



FOR SALE | MIXED-USE
111 WEST PUBLIC SQUARE – LAURENS, SC 29360



THE PROPERTY

111 West Public Square - Laurens, SC 29360

Reedy River Retail at SVN | Palmetto is pleased to present a rare investment opportunity on a hard corner within Laurens' Historic Square! This classic all-brick, mixed-use property features two fully leased residential units above and $\pm 2,300$ sq ft of ground-floor retail space. The upstairs apartments generate $\pm \$18,600$ annually with below-market rents and clear upside to renovate and re-rent at local market rates. The retail base has already received a tasteful renovation and new facade, yet still offers further value-add potential. Adjacent, a charming alleyway with brick pavers and overhead string lights enhances curb appeal and transforms this into a true beauty at night. Perfect for an investor seeking steady income or an owner-operator looking to offset costs with multiple rental income streams.



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More Details:

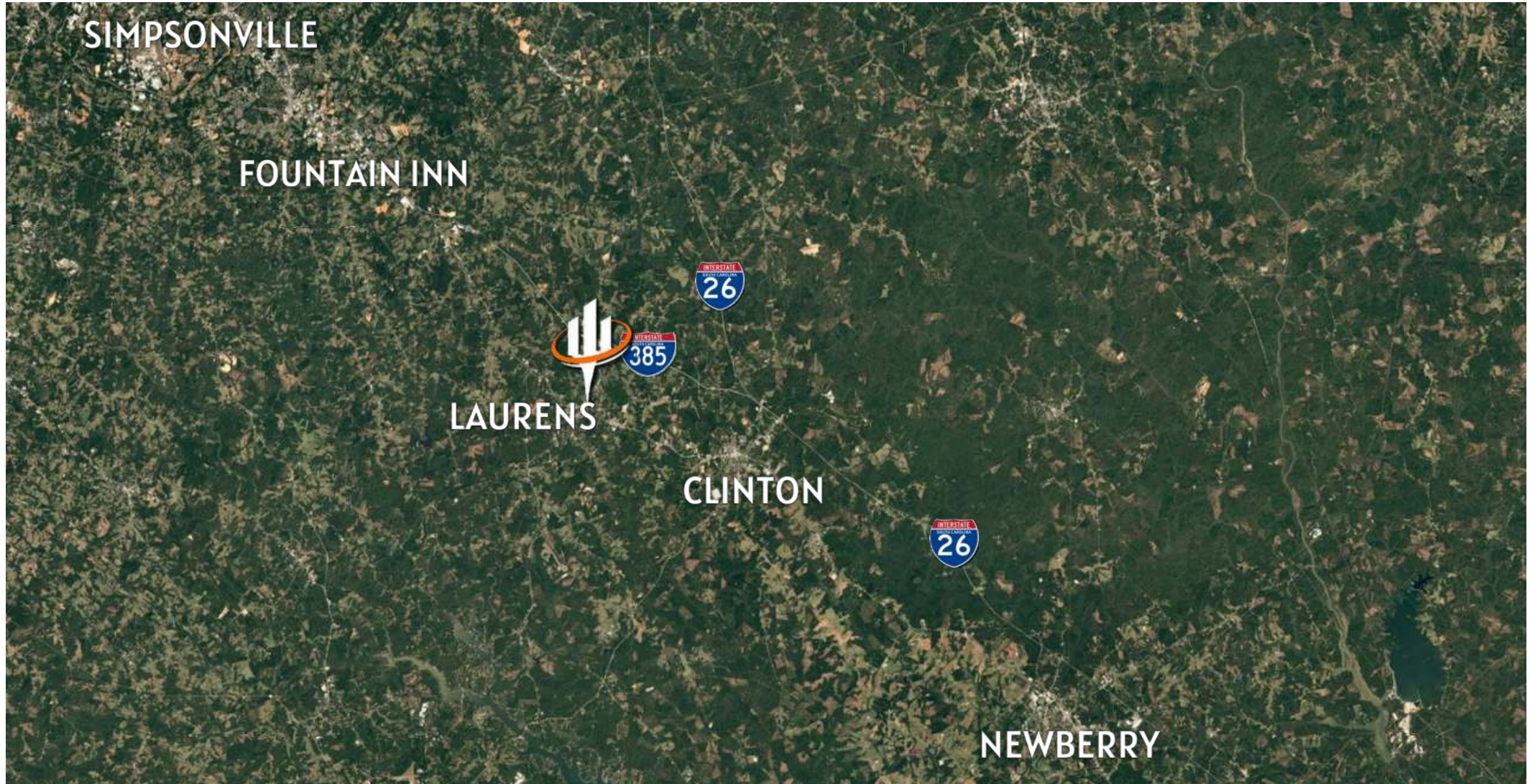
- **Mixed-use income property:** Two occupied upstairs apartments(2/1 & 1/1) bringing in \pm \$18,600/year, plus a retail storefront \pm 2,300 sq ft) on the main floor.
- **Value-add upside:** Rents are well below market, ideal for a future bump through remodeling or modernization.
- **Hard-corner location:** Exceptionally rare in Laurens' historic downtown square, maximizing visibility and foot traffic.
- **Enchanting ambiance:** Adjacent alleyway with brick pavers and string lights offers unique charm and allure after dark.
- **Renovated retail facade:** Beautiful upgrades already in place, with additional improvements welcomed to elevate value further.



RETAILER MAP



LOCATIONAL MAP

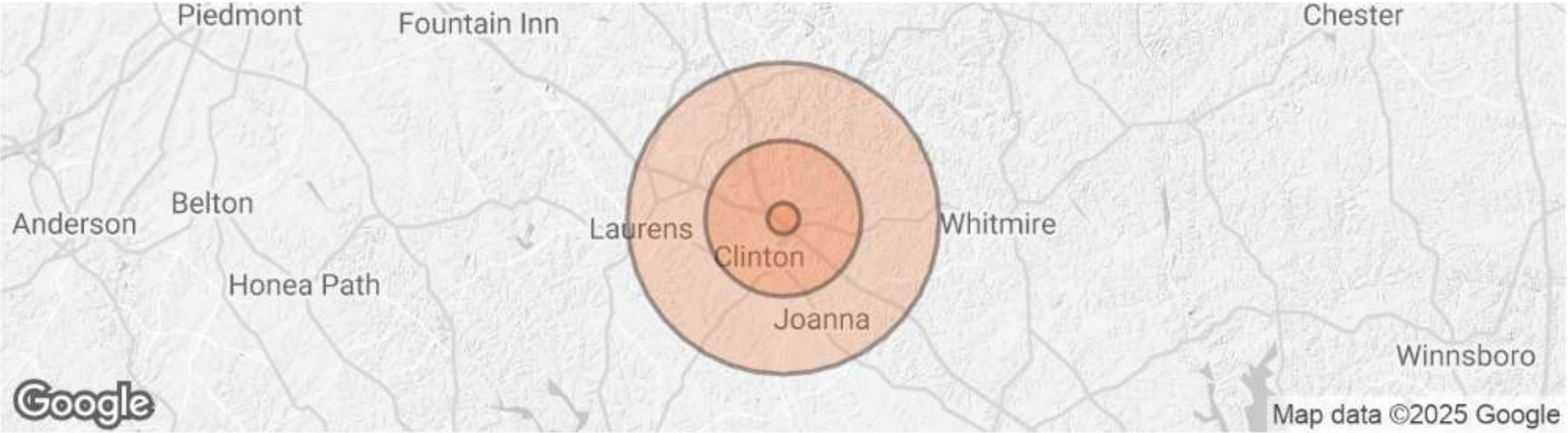


DEMOGRAPHIC DATA

Fountain Inn, South Carolina

	1 Mile	5 Miles	10 Miles
Total Population (2024)	±3,903	±18,069	±40,613
Projected Growth (2029)	0.6%	0.9%	1.3%
Average HH Income	±\$64,638	±\$71,390	±\$70,967
Daytime Employees	±3,090	±14,534	±33,018
Average Age	41.2	41.7	41.8
Median Home Value	\$205,110	\$246,355	\$246,825

Source: Site Seer Retail Data



MARKET OVERVIEW

Laurens, South Carolina

Laurens, South Carolina

Courthouse renovation & square rebirth

- The Greek Revival courthouse (c. 1837–40) at the heart of the four-acre Public Square is currently in Phase II of a multi-million-dollar restoration. Updated exterior features and ADA accessibility are being added, bringing civic prestige and renewed interest to downtown

Historic district momentum

- The Laurens Historic District (~85 acres, 1874–1940 architecture) serves as a cultural anchor, reinforcing heritage tourism and boutique retail energy around the square

Residential growth

- Approximately 177 new-construction homes are underway across Laurens County, including master-planned communities like Hidden Hills. A residential tax-incentive “Project Onward” aims to accelerate that expansion. A total of over ±5,500 new homes are currently planned for development in Laurens County.

Industrial infusion

- As manufacturing and logistics businesses (e.g., CeramTec, Walmart distribution, ZF transmission facility) invest in the county, daytime foot traffic to downtown restaurants, cafes, and shops is steadily increasing

Parks & recreation investments

- The county’s recent \$1.7M initiative is funding park upgrades, splash pads, playgrounds, picnic pavilions, and future trail expansion—appealing to families and young professionals

The courthouse square is now the focal point of civic revival, supported by civic capital investment, influx of new residents and industrial workers, and enhanced urban amenities. This growing vibrancy positions downtown Laurens as a compelling destination—offering walkable commerce, historical charm, and community vitality that resonate with both residents and developers.

REEDY RIVER RETAIL

SPECIALIZED RETAIL BROKERAGE TEAM



In 2018, Dustin and Daniel left their teaching careers to pursue commercial real estate, quickly building one of the top retail brokerage teams in the Upstate. They prioritize relationship-building, client education, and delivering value through hard work and creativity.

The team has expanded to include additional advisors Chris Philbrick, Brett Mitchell, and Stephan Thomas, along with administrative and marketing support from Angie Looney.

Specializing in investment sales, landlord/tenant representation, and development, their focus on retail brokerage instills confidence in their clients. With the support of the SVN network of over 220 offices, Reedy River Retail has gained national recognition.

330 Pelham Rd. Ste 100A
Greenville, SC 29615



INVESTMENTS - LANDLORD REPRESENTATION - TENANT REPRESENTATION - DEVELOPMENT

REEDY RIVER RETAIL at SVN PALMETTO'S SOUTHEAST REACH

GREENVILLE



CHARLESTON



CHARLOTTE



WHAT OUR CLIENTS ARE SAYING...

"I can't imagine my journey without Dustin and Daniel. These guys are very relationship-driven and not transactional-based. Their passion for the business shines by the way they work for their clients."

- David Simmons, Franchisee of Voodoo Brewery

"We started working with Dustin and Daniel about a year ago, but their reputation certainly preceded them. They were presented to us as the "young and hungry" power brokers who wanted to talk less, and prove themselves with results. They are proactive, resourceful, and tenacious. More importantly, they're honest and just a blast to work with!"

- Nauman Panjwani, VP of SNS Properties

NOTABLE CLIENTS & RECENT TRANSACTIONS WITHIN THE SOUTHEAST





Brett Mitchell
Associate Advisor
brett.mitchell@svn.com
864.498.3664



Daniel Holloway
SVP of Retail Services
daniel.holloway@svn.com
864.593.6644

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