

Downtown Travelers Rest

Travelers Rest
High School

FURMAN
CAPITAL ADVISORS



755 NORTH MAIN STREET

Travelers Rest, South Carolina 29690

OFFERING MEMORANDUM

FURMAN

CAPITAL ADVISORS

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INVESTMENT

HIGHLIGHTS

755 N. Main St.
Travelers Rest, SC

INVESTMENT HIGHLIGHTS

Executive Summary

PROPERTY

Address	755 N. Main St. Travelers Rest, SC 29690
Parcel Number	0506060101619
Acres	±13.24
Zoning	RM
Utilities	All Utilities Available
Allowable Density	20 units/acre
Current Overlays	Located in the Scenic Overlay District
OZ Location	Located in an Opportunity Zone

DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
POPULATION	4,028	17,754	38,235
AVG HH INCOME	\$56,185	\$90,604	\$81,932



SITE OVERVIEW

Unlock the potential of one of the most sought-after corridors in the Upstate. This +/- 13.24 acre homestead site sits prominently on Main Street Travelers Rest, a thriving gateway community just minutes from downtown Greenville and steps from the Swamp Rabbit Trail. With its unbeatable location and existing zoning allowing for 20 units per acre, this property offers scale, location and community appeal to create a signature multifamily development that captures the essence of modern living in the vibrant, fast growing city of Travelers Rest.

INVESTMENT HIGHLIGHTS

Property Overview

➤ HIGH GROWTH MARKET

Travelers Rest has seen explosive growth in population and amenities, fueled by Greenville's economic boom and a steady influx of new residents seeking quality living.

➤ LIFESTYLE APPEAL

Direct access to outdoor recreation via the Swamp Rabbit Trail, plus minutes from award-winning restaurants, breweries and boutique shops.

➤ DEVELOPMENT POTENTIAL & ZONING FLEXIBILITY

Zoned RM (Residential Multifamily), the site is primed for thoughtful, high density housing, offering up to 20 units per acre on the parcel. Future developers can easily envision a well-planned community that can incorporate green spaces, community amenities, and design forward layouts that blend with the town's charming aesthetic.

➤ ECONOMIC OPPORTUNITIES & INFRASTRUCTURE

Travelers Rest's inclusion in an Economic Opportunity Zone provides enticing tax advantages for developers. Additionally, ongoing infrastructure improvements-such as enhanced sidewalks, upgraded lighting, landscaped streetscapes, and improved parking corridors are actively elevating neighborhood accessibility and appeal.

➤ PROXIMITY TO HIGHER LEARNING

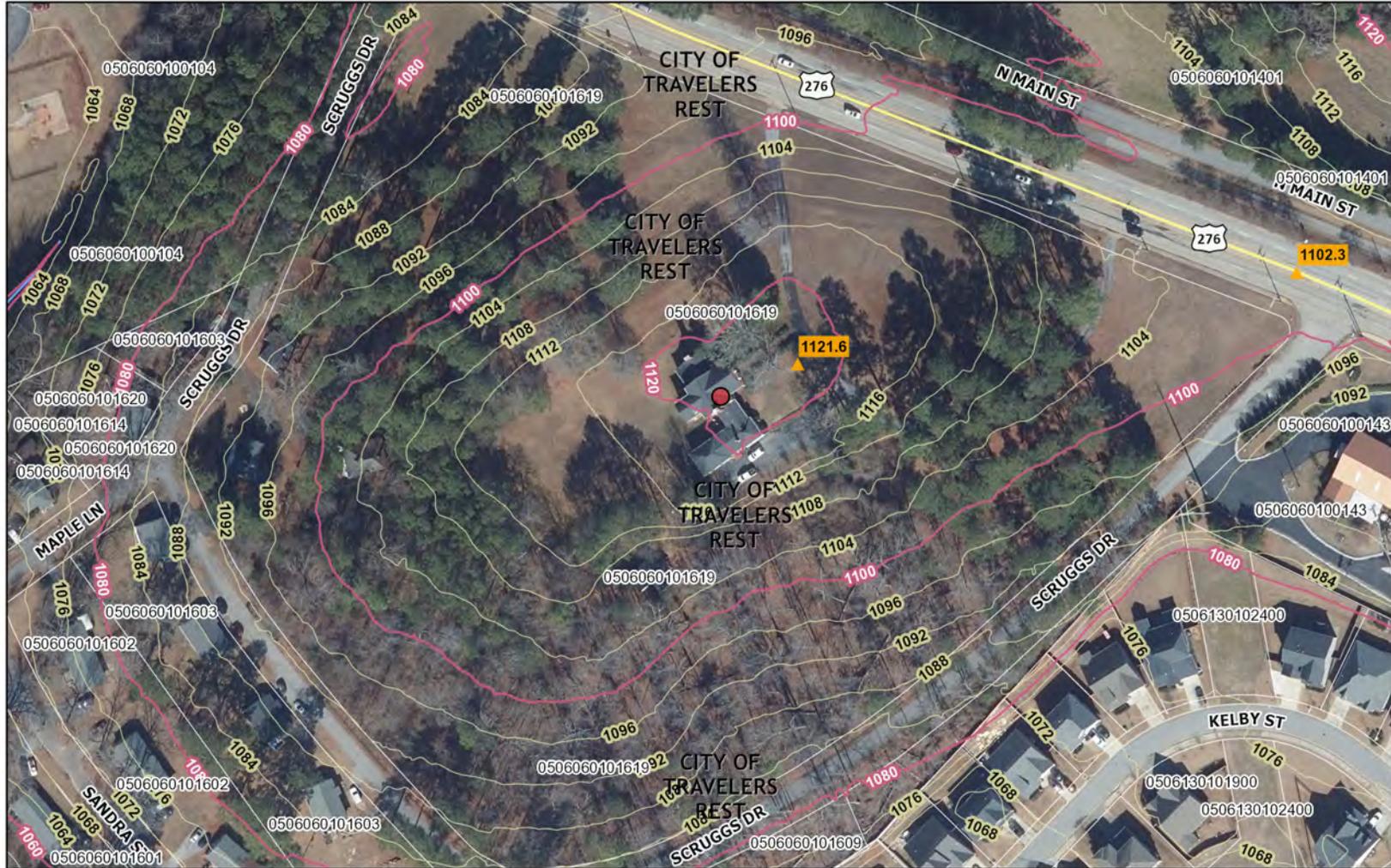
While the site enjoys next door access to Travelers Rest High School, it also boasts close proximity to Furman University, which serves as an economic and cultural anchor. With over 2,800 full-time undergraduate students and more than 270 employees, the university contributes significantly to the town's vibrancy.



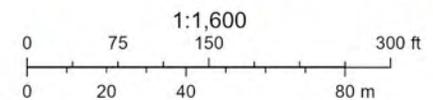
INVESTMENT HIGHLIGHTS

Topography

Greenville County, SC



August 20, 2025



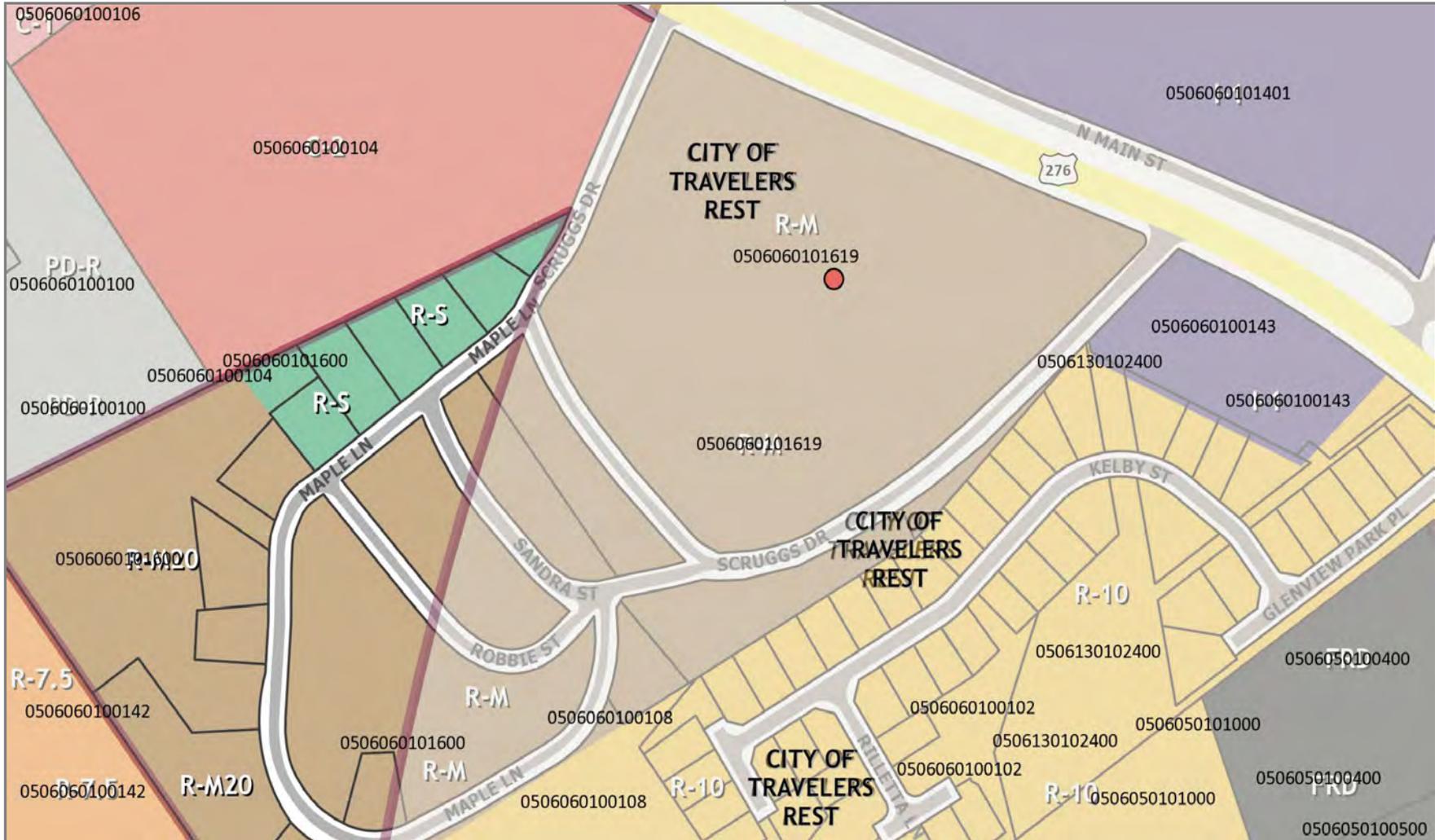
Greenville County GIS Division, Greenville, South Carolina, Greenville County GIS Division, Greenville County, South Carolina GIS Division

Disclaimer: This Map is not a LAND SURVEY and is for reference purposes only. Data contained in this map are prepared for the inventory of Real Property found within this jurisdiction, and are compiled from recorded deeds, plats, and other public records.

INVESTMENT HIGHLIGHTS

Zoning

Zoned 20 Units Per Acre



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Map Scale
1 inch = 267 feet
8/20/2025

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MARKET

OVERVIEW

755 N. Main St.
Travelers Rest, SC

MARKET OVERVIEW

Travelers Rest, SC



Travelers Rest, South Carolina

Travelers Rest is located in the foothills of the Blue Ridge Mountains, just minutes from Greenville and Spartanburg, and it is only one hour from Asheville, two hours from Charlotte and only three hours from Atlanta and Charleston. The town is surrounded by pristine lakes, challenging mountain adventures, waterfalls, and peaceful scenic views.



Travelers Rest is a great place for families to enjoy an active lifestyle, and business startups to open their business, even ranking one of the **“Best Southern Small Towns”** in USA Today.

Furman University

Traveling south, about .50 miles from Main Street in downtown Travelers Rest, are two entrances to Furman University. You can take a quick visit and get a better look at the lake, clock tower, and the beautiful campus!



Prisma Health Swamp Rabbit Trail

When you're in Travelers Rest you're in the most bike-friendly place on earth. We've got bikes everywhere and there's no wonder why. The Prisma Health Swamp Rabbit Trail, a 22 mile, multi-use greenway runs along Main St in Travelers Rest connecting to nearby Greenville. You'll find plenty of benches and gazebos along the trail, as well as some terrific trail-side restaurants to rest and refuel.



Outdoor Adventures

From whitewater rafting and zip-lining to mountain biking and hiking, the Upstate of South Carolina is home to all kinds of exciting outdoor adventures. Discover some of the unique activities you can experience as you start planning your next trip to Travelers Rest. Nearby hiking spots include Table Rock State Park, Jones Gap State Park, Caesars Head State Park, Paris Mountain State Park, Devils Fork State Park, and Kings Mountain State Park.



MARKET OVERVIEW

Travelers Rest, SC



Wine & Dine

Travelers Rest has an abundance of award-winning chefs and dining destinations, whether the occasion is calling for a classic coffee shop, plant-based meal, easy going local hangout or elevated gastropub. Travelers Rest has regionally-lauded restaurants, local hidden gems, a craft brewery in a restored building, classic southern fare and a trendy pizza restaurant - just to name a few!



Travelers Rest Farmers Market

The Travelers Rest Farmers Market offers a local shopping experience that includes everything from seasonal fruits and vegetables, to fresh meat products, honey, eggs, cheese, seafood, artisan bread and baked goods, cut flowers, potted plants and much more. As a 501(c)(3), they also provide free educational activities and programs for kids, free Market yoga, cooking demos, Master Gardening classes, plant and nature walks, resources on conservation and sustainability, live music and more!



Trailblazer Park

The Trailblazer Park is located on the Swamp Rabbit Trail and easily accessible by foot and bike using the Trailblazer Park spur off of the Swamp Rabbit Trail. It is the site of countless free community events such as a Music in the Park Concert Series, Movies in the Park, the TR Farmers Market, and Fall Harvest Market & Food Truck Rally.



Shopping

In downtown Travelers Rest you'll find a vibrant community of small business owners who represent the true heart of what it means to be living in the south: hard work, fine craftsmanship, and pride in representing our state. Just one visit and it's easy to see why so many people add shopping to their list of reasons to come to Travelers Rest. The downtown area is brimming with unique finds, from locally-owned shops to one of the oldest outdoor outfitters in the state, all within walking distance.



MARKET OVERVIEW

10 miles to Award Winning Downtown

Peace Center

At the heart of downtown Greenville, the Peace Center is home to five resident companies: Carolina Ballet Theatre, Greenville Chorale, Greenville Symphony, International Ballet and South Carolina Children's Theatre.

Offering a multitude of venues and meeting spaces, the Peace Center is the perfect setting for performances, weddings, business meetings, receptions and holiday parties. The facility includes the Peace Concert Hall, the Gunter Theatre, the TD Stage, Certus Loft, Huguenot Mill, the Wyche Pavilion and a theatre lounge, Genevieve's.



Greenville Farmers Market

Downtown on Main Street on Saturday mornings May through October. Discover fresh seasonal ingredients from area farmers, local vegetables, fruit, eggs, cheese, meats and other home-grown fare.



Fluor Field

The West End is also home to the Greenville Drive baseball team. Modeled after Fenway Park, home of the Boston Red Sox, Fluor Field at the West End boasts its own "Green Monster," a 30-foot high wall in left field, equipped with a manual scoreboard. The popular facility welcomes fans to more than 70 home games each season, numerous civic functions, and special sporting events.



Restaurants

Greenville is currently touted as an emerging food-driven city, following in the culinary footsteps of Charleston. Within 10 city blocks, Downtown Greenville has over 125 restaurants and most are locally or regionally-owned.



MARKET OVERVIEW

Greenville, SC



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LOCATION

OVERVIEW

755 N. Main St.
Travelers Rest, SC

LOCATION OVERVIEW

Retail Corridor



LOCATION OVERVIEW

The Swamp Rabbit Trail



THE SWAMP RABBIT TRAIL - CONNECTING SCHOOLS, PARKS, AND LOCAL BUSINESSES IN GREENVILLE COUNTY

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

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

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

#3 Best Urban Trail
- 10 Best/USA Today



- OVER 500,000 ANNUAL USERS
- INCREASES IN SALES/REVENUE RANGING FROM 10% TO AS HIGH AS 85%
- 75% OF TRAIL USERS ARE RESIDENTS OF THE UPSTATE

LOCATION OVERVIEW

Upstate South Carolina | Major Employers



ACCORDING TO JOHN LUMMUS, PRESIDENT AND CEO OF UPSTATE SC ALLIANCE, THE UPSTATE HAS ATTRACTED \$12.3 BILLION IN NEW CAPITAL INVESTMENTS AND ADDED APPROXIMATELY 27,000 JOBS OVER THE PAST FIVE YEARS (POST AND COURIER GREENVILLE).

ECONOMY

Upstate South Carolina is a major manufacturing hub, attracting top companies like **BMW, Michelin, GE Vernova, Milliken, AFL, and Lockheed Martin**. The city's skilled workforce and business-friendly atmosphere make it a prime location for **automotive, biotech, aerospace, and advanced materials manufacturing**, drawing interest from entrepreneurs and established companies.

MAJOR EMPLOYERS IN THE UPSTATE



UPSTATE, SOUTH CAROLINA STATS

20% of all jobs in South Carolina

40+ Fortune 500 Companies

20+ Headquartered Operations

250+ International Companies

34 Countries Operating Firms in the Upstate

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DEMOGRAPHIC

TRENDS

755 N. Main St.
Travelers Rest, SC

DEMOGRAPHIC TRENDS

755 N. Main St. | Travelers Rest, SC 29690

POPULATION TRENDS

5-Mile



2024 Population

HOUSEHOLD TRENDS

5-Mile



2024 Households

AVERAGE HOUSEHOLD INCOME

2024



DAYTIME EMPLOYEES

2024



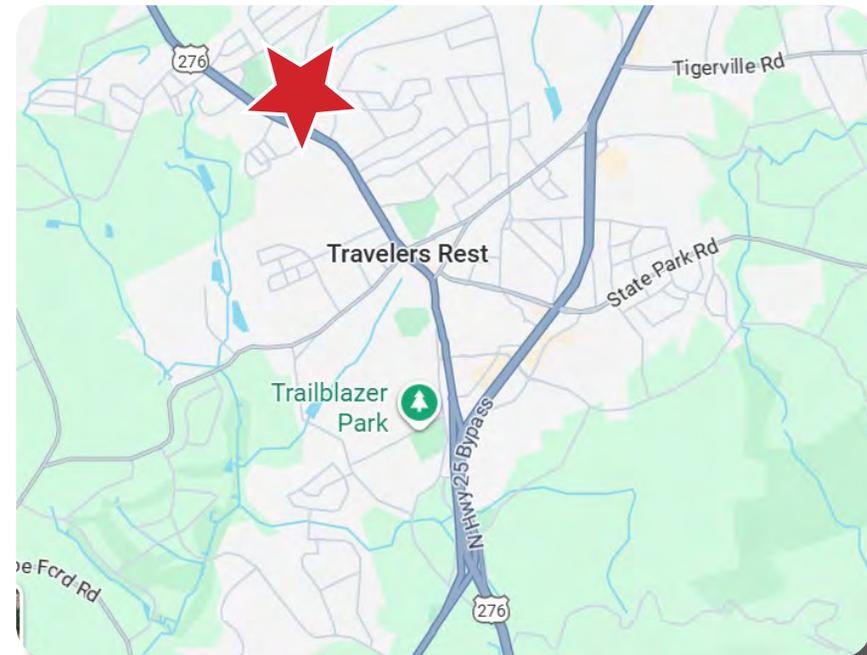
5-Mile Daytime Employees

MEDIAN AGE TRENDS

2024



5-Miles Median Age



6

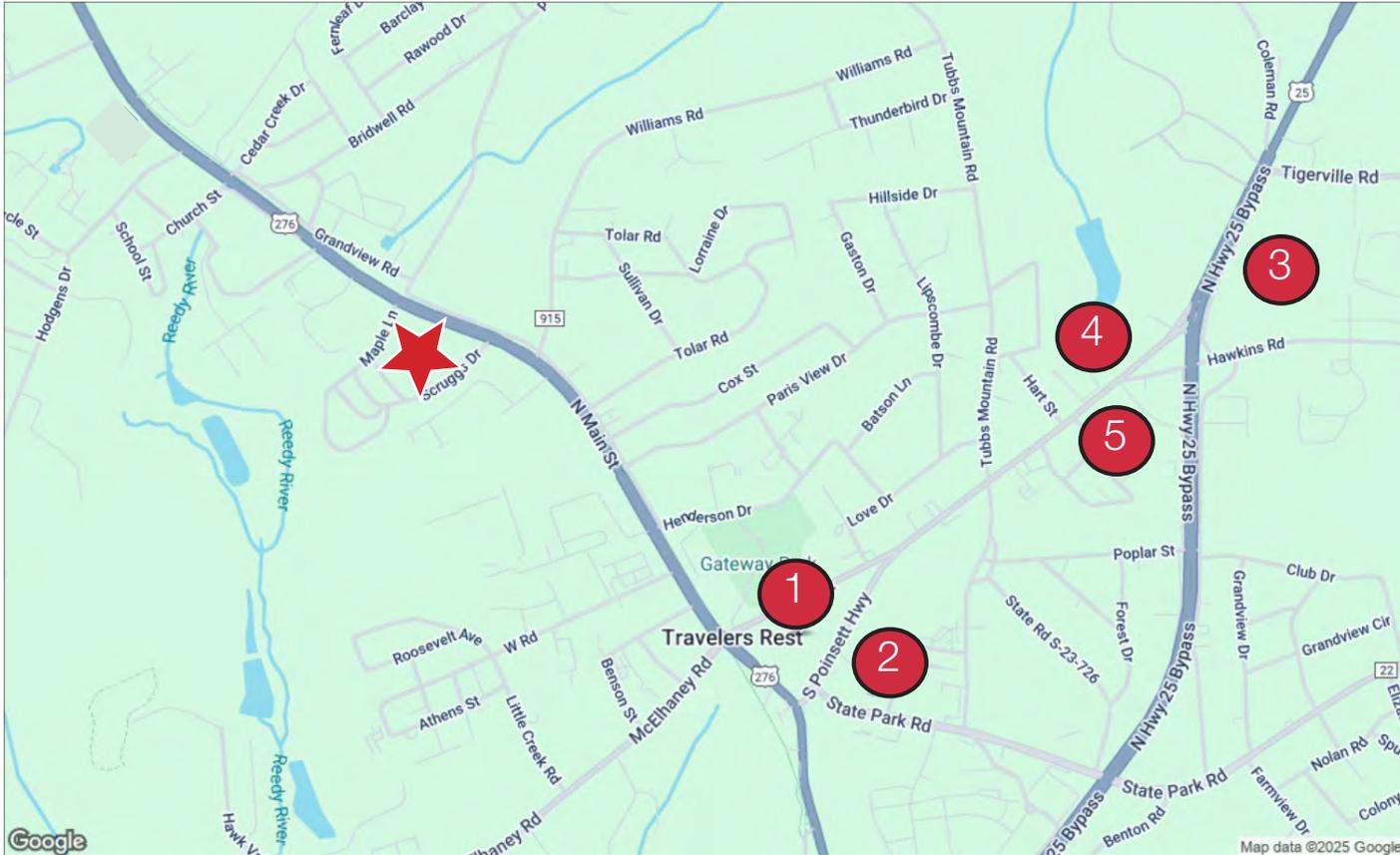
PROPERTY

COMPARABLE

755 N. Main St.
Travelers Rest, SC

COMPARABLE

Sale Properties



PROPERTY	ACRES	SALE DATE	SALE PRICE	PRICE/USABLE SF	PRICE/GROSS ACRE
 755 N. Main St.	13.24	TBD	TBD	TBD	TBD
1 10 Center St.	2.51	Aug-23	\$ 795,000	\$7.27	\$316,732
2 6800 State Park Rd.	1.71	Apr-21	\$ 465,000	\$6.24	\$271,928
3 201 Hawkins Rd.	6.61	Mar-24	\$5,250,000	\$5.33	\$232,198
4 415 N. Poinsett Hwy.	4.01	Aug-23	\$ 910,000	\$5.21	\$226,993
5 Magnolia Dr.	3.46	Dec-22	\$ 475,000	\$3.15	\$137,283

COMPARABLE

Sale Properties

1 10 Center Street



10 Center Street
Travelers Rest, SC 29690
Tax ID: 0490.00-05-003.00
Gross Land Area: 2.51 Ac
Sale Price: \$795,000
Price/Gross Acre: \$316,732

2 6800 State Park Road



6800 State Park Road
Travelers Rest, SC 29690
Tax ID: 0490.00-04-003.01
Gross Land Area: 1.71 Ac
Sale Price: \$465,000
Price/Gross Acre: \$271,928

3 201 Hawkins Road



201 Hawkins Road
Travelers Rest, SC 29690
Tax ID: 0503.02-01-035.04
Gross Land Area: 6.61 Ac
Sale Price: \$5,250,000
Price/Gross Acre: \$232,198

4 415 N. Poinsett Highway



415 N. Poinsett Highway
Travelers Rest, SC 29690
Tax ID: 0497.00-01-005.00
Gross Land Area: 4.01 Ac
Sale Price: \$910,000
Price/Gross Acre: \$226,933

5 Magnolia Drive



Magnolia Drive
Travelers Rest, SC 29690
Tax ID: 0497.00-05-045.00
0497.00-05-045.01
0497.00-05-048.00
Gross Land Area: 3.46 Ac
Sale Price: \$475,000
Price/Gross Acre: \$137,283

DISCLAIMER

Furman Capital Advisors

This Offering Memorandum contains select information pertaining to the business and affairs of the property located at 755 N. Main St., Travelers Rest, SC 29690 ("Property"). It has been prepared by Furman Capital Advisors ("Agent"). This Offering Memorandum may not be all-inclusive or contain all of the information a prospective purchaser may desire. The information contained in the Offering Memorandum is confidential and furnished solely for the purpose of a review by a prospective purchaser of the Property. It is not to be used for any other purpose or made available to any other person without the written consent of Owner or Agent. The material is based in part upon information supplied by the Owner and in part upon financial information obtained from sources it deems reliable. The Owner, nor their officers, employees, or agents make any representation or warranty, express or implied, as to the accuracy or completeness of this Offering Memorandum or any of its contents and no legal liability is assumed or shall be implied with respect thereto. Prospective purchasers should make their own projections and form their own conclusions without reliance upon the material contained herein and conduct their own due diligence.

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

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

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

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

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

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

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