address	400 CENTRE ST, NEWTON, MA 02458	113 SEABOARD LN, FRANKLIN, TN 37067
Buyer Care Of Name	SENIOR HOUSING PROPERTIES TRUST	–
Document #	2004086035	2002041929
Recorder's Book #	2059	1597
Recorder's Page #	0958	1646

Tax

Assessment Year	2025	2024	2023	2022	2021
Tax Rate Code Area	120	120	120	120	120
Total Tax Amount	$102,835	$100,040	$100,040	$92,536	$91,337

Public Record History

Tax

Assessment Year	2025	2024	2023	2022	2021
Tax Exemption Code	Tax Exempt/General Exemption	Tax Exempt/General Exemption	Tax Exempt/General Exemption	Tax Exempt/General Exemption	Tax Exempt/General Exemption
Total Assessed Value	–	$343,190	$343,190	$299,170	$299,170
Assessor Market Value Year	–	2024	2023	2022	2021
Assessor Market Value - Land	–	$935,600	$935,600	$1,082,200	$1,082,200
Assessor Market Value - Improvements	–	$4,784,300	$4,784,300	$3,904,000	$3,904,000
Total Assessor Market Value	–	$5,719,900	$5,719,900	$4,986,200	$4,986,200
Assessed Value - Land	–	–	–	–	–
Assessed Value - Improvements	–	–	–	–	–

Listing Details

Listing ID	HZLQJBWJ	Listing Source	Brevitas
Legal	DIST:122 SUBD:BEAUFORT WEST COMM & NEW TOWN PAR A POR OF SALEM PT PB62 P5 ***SEE NOTEM*** PB64 P10 EASEMENT PLAT		

109 Old Salem Rd, Beaufort, SC 29902
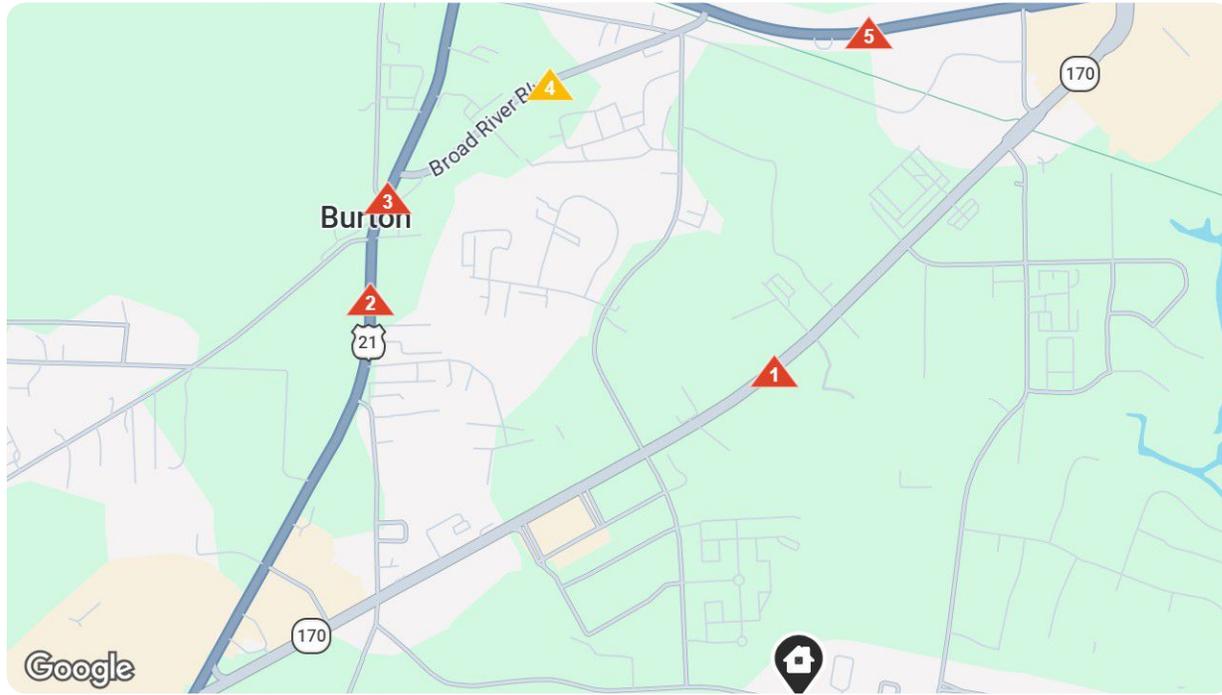
Traffic Counts

Daily Traffic Counts

- 🔺 Up to 6,000 / day
- 🔺 6,001 - 15,000
- 🔺 15,001 - 30,000
- 🔺 30,001 - 50,000
- 🔺 50,001 - 100,000
- 🔺 Over 100,000 / day

Traffic Counts within 1 mile by Proximity

1 🔺 **21,181**	**2** 🔺 **18,169**	**3** 🔺 **16,968**	**4** 🔺 **2,878**	**5** 🔺 **21,317**
Robert Smalls Pkwy	**Parris Island Gateway**	**Parris Island Gtwy**	**Broad River Boulevard**	**Boundary Street**
2025 Est. daily traffic counts	2025 Est. daily traffic counts	2025 Est. daily traffic counts	2025 Est. daily traffic counts	2025 Est. daily traffic counts
Cross: Hanover St	**Cross:** Coinbow Loop	**Cross:** Eastern Rd	**Cross:** Ice House Rd	**Cross:** Broad River Blvd
Cross Dir: NE	**Cross Dir:** S	**Cross Dir:** SW	**Cross Dir:** NE	**Cross Dir:** W
Distance: 0.07 miles	**Distance:** 0.05 miles	**Distance:** 0.01 miles	**Distance:** 0.21 miles	**Distance:** 0.16 miles

Historical counts

Year	Count	Type		Year	Count	Type		Year	Count	Type		Year	Count	Type		Year	Count	Type
2005	🔺 20,800	AADT		2024	🔺 18,400	AADT		2005	🔺 16,100	AADT		2024	🔺 3,200	AADT		2024	🔺 21,100	AADT
1999	🔺 20,100	AADT		2023	🔺 18,400	AADT		1999	🔺 13,300	AADT		2023	🔺 2,900	AADT		2023	🔺 21,100	AADT
1998	🔺 17,900	AADT		2022	🔺 17,700	AADT		1998	🔺 11,400	AADT		2022	🔺 2,800	AADT		2022	🔺 20,300	AADT
1997	🔺 19,600	AADT		2021	🔺 17,500	AADT						2021	🔺 2,600	AADT		2021	🔺 20,100	AADT
				2019	🔺 18,800	AADT						2019	🔺 2,300	AADT		2019	🔺 22,700	AADT

AADT - Annual Average Daily Traffic   **ADT** - Average Daily Traffic   **AWDT** - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

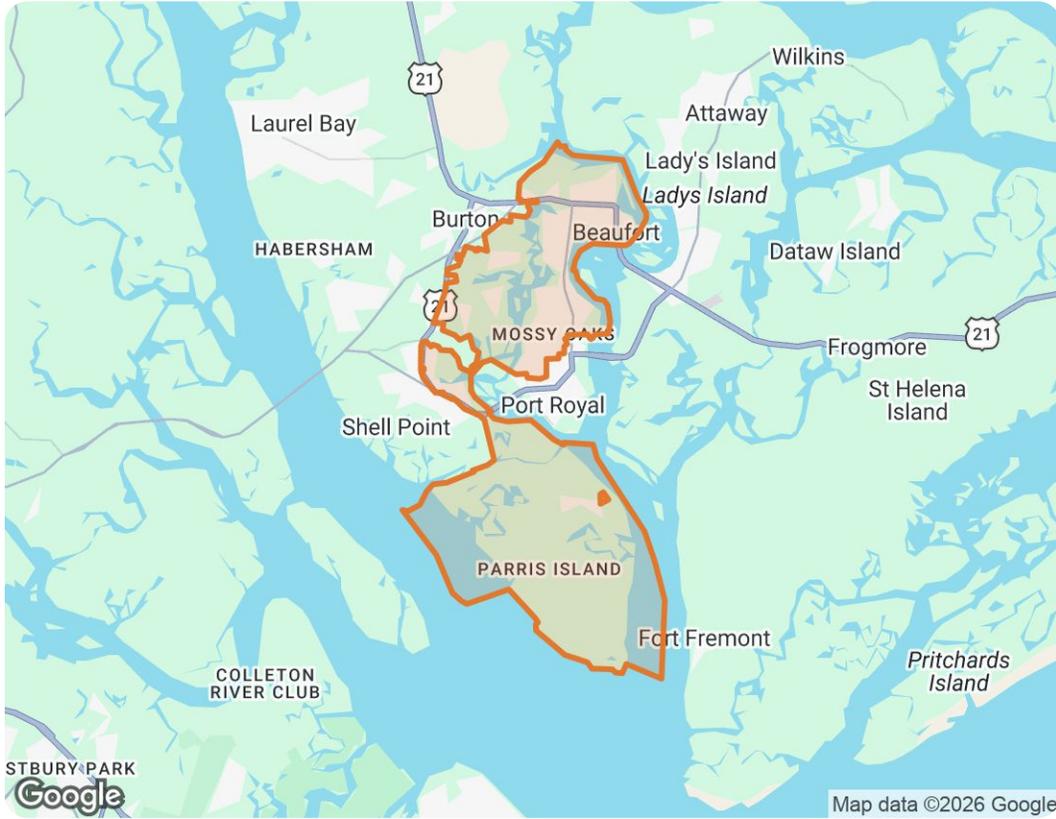# 109 Old Salem Rd, Beaufort, SC 29902

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Beaufort, SC 29902

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Trade Area Summary

Attribute Summary for Beaufort, SC 29902

Median Household Income	Median Age	Total Population	1st Dominant Segment
$79,304	**32.9**	**19,259**	**In Style**
Source: 2024/2029 Income (Esri)	Source: 2024/2029 Age: 5 Year Increments (Esri)	Source: 2024 Age: 1 Year Increments (Esri)	Source: 2024 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - What are the people like that live in this area?	URBANIZATION - Where do people like this usually live?
GenXurban	**Metro Cities**
Gen X in middle age; families with fewer kids and a mortgage	Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments	In Style	Old and Newcomers	Midlife Constants	Manufacturing Traditions	Young and Restless
% of Households	1,928 (28.1%)	1,740 (25.3%)	1,106 (16.1%)	674 (9.8%)	485 (7.1%)
Lifestyle Group	GenXurban	Middle Ground	GenXurban	GenXurban	Midtown Singles
Urbanization Group	Metro Cities	Metro Cities	Suburban Periphery	Urban Periphery	Metro Cities
Residence Type	Single Family	Single Family; Multi-Units	Single Family	Single Family	Multi-Unit Rentals
Household Type	Married Couples w/No Kids	Singles	Married Couples w/No Kids	Married Couples	Singles
Average Household Size	2.32	2.1	2.3	2.42	2.01
Median Age	41.7	39.7	45.8	39.1	32.2
Diversity Index	51.5	62.9	48.7	60.9	81.5
Median Household Income	$97,100	$60,300	$71,500	$68,900	$57,000
Median Net Worth	$354,300	$93,900	$262,000	$199,800	$19,200
Median Home Value	$390,100	$282,500	$248,300	$201,400	$309,500
Homeownership	69.8%	48.6%	75%	72.1%	16.3%
Employment	Professional or Mgmnt/Bus/Financial	Professional or Services	Professional or Mgmnt/Bus/Financial	Professional or Services	Services or Professional
Education	Bachelor's Degree	Some College No Degree	High School Diploma	High School Diploma	Bachelor's Degree
Preferred Activities	Support arts, concerts, theaters, museums. Prefer organic foods, grow their own vegetables.	Strong sense of community volunteer for charities. Food features convenience, frozen and fast food.	Sociable, church-going residents. Enjoy movies at home, reading, fishing and golf.	Value time spent at home. Watching television and gaming are common pastimes.	Like to read magazines about news, fashion and music. Go dancing; play basketball and pool; buy organic food.
Financial	Variety of investments often managed by a financial planner	Price aware and coupon clippers, but open to impulse buys	42% recieve Social Security, 27% also receive retirement income	Budget aware shoppers	Careful shoppers are aware of prices, little brand loyalty

Beaufort, SC 29902

Consumer Segmentation

Top Tapestry Segments	In Style	Old and Newcomers	Midlife Constants	Manufacturing Traditions	Young and Restless
Media	Connected and knowledgeable via smartphones	Features the Internet, listening to country music and read the paper	After TV, Radio and newspapers are medias of choice	Read newspapers, especially Sunday editions	Most of their information comes from the Internet and TV
Vehicle	Partial to late model SUVs and compact SUVs	View car as transportation only	Own domestic SUVs, trucks	Own 2-3 vehicles	Take public transportation

Consumer Segment Details

About this segment

In Style

Ranked	In this area	In the United States
1st	**28.1%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Neighborhood

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children or single households; average household size at 2.35.
- Home ownership average at 68%; nearly half, 47%, mortgaged.
- Primarily single-family homes, in older neighborhoods (built before 1980) with a mix of town homes and smaller (5 –19 units) apartment buildings.
- Median home value at $243,900.
- Vacant housing units at 8.6%.

Socioeconomic Traits

- College educated: 48% are graduates; 77% with some college education.
- Higher labor force participation rate is at 67% with proportionately more 2-worker households.
- Median household income of $73,000 reveals an affluent market with income supplemented by investments and a substantial net worth.
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

Market Profile

- Partial to late model SUVs: compact SUVs are gaining popularity.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, own a variety of investments often managed by a financial planner.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

Beaufort, SC 29902

Consumer Segment Details

About this segment

Old and Newcomers

Ranked	**2nd**
	dominant segment for this area

In this area	**25.3%**
	of households fall into this segment

In the United States	**2.3%**
	of households fall into this segment

Who Are They?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US.
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

Socioeconomic Traits

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree, 33% have some college education, 9% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

Market Profile

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

Beaufort, SC 29902

Consumer Segment Details

About this segment

Midlife Constants

Ranked	In this area	In the United States
3rd	**16.1%**	**2.4%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

Neighborhood

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of $154,100.

Socioeconomic Traits

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market.
- Almost 42% of households are receiving Social Security; 27% also receive retirement income.
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

Beaufort, SC 29902

Consumer Segment Details

About this segment

Manufacturing Traditions

Ranked
4th
dominant segment
for this area

In this area
9.8%
of households fall
into this segment

In the United States
2.1%
of households fall
into this segment

Who Are They?

The backbone of older industrial cities in states surrounding the Great Lakes, Manufacturing Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. Manufacturing Traditions represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.

Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population, but over 70 percent of house holders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s.
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, Manufacturing Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.

Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

Beaufort, SC 29902

Consumer Segment Details

About this segment

Young and Restless

	Ranked	In this area	In the United States
	5th	**7.1%**	**1.8%**
	dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost one in five residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the internet extensively. Young and Restless consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

Socioeconomic Traits

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college.
- Labor force participation rate is exceptionally high at 75.0%.
- These careful shoppers are aware of prices, and demonstrate little brand loyalty.
- Like to be the first to try new products, but prefer to do research before buying the latest electronics.
- Most of their information comes from the Internet and TV, rather than traditional media.
- Carry their cell phone everywhere they go.

Neighborhood

- One of the youngest markets: More than half the householders under age 35; median age 29.8.
- Primarily single-person households with some shared households.
- Highly mobile market, beginning careers and changing addresses frequently.
- One of the top 5 renter markets.
- Apartment rentals popular: 44% in 5–19 unit buildings, 27% in 20+ unit buildings.
- Majority of housing built in 1970 or later (84%).

Market Profile

- No landline telephone for majority of householders, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong.
- Listen to contemporary hits, jazz, rap, hip hop, and dance music.
- Purchase natural/organic food, but frequent fast-food restaurants.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.
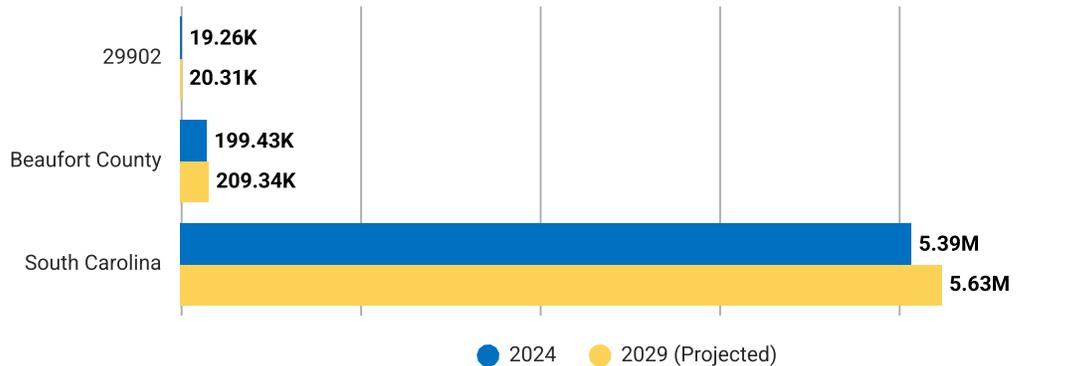
Beaufort, SC 29902

Population

Source: U.S. Census American Community Survey via Esri, 2024
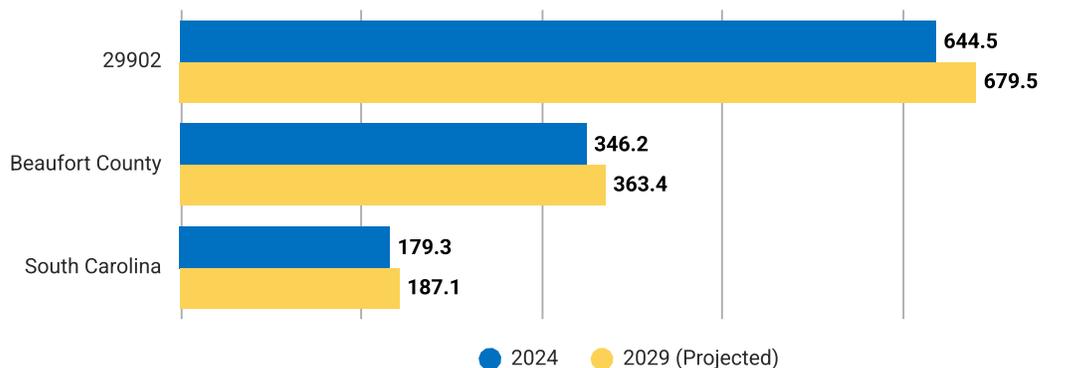
Update Frequency: Annually

Total Population

This chart shows the total population in an area, compared with other geographies.

Area	2024	2029 (Projected)
29902	19.26K	20.31K
Beaufort County	199.43K	209.34K
South Carolina	5.39M	5.63M

● 2024 ● 2029 (Projected)

Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Area	2024	2029 (Projected)
29902	644.5	679.5
Beaufort County	346.2	363.4
South Carolina	179.3	187.1

● 2024 ● 2029 (Projected)

Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

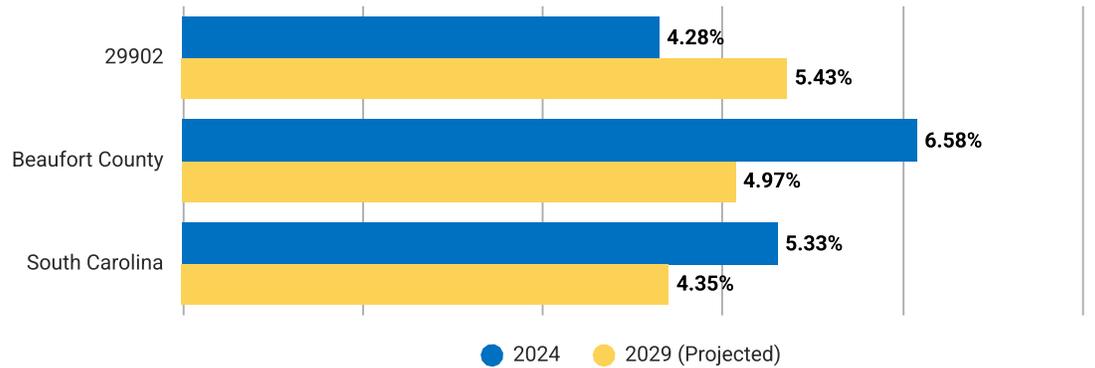| Area	Daytime Population
29902	21.22K
Beaufort County	203.6K
South Carolina	5.33M

Beaufort, SC 29902

Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.
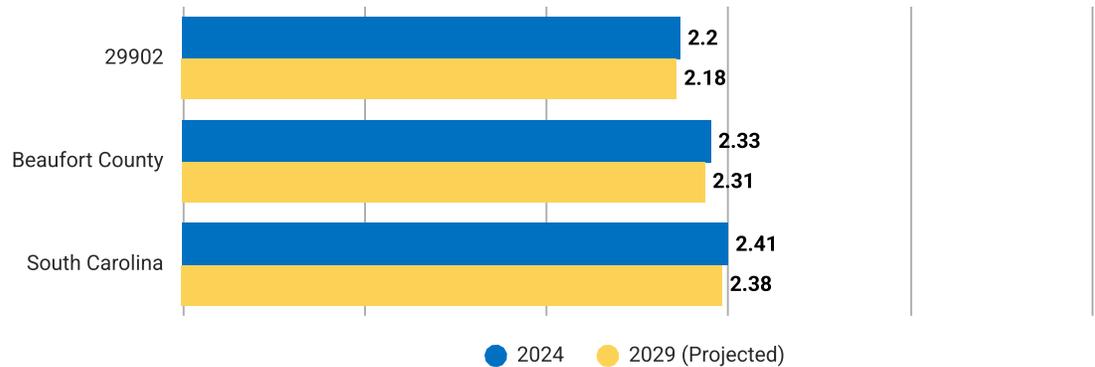
29902	710.2
Beaufort County	353.5
South Carolina	177.2
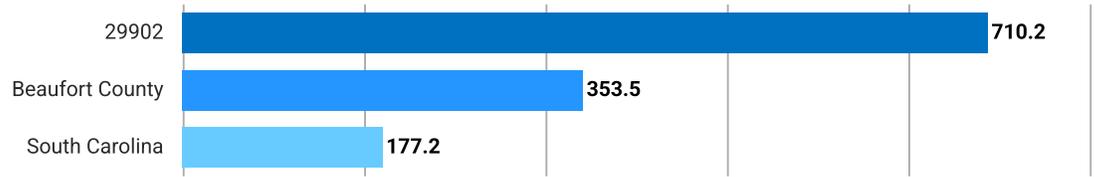
Population Change Since 2020

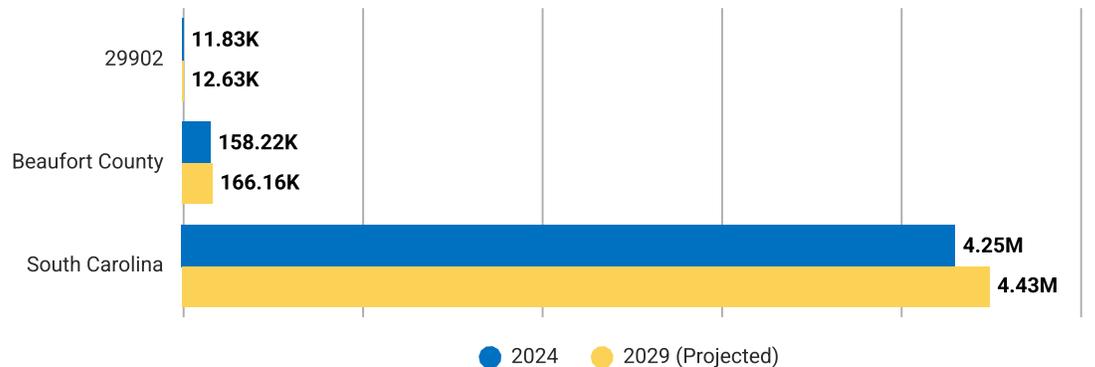This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.

	2024	2029 (Projected)
29902	4.28%	5.43%
Beaufort County	6.58%	4.97%
South Carolina	5.33%	4.35%

● 2024   ● 2029 (Projected)

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

	2024	2029 (Projected)
29902	2.2	2.18
Beaufort County	2.33	2.31
South Carolina	2.41	2.38

● 2024   ● 2029 (Projected)
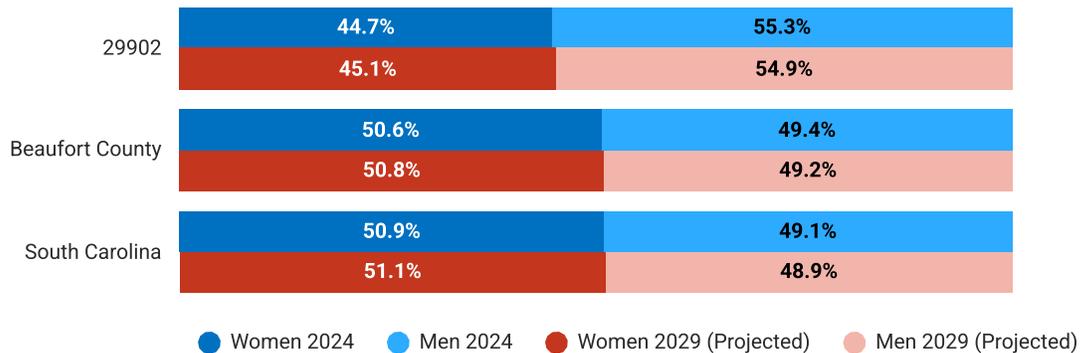
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

	2024	2029 (Projected)
29902	11.83K	12.63K
Beaufort County	158.22K	166.16K
South Carolina	4.25M	4.43M

● 2024   ● 2029 (Projected)

Beaufort, SC 29902

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

	Women 2024	Men 2024
29902	44.7%	55.3%
	45.1%	54.9%
Beaufort County	50.6%	49.4%
	50.8%	49.2%
South Carolina	50.9%	49.1%
	51.1%	48.9%

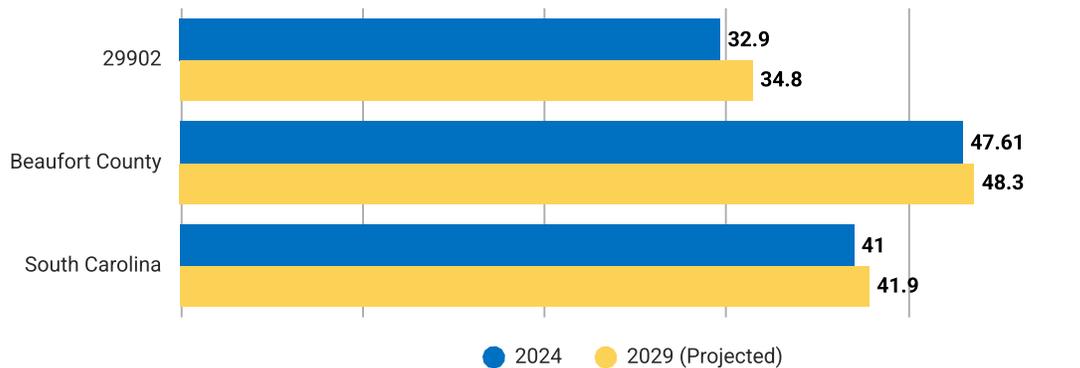● Women 2024   ● Men 2024   ● Women 2029 (Projected)   ● Men 2029 (Projected)

Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Median Age

This chart shows the median age in an area, compared with other geographies.

	2024	2029 (Projected)
29902	32.9	34.8
Beaufort County	47.61	48.3
South Carolina	41	41.9

● 2024   ● 2029 (Projected)

Beaufort, SC 29902

Population by Age

This chart breaks down the population of an area by age group.

Children
- 9.8%
- 9.45%

Tweens
- 2.85%
- 3.01%

Teens
- 19.14%
- 18.54%

20s
- 14.81%
- 13.94%

30s
- 10.52%
- 10.66%

40s
- 8.43%
- 9.5%

50s
- 9.23%
- 8.63%

60s
- 11.57%
- 10.39%

70s
- 9.67%
- 10.51%

Over 80
- 3.98%
- 5.38%

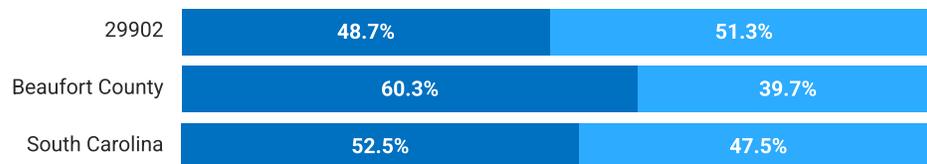● 2024   ● 2029 (Projected)
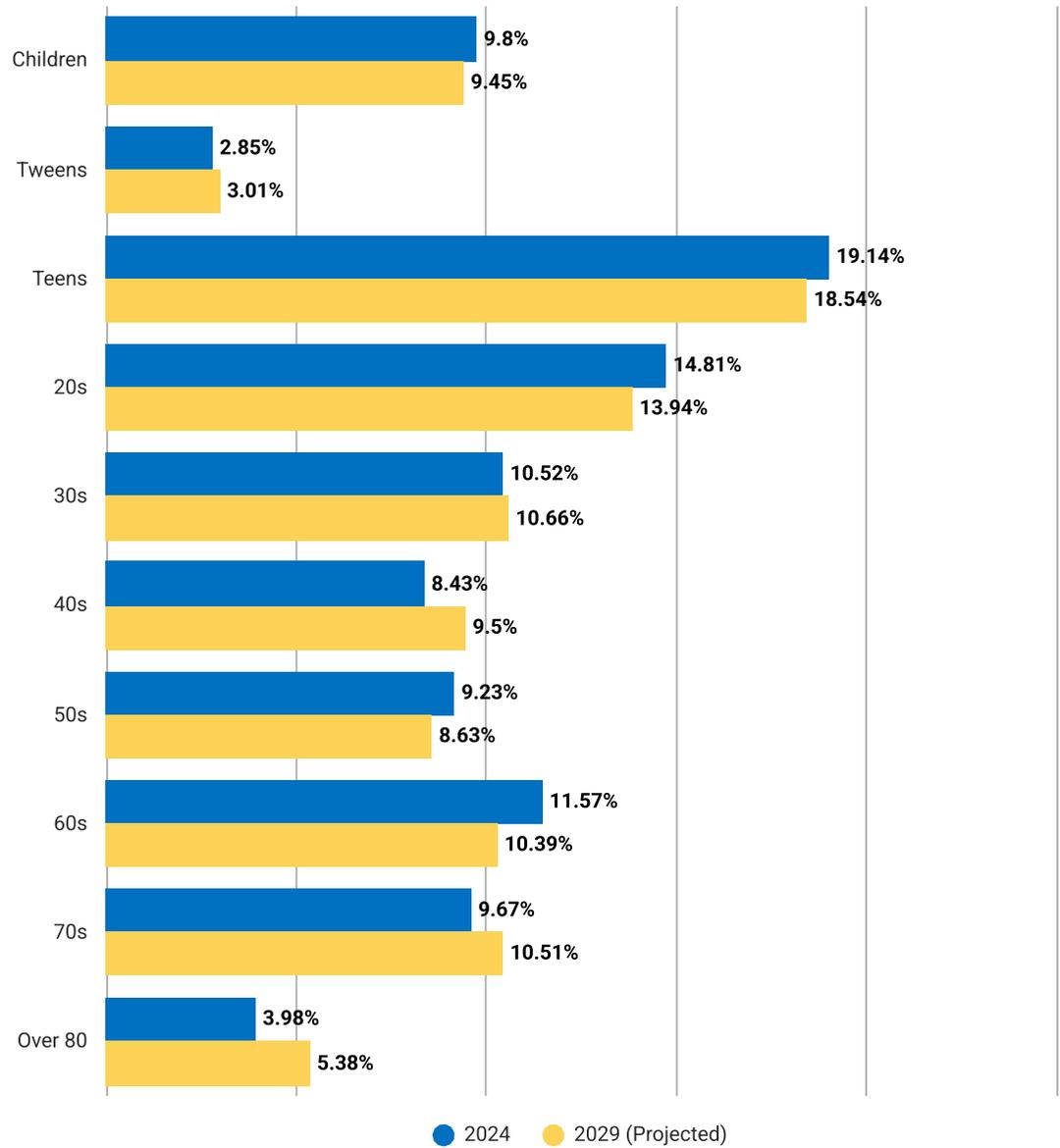
Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

	Married	Unmarried
29902	48.7%	51.3%
Beaufort County	60.3%	39.7%
South Carolina	52.5%	47.5%

Beaufort, SC 29902

Never Married

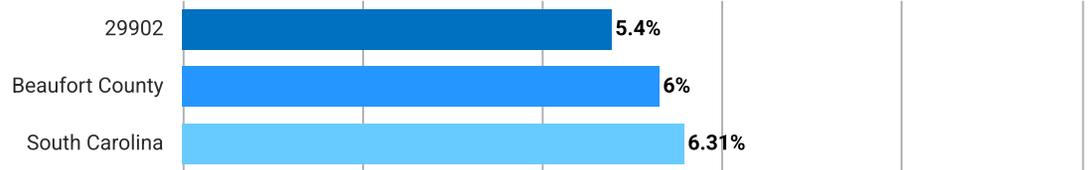This chart shows the number of people in an area who have never been married, compared with other geographies.

29902	39.66%
Beaufort County	25.73%
South Carolina	31.54%

Married

This chart shows the number of people in an area who are married, compared with other geographies.

29902	48.66%
Beaufort County	60.33%
South Carolina	52.54%
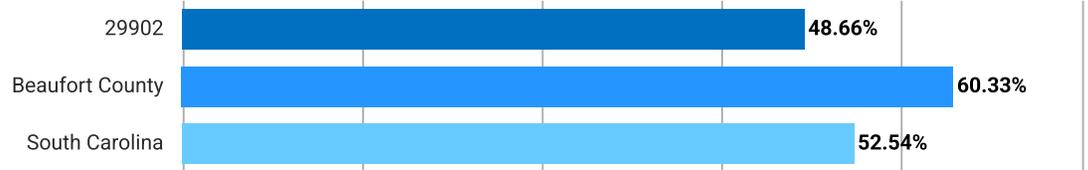
Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

29902	5.4%
Beaufort County	6%
South Carolina	6.31%

Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

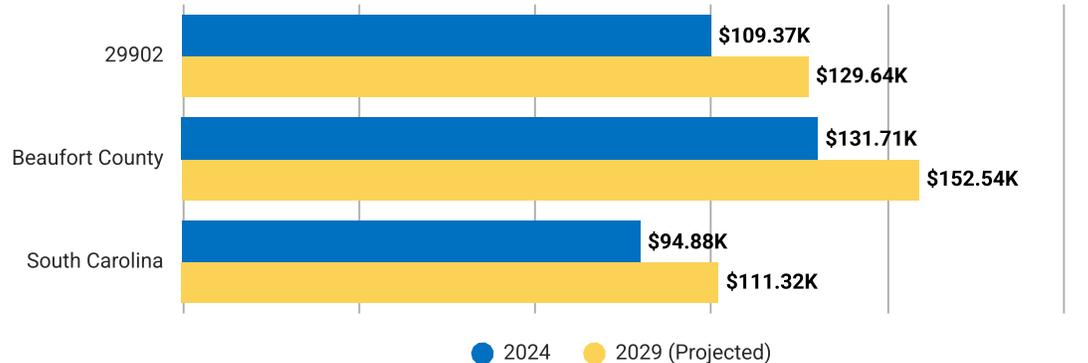|	
29902	6.28%
Beaufort County	7.94%
South Carolina	9.61%
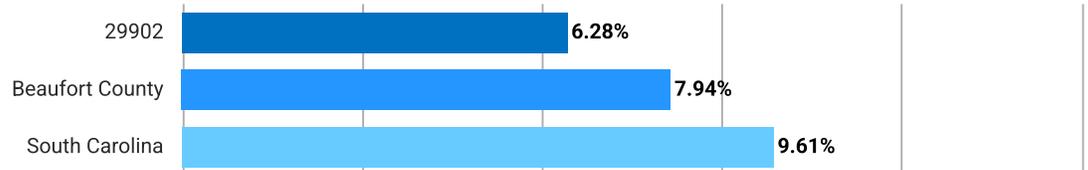
Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Average Household Income

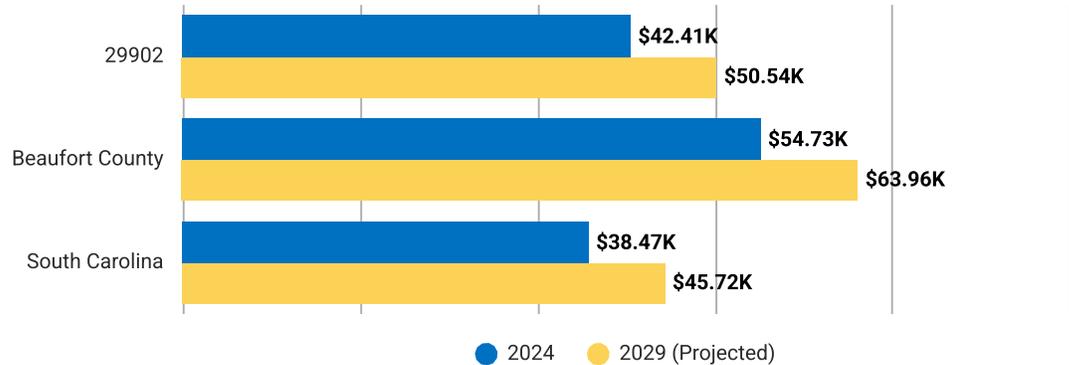This chart shows the average household income in an area, compared with other geographies.

	2024	2029 (Projected)
29902	$109.37K	$129.64K
Beaufort County	$131.71K	$152.54K
South Carolina	$94.88K	$111.32K

● 2024   ● 2029 (Projected)

Beaufort, SC 29902

Median Household Income

This chart shows the median household income in an area, compared with other geographies.

29902
- 2024: $79.3K
- 2029 (Projected): $93.97K

Beaufort County
- 2024: $87.1K
- 2029 (Projected): $100.83K

South Carolina
- 2024: $66.98K
- 2029 (Projected): $79.67K

● 2024   ● 2029 (Projected)
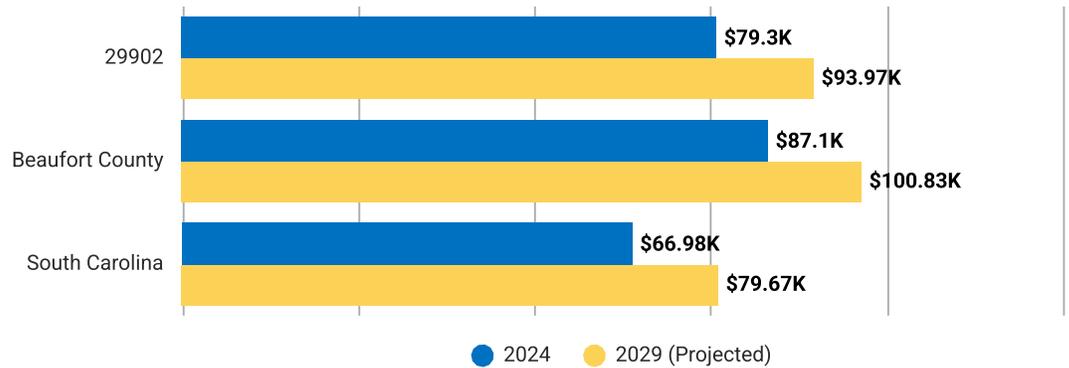
Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

29902
- 2024: $42.41K
- 2029 (Projected): $50.54K

Beaufort County
- 2024: $54.73K
- 2029 (Projected): $63.96K

South Carolina
- 2024: $38.47K
- 2029 (Projected): $45.72K

● 2024   ● 2029 (Projected)

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

- 29902: $81.57K
- Beaufort County: $92.76K
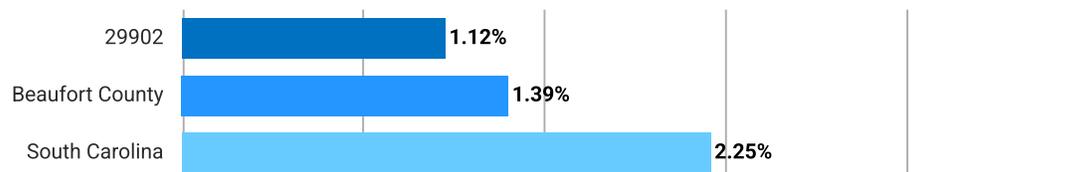- South Carolina: $72.11K

Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Less than 9th Grade
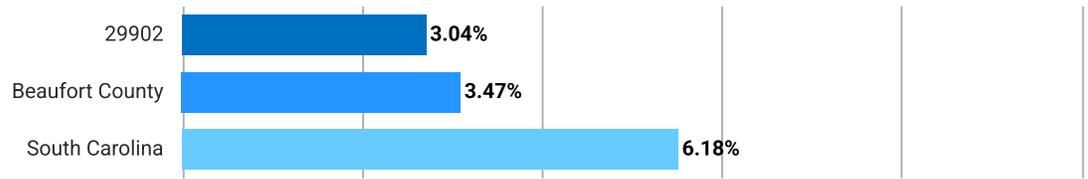
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

- 29902: 1.12%
- Beaufort County: 1.39%
- South Carolina: 2.25%
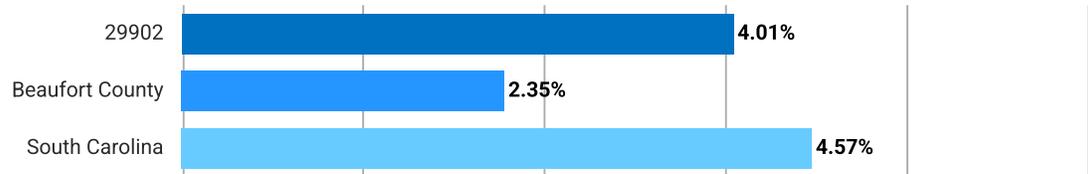
Beaufort, SC 29902

Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

29902	3.04%
Beaufort County	3.47%
South Carolina	6.18%

High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

29902	4.01%
Beaufort County	2.35%
South Carolina	4.57%

High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

29902	21.16%
Beaufort County	18.19%
South Carolina	23.55%

Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

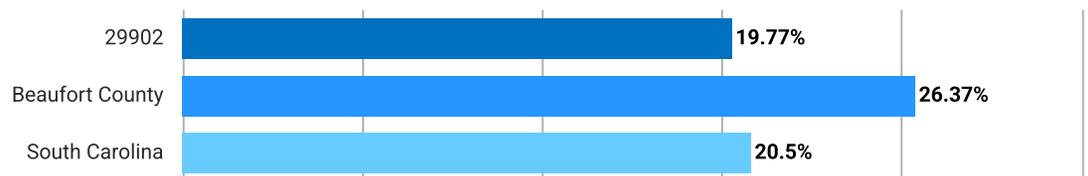|	
29902	20.02%
Beaufort County	18.66%
South Carolina	18.9%

Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

29902	11.89%
Beaufort County	8.9%
South Carolina	10.73%

Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

29902	19.77%
Beaufort County	26.37%
South Carolina	20.5%

Beaufort, SC 29902

Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

29902	18.99%
Beaufort County	20.68%
South Carolina	13.31%

Economy

Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

29902	152
Beaufort County	2.7K
South Carolina	101.51K

Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

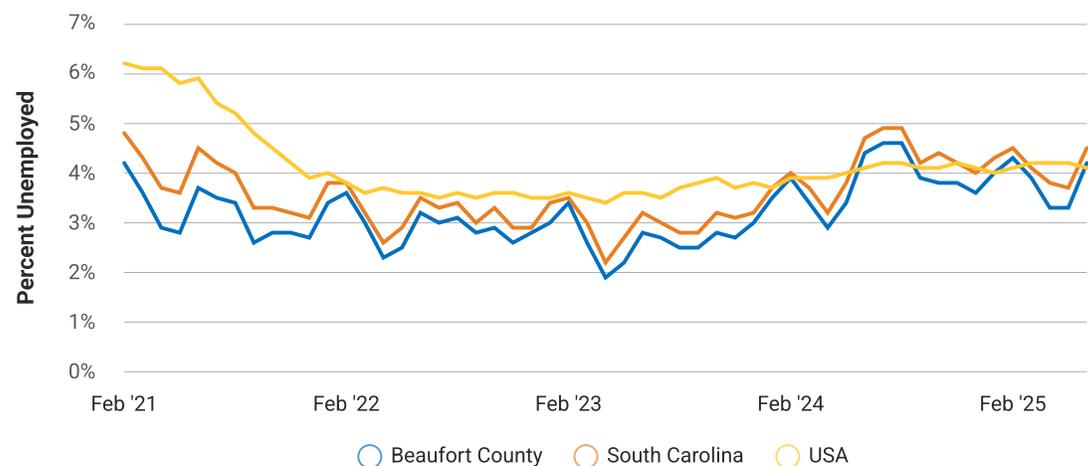|	
29902	7.43K
Beaufort County	80.79K
South Carolina	2.45M

Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

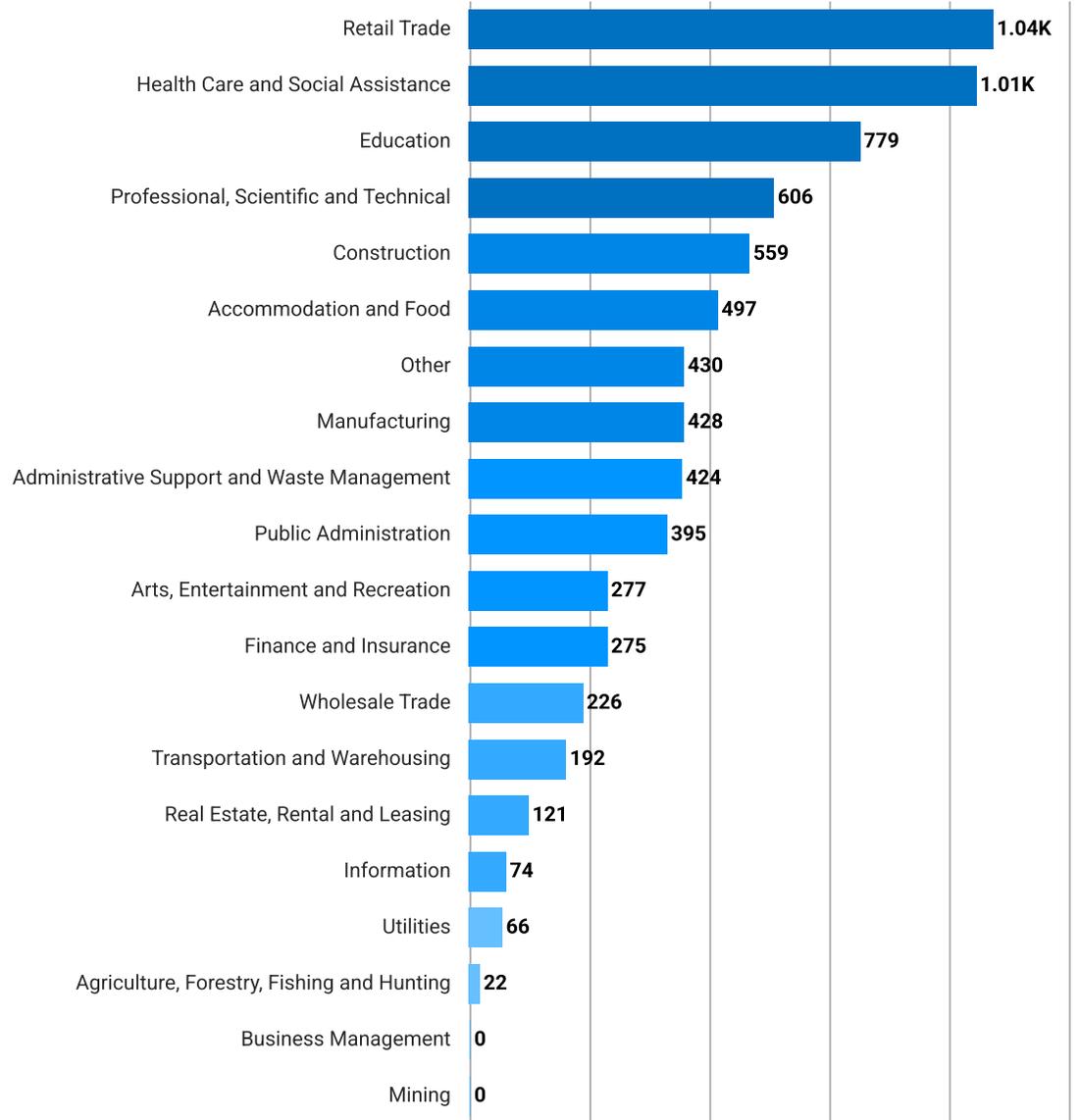Legend: Beaufort County, South Carolina, USA

Beaufort, SC 29902

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

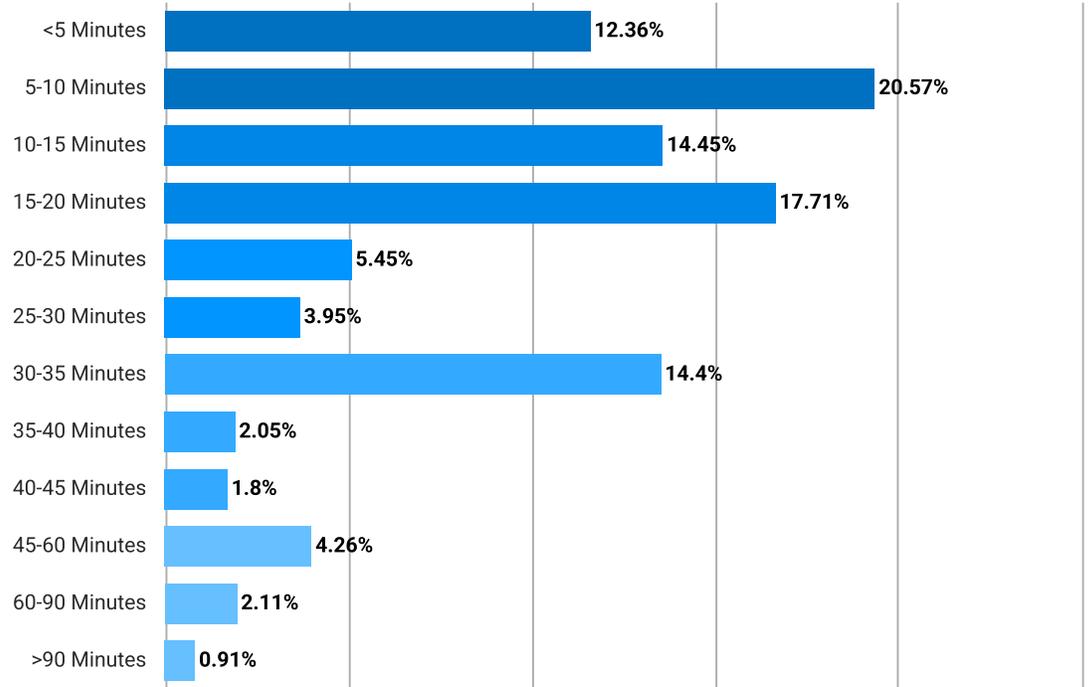| Industry	Count
Retail Trade	1.04K
Health Care and Social Assistance	1.01K
Education	779
Professional, Scientific and Technical	606
Construction	559
Accommodation and Food	497
Other	430
Manufacturing	428
Administrative Support and Waste Management	424
Public Administration	395
Arts, Entertainment and Recreation	277
Finance and Insurance	275
Wholesale Trade	226
Transportation and Warehousing	192
Real Estate, Rental and Leasing	121
Information	74
Utilities	66
Agriculture, Forestry, Fishing and Hunting	22
Business Management	0
Mining	0

Beaufort, SC 29902

Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

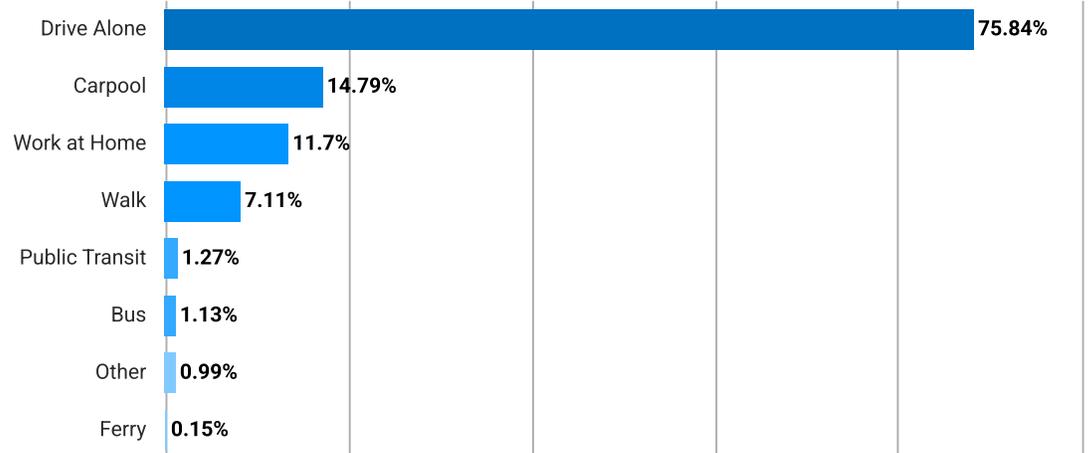| Commute Time	Percentage
<5 Minutes	12.36%
5-10 Minutes	20.57%
10-15 Minutes	14.45%
15-20 Minutes	17.71%
20-25 Minutes	5.45%
25-30 Minutes	3.95%
30-35 Minutes	14.4%
35-40 Minutes	2.05%
40-45 Minutes	1.8%
45-60 Minutes	4.26%
60-90 Minutes	2.11%
>90 Minutes	0.91%

How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

**Source:** U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

Transportation	Percentage
Drive Alone	75.84%
Carpool	14.79%
Work at Home	11.7%
Walk	7.11%
Public Transit	1.27%
Bus	1.13%
Other	0.99%
Ferry	0.15%

Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.
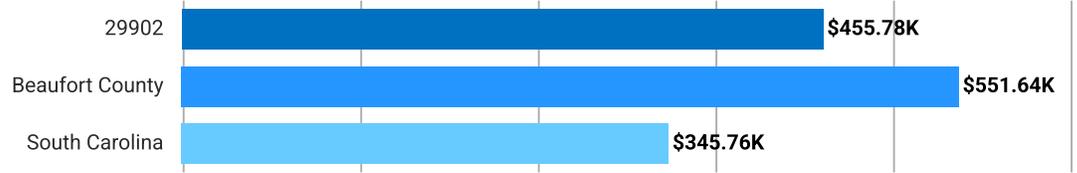
Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

29902	$455.78K
Beaufort County	$551.64K
South Carolina	$345.76K

12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

29902	2.07%
Beaufort County	-1.73%
South Carolina	1.43%

Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly

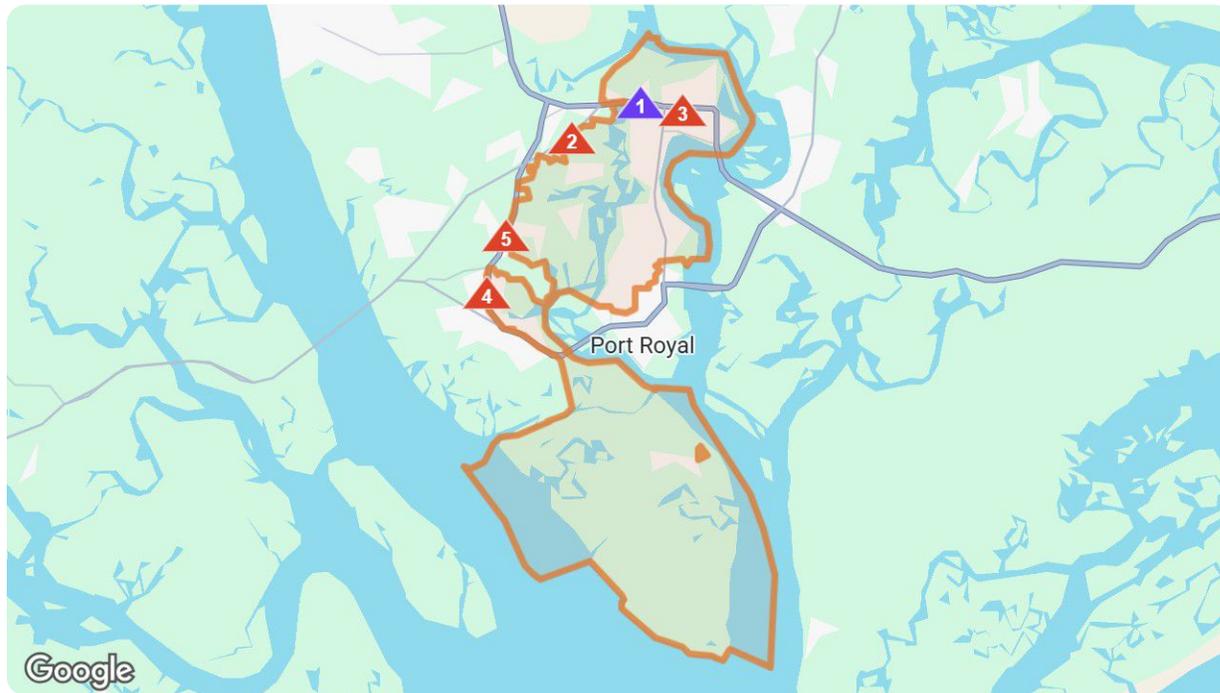|	
29902	$500K
Beaufort County	$550K
South Carolina	$330K

12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Source: Listing data

Update Frequency: Monthly

29902	0.06%
Beaufort County	-2.48%
South Carolina	0.3%

Beaufort, SC 29902

Traffic Counts

Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

1 ▲ **36,050**	**2** ▲ **21,181**	**3** ▲ **19,781**	**4** ▲ **19,712**	**5** ▲ **18,839**
Boundary Street	**Robert Smalls Pkwy**	**Boundary Street**	**Parris Island Gateway**	**Parris Island Gtwy**
2025 Est. daily traffic counts	2025 Est. daily traffic counts	2025 Est. daily traffic counts	2025 Est. daily traffic counts	2025 Est. daily traffic counts
Cross: Greenlawn Dr	**Cross:** Hanover St	**Cross:** Adventure St	**Cross:** Bonaire Cir S	**Cross:** Hiland Dr
Cross Dir: E	**Cross Dir:** NE	**Cross Dir:** W	**Cross Dir:** N	**Cross Dir:** N
Distance: 0.21 miles	**Distance:** 0.07 miles	**Distance:** 0.02 miles	**Distance:** 0.01 miles	**Distance:** 0.03 miles

Historical counts

Year	▲ Count	Type		Year	▲ Count	Type		Year	▲ Count	Type		Year	▲ Count	Type		Year	▲ Count	Type
2024	▲ 38,100	AADT		2005	▲ 20,800	AADT		2024	▲ 20,600	AADT		2024	▲ 20,100	AADT		2005	▲ 18,500	AADT
2023	▲ 38,100	AADT		1999	▲ 20,100	AADT		2023	▲ 20,600	AADT		2023	▲ 20,100	AADT		1999	▲ 12,000	AADT
2022	▲ 31,800	AADT		1998	▲ 17,900	AADT		2022	▲ 17,700	AADT		2022	▲ 19,400	AADT		1998	▲ 12,000	AADT
2021	▲ 31,400	AADT		1997	▲ 19,600	AADT		2021	▲ 17,500	AADT		2021	▲ 19,200	AADT		1997	▲ 10,800	AADT
2019	▲ 33,700	AADT						2019	▲ 19,000	AADT		2019	▲ 19,500	AADT				

AADT - Annual Average Daily Traffic   **ADT** - Average Daily Traffic   **AWDT** - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

Beaufort, SC 29902

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ERNIE ANAYA, MBA

BROKER PROFILE

Ernie Anaya is President, Senior Housing & Behavioral Health at Bull Realty focusing in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, Hospice, and Behavioral Health sectors. *2020, 2021, 2022, 2023, 2025, and 2026 Million Dollar Club*, Investment Properties, Atlanta Commercial Board of Realtors. **Fellow, Royal Anthropological Institute of Great Britain and Ireland** focusing on the anthropology of aging for senior housing.

Member of the National Association of Realtors, Atlanta Commercial Board of Realtors, Association of Professional Mergers & Acquisition Advisors, Assisted Living Association of Georgia, Registered Professional Member, National Association of Real Estate Appraisers, Academic Member, National Association of Appraisers, and National Investment Center for Senior Housing (NIC). Licensed in Georgia and South Carolina.

Over 20 years of experience in Sales Management and Management Consulting, with a focus on the healthcare industry. Previous Fortune 500 experience includes **Abbott Laboratories** - Diagnostics Division, **GE Medical Systems**, **Cardinal Health**, and **Xerox Corporation**. Ernie created the Senior Housing Practice at Bull Realty in 2016.

Consulting experience includes *Client Solutions Director* with **EMC Corporation** covering Department of the Army in US and Germany (*Top Secret Clearance*), and *Principal, Healthcare Sector* with **SunGard Consulting Services** covering the *US and Latin America*. Expert Speaker at several international conferences addressing Information Security, Enterprise Risk Management and Business Continuity for Healthcare institutions in Baton Rouge, Seattle, Mexico City, and Santo Domingo.

BA in **Astrophysics** from **Ole Miss** and an MBA from **Michigan State University**, including their Global Management Course in Japan & Singapore. Also attended the Center for Transportation and Logistics Executive Program at **Massachusetts Institute of Technology**. Diploma in Architecture & the Environment focusing on Senior Housing from **Universidad de Salamanca**, Spain. Graduated prep school from St. John's Military.

Past professional designations include Certified in Risk and Information Systems Control (CRISC), Certified Information Security Systems Professional (CISSP), National Security Agency InfoSec Assessment Methodology (IAM) and InfoSec Evaluation Methodology (IEM), Certified Business Continuity Professional (CBCP), ASTL Certified in Transportation & Logistics, AAFM's Master Financial Manager (MFM), and Certified Foreign Investor Specialist.

In addition, he is a former Army Officer with the 1st Cavalry Division (*Top Secret Clearance*), Honorable Order of St. Barbara (US Field Artillery), Military Order of Foreign Wars, Life Member of the 7th Cavalry Regiment Association, Order of Daedalians for Military Aviators, Life Member Royal Artillery Association (UK), and Strathmore's Who's Who Worldwide. Also a member of the Army & Navy Club in Washington, D.C.

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