

2026

# Charleston, SC Market Analysis



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## MARKET ANALYSIS METHODOLOGY

This market demand analysis using a defined methodology is being conducted to examine a potential disposition of a 95 unit Assisted Living Facility in the Charleston, SC (Charleston 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

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 accommodation is 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 Charleston PMA is assumed to be a 10-mile radius in and around the property site in Charleston, 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 Charleston facility will be vacant as of 2026, we will make population projections to determine 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 Charleston, 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 Charleston market, for both current and 2030. The spreadsheet first starts by estimating demand for Senior living in the Charleston PMA using our methodology described above and *ESRI Demographics*.

After deducting the existing inventory provided by the *by senior housing directories like 'A Place for Mom'* for Independent living facilities, we are left with the Unmet Demand for additional units.

The total demand is **1,236** units Living beds today growing to **1 645** in 2030 in the PMA, a 33.09% increase. There is a total of **77** competitive Independent Living units (including subject property) within the 10-mile PMA with **0** units under construction.

As the model indicates, the Unmet Demand for Independent Living units in the Charleston PMA totals **466** units, growing to **875** units in 2030, an 81.3 % increase.

#### PMA DEMOGRAPHICS – 10 MILE RADIUS

	55 to 64	65 to 74	75+
Average HHI	\$138,404	\$115,590	\$92,775
Average Net Worth	\$1,874,357	\$2,508,833	\$2,313,550

Average home value: \$616,239

Reference: ESRI

#### DISABILITY STATISTICS AGE 75+ IN CHARLESTON COUNTY

- Cognitive Difficulty (e.g., Alzheimer's): 6.5%
- Ambulatory Difficulty: **22.1%**
- Self-Care: **5.5%**
- Independent Living Difficulty: **12.2%**

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\*\*\* 2.95%

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	61,574	1244
75+	6.630%	26,095	1730
75+   \$75K+	21.600%	6,935	1498
55 - 64	1.140%	41,569	474
		<b>Mean</b>	<b>1,236</b>

### 2030 Income-Qualified Households

Age	Achievable Penetration	Senior Qualified Hholds *	#Draw from Qualified AL
65+	2.020%	70,564	1425
75+	6.630%	32,952	2185
75+   \$75K+	21.600%	10,607	2291
55-64	1.140%	59,671	680
		<b>Mean</b>	<b>1,645</b>

		2026	2030
1.	SNF Calculated Market Potential	1,236	1,645
2.	Identified Competitive Units in Market Area **	770	770
3.	Identified Units under Construction in Market Area	0	0
4.	UNMET Assisted Living DEMAND [Line 1 - Line 2]	466	875

References:

\* ESRI Demographics Data

\*\* SC Public Health Department

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## Primary Full-Service Independent Living Competitors

The inventory for independent living (IL) within the 10-mile radius of 2333 Ashley River Road, Charleston, SC is calculated based on verified capacities from senior living directories (e.g., A Place for Mom), and corporate disclosures:

- **Harmony at West Ashley (1925 Essex Farms Dr): 215 total units.** This is a "continuum of care" facility; while it includes Assisted Living and Memory Care, the Independent Living component is the primary market anchor for this submarket.
- **Bishop Gadsden (James Island): 283 Independent Living units.** Recent financing reports (January 2026) confirm this count within their 125-acre campus, which also includes 79 AL units and 100 skilled nursing beds.
- **Ashley Park (1451 Tobias Gadson Blvd): 117 to 118 units.** Senior living databases (December 2025) categorize this property specifically as Independent Living with a capacity of 117 residents.
- **Overture West Ashley (45 Coburg Rd): 182 units.** This property is classified as "Active Adult" (55+ apartments), which is the primary number subtracted to reach the "Net Full-Service IL" estimate.

## Summary of Net Market Calculation

The "Net Full-Service IL" figure of approximately **770 units** is reached by aggregating the IL-specific units from full-service providers (Harmony, Bishop Gadsden, Ashley Park, and smaller specialized facilities like The Bridge at Charleston) and excluding the **580+ units** of lifestyle-only "Active Adult" apartments (Overture, Upside, and Gateway) that do not offer the meal and care services inherent in your conversion's pro forma.

# Age 50+ Profile

2333 Ashley River Rd, Charleston, South Carolina, 29414



Ring: 3 mile radius

Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	63,834	65,310	66,950	1,640	0.50%
Population 50+	22,439	22,780	24,064	1,284	1.10%
Median Age	38.1	39.3	41.1	1.8	0.90%
Households	28,401	30,174	31,640	1,466	0.95%
% Householders 55+	42.0%	41.7%	42.1%	0.4	0.19%
Total Owner-Occupied Housing Units	15,266	17,338	18,609	1,271	1.42%
Total Renter-Occupied Housing Units	13,135	12,836	13,031	195	0.30%
Owner/Renter Ratio (per 100 renters)	116	135	143	8	1.16%
Median Home Value	-	\$419,269	\$500,274	\$81,005	3.60%
Average Home Value	-	\$492,519	\$595,962	\$103,443	3.89%
Median HH Income	-	\$85,301	\$100,700	\$15,399	3.37%
Median HH Income for Householder 55+	-	\$72,581	\$86,722	\$14,141	3.62%

Occupied Housing Units by Age of Householder 55+	Number	Census 2020	
		Percent	% Total HHs
Total	11,939	100.0%	42.0%
Owner Occupied Housing Units	8,258	69.2%	29.1%
Householder Age 55-64	3,038	25.4%	10.7%
Householder Age 65-74	3,070	25.7%	10.8%
Householder Age 75-84	1,547	13.0%	5.4%
Householder Age 85+	603	5.1%	2.1%
Renter Occupied Housing Units	3,681	30.8%	13.0%
Householder Age 55-64	1,775	14.9%	6.2%
Householder Age 65-74	1,171	9.8%	4.1%
Householder Age 75-84	498	4.2%	1.8%
Householder Age 85+	237	2.0%	0.8%

Population by Age and Sex						
Male Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	10,078	100.0%	10,397	100.0%	10,992	100.0%
50-54	1,637	16.2%	1,748	16.8%	1,986	18.1%
55-59	1,895	18.8%	1,570	15.1%	1,661	15.1%
60-64	1,840	18.3%	1,767	17.0%	1,485	13.5%
65-69	1,616	16.0%	1,666	16.0%	1,623	14.8%
70-74	1,299	12.9%	1,433	13.8%	1,514	13.8%
75-79	801	7.9%	1,099	10.6%	1,247	11.3%
80-84	512	5.1%	596	5.7%	852	7.8%
85+	478	4.7%	518	5.0%	624	5.7%
Female Population	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	12,361	100.0%	12,382	100.0%	13,074	100.0%
50-54	1,754	14.2%	1,690	13.6%	1,954	14.9%
55-59	2,098	17.0%	1,697	13.7%	1,696	13.0%
60-64	2,106	17.0%	1,937	15.6%	1,656	12.7%
65-69	1,981	16.0%	1,947	15.7%	1,897	14.5%
70-74	1,693	13.7%	1,796	14.5%	1,846	14.1%
75-79	1,099	8.9%	1,494	12.1%	1,659	12.7%
80-84	758	6.1%	917	7.4%	1,279	9.8%
85+	872	7.1%	904	7.3%	1,087	8.3%
Total Population	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	22,439	35.2%	22,780	34.9%	24,064	35.9%
50-54	3,391	5.3%	3,439	5.3%	3,939	5.9%
55-59	3,993	6.3%	3,267	5.0%	3,357	5.0%
60-64	3,946	6.2%	3,704	5.7%	3,141	4.7%
65-69	3,598	5.6%	3,612	5.5%	3,520	5.3%
70-74	2,991	4.7%	3,229	4.9%	3,359	5.0%
75-79	1,900	3.0%	2,593	4.0%	2,907	4.3%
80-84	1,269	2.0%	1,514	2.3%	2,131	3.2%
85+	1,350	2.1%	1,422	2.2%	1,710	2.6%
65+	11,108	17.4%	12,370	18.9%	13,627	20.4%
75+	4,519	7.1%	5,529	8.5%	6,748	10.1%

## 2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	4,390	100.0%	4,541	100.0%	3,646	100.0%	12,577	100.0%
<\$15,000	380	8.7%	431	9.5%	481	13.2%	1,292	10.3%
\$15,000-\$24,999	222	5.1%	311	6.8%	364	10.0%	897	7.1%
\$25,000-\$34,999	175	4.0%	301	6.6%	321	8.8%	797	6.3%
\$35,000-\$49,999	318	7.2%	457	10.1%	465	12.8%	1,240	9.9%
\$50,000-\$74,999	751	17.1%	804	17.7%	663	18.2%	2,218	17.6%
\$75,000-\$99,999	505	11.5%	530	11.7%	446	12.2%	1,481	11.8%
\$100,000-\$149,999	1,080	24.6%	908	20.0%	531	14.6%	2,519	20.0%
\$150,000-\$199,999	410	9.3%	306	6.7%	129	3.5%	845	6.7%
\$200,000+	548	12.5%	493	10.9%	248	6.8%	1,289	10.2%
Median HH Income	\$90,833		\$73,542		\$55,387		\$72,581	
Average HH Income	\$118,215		\$104,990		\$80,833		\$102,595	

## 2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	4,162	100.0%	4,634	100.0%	4,524	100.0%	13,320	100.0%
<\$15,000	251	6.0%	349	7.5%	519	11.5%	1,119	8.4%
\$15,000-\$24,999	137	3.3%	215	4.6%	323	7.1%	675	5.1%
\$25,000-\$34,999	120	2.9%	236	5.1%	315	7.0%	671	5.0%
\$35,000-\$49,999	238	5.7%	379	8.2%	507	11.2%	1,124	8.4%
\$50,000-\$74,999	642	15.4%	808	17.4%	794	17.6%	2,244	16.8%
\$75,000-\$99,999	456	11.0%	524	11.3%	565	12.5%	1,545	11.6%
\$100,000-\$149,999	1,140	27.4%	1,057	22.8%	809	17.9%	3,006	22.6%
\$150,000-\$199,999	492	11.8%	393	8.5%	225	5.0%	1,110	8.3%
\$200,000+	685	16.5%	671	14.5%	465	10.3%	1,821	13.7%
Median HH Income	\$106,658		\$89,172		\$66,948		\$86,722	
Average HH Income	\$137,964		\$122,832		\$97,940		\$119,150	

**Data Note:** 2024 household income represents an estimate of annual income as of July 1, 2025.

# Age 50+ Profile

2333 Ashley River Rd, Charleston, South Carolina, 29414



Ring: 5 mile radius

Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	126,527	133,329	138,167	4,838	0.72%
Population 50+	42,541	44,651	47,670	3,019	1.32%
Median Age	37.1	38.3	40.0	1.7	0.87%
Households	54,768	60,104	63,799	3,695	1.20%
% Householders 55+	41.5%	41.4%	42.0%	0.6	0.29%
Total Owner-Occupied Housing Units	28,887	33,198	35,890	2,692	1.57%
Total Renter-Occupied Housing Units	25,881	26,906	27,909	1,003	0.73%
Owner/Renter Ratio (per 100 renters)	112	123	129	6	0.96%
Median Home Value	-	\$430,937	\$505,881	\$74,944	3.26%
Average Home Value	-	\$523,255	\$618,933	\$95,678	3.42%
Median HH Income	-	\$82,262	\$96,128	\$13,866	3.16%
Median HH Income for Householder 55+	-	\$66,982	\$79,885	\$12,903	3.59%

Occupied Housing Units by Age of Householder 55+	Number	Census 2020	
		Percent	% Total HHs
Total	22,739	100.0%	41.5%
Owner Occupied Housing Units	15,128	66.5%	27.6%
Householder Age 55-64	5,637	24.8%	10.3%
Householder Age 65-74	5,616	24.7%	10.3%
Householder Age 75-84	2,809	12.4%	5.1%
Householder Age 85+	1,066	4.7%	1.9%
Renter Occupied Housing Units	7,611	33.5%	13.9%
Householder Age 55-64	3,767	16.6%	6.9%
Householder Age 65-74	2,478	10.9%	4.5%
Householder Age 75-84	968	4.3%	1.8%
Householder Age 85+	398	1.8%	0.7%

Population by Age and Sex						
Male Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	19,237	100.0%	20,441	100.0%	21,812	100.0%
50-54	3,210	16.7%	3,478	17.0%	3,952	18.1%
55-59	3,657	19.0%	3,198	15.6%	3,363	15.4%
60-64	3,630	18.9%	3,586	17.5%	3,133	14.4%
65-69	3,132	16.3%	3,286	16.1%	3,246	14.9%
70-74	2,414	12.5%	2,815	13.8%	2,982	13.7%
75-79	1,511	7.9%	2,065	10.1%	2,436	11.2%
80-84	869	4.5%	1,128	5.5%	1,567	7.2%
85+	814	4.2%	885	4.3%	1,133	5.2%
Female Population	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	23,304	100.0%	24,211	100.0%	25,855	100.0%
50-54	3,495	15.0%	3,512	14.5%	3,927	15.2%
55-59	4,112	17.6%	3,480	14.4%	3,552	13.7%
60-64	4,067	17.5%	3,950	16.3%	3,469	13.4%
65-69	3,695	15.9%	3,751	15.5%	3,775	14.6%
70-74	3,118	13.4%	3,490	14.4%	3,655	14.1%
75-79	2,026	8.7%	2,750	11.4%	3,176	12.3%
80-84	1,289	5.5%	1,689	7.0%	2,323	9.0%
85+	1,502	6.4%	1,589	6.6%	1,978	7.7%
Total Population	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	42,541	33.6%	44,651	33.5%	47,670	34.5%
50-54	6,704	5.3%	6,990	5.2%	7,880	5.7%
55-59	7,768	6.1%	6,677	5.0%	6,916	5.0%
60-64	7,697	6.1%	7,536	5.7%	6,603	4.8%
65-69	6,827	5.4%	7,037	5.3%	7,021	5.1%
70-74	5,532	4.4%	6,306	4.7%	6,637	4.8%
75-79	3,538	2.8%	4,814	3.6%	5,612	4.1%
80-84	2,158	1.7%	2,818	2.1%	3,890	2.8%
85+	2,315	1.8%	2,473	1.9%	3,111	2.3%
65+	20,370	16.1%	23,448	17.6%	26,271	19.0%
75+	8,011	6.3%	10,105	7.6%	12,613	9.1%

2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	8,981	100.0%	9,070	100.0%	6,823	100.0%	24,874	100.0%
<\$15,000	892	9.9%	991	10.9%	921	13.5%	2,804	11.3%
\$15,000-\$24,999	451	5.0%	638	7.0%	685	10.0%	1,774	7.1%
\$25,000-\$34,999	492	5.5%	763	8.4%	667	9.8%	1,922	7.7%
\$35,000-\$49,999	730	8.1%	1,063	11.7%	922	13.5%	2,715	10.9%
\$50,000-\$74,999	1,467	16.3%	1,548	17.1%	1,267	18.6%	4,282	17.2%
\$75,000-\$99,999	1,011	11.3%	1,000	11.0%	779	11.4%	2,790	11.2%
\$100,000-\$149,999	1,923	21.4%	1,652	18.2%	882	12.9%	4,457	17.9%
\$150,000-\$199,999	787	8.8%	508	5.6%	228	3.3%	1,523	6.1%
\$200,000+	1,228	13.7%	907	10.0%	472	6.9%	2,607	10.5%
Median HH Income	\$84,765		\$65,403		\$52,990		\$66,982	
Average HH Income	\$117,217		\$98,094		\$79,437		\$99,881	

2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	8,697	100.0%	9,437	100.0%	8,670	100.0%	26,804	100.0%
<\$15,000	625	7.2%	851	9.0%	1,054	12.2%	2,530	9.4%
\$15,000-\$24,999	296	3.4%	477	5.1%	665	7.7%	1,438	5.4%
\$25,000-\$34,999	348	4.0%	648	6.9%	685	7.9%	1,681	6.3%
\$35,000-\$49,999	575	6.6%	981	10.4%	1,039	12.0%	2,595	9.7%
\$50,000-\$74,999	1,282	14.7%	1,591	16.9%	1,568	18.1%	4,441	16.6%
\$75,000-\$99,999	940	10.8%	1,022	10.8%	1,024	11.8%	2,986	11.1%
\$100,000-\$149,999	2,078	23.9%	1,960	20.8%	1,360	15.7%	5,398	20.1%
\$150,000-\$199,999	948	10.9%	663	7.0%	393	4.5%	2,004	7.5%
\$200,000+	1,605	18.5%	1,245	13.2%	881	10.2%	3,731	13.9%
Median HH Income	\$104,379		\$78,348		\$61,844		\$79,885	
Average HH Income	\$139,002		\$113,712		\$95,014		\$115,870	

Data Note: 2024 household income represents an estimate of annual income as of July 1, 2025.

# Age 50+ Profile

2333 Ashley River Rd, Charleston, South Carolina, 29414



Ring: 10 mile radius

Demographic Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Total Population	341,533	363,315	382,884	19,569	1.05%
Population 50+	112,133	119,943	130,235	10,292	1.66%
Median Age	36.5	37.6	39.0	1.4	0.73%
Households	144,780	160,680	173,673	12,993	1.57%
% Householders 55+	40.5%	40.8%	41.6%	0.8	0.39%
Total Owner-Occupied Housing Units	80,899	92,187	100,552	8,365	1.75%
Total Renter-Occupied Housing Units	63,881	68,493	73,121	4,628	1.32%
Owner/Renter Ratio (per 100 renters)	127	135	138	3	0.44%
Median Home Value	-	\$459,548	\$551,179	\$91,631	3.70%
Average Home Value	-	\$616,239	\$704,804	\$88,565	2.72%
Median HH Income	-	\$87,925	\$101,202	\$13,277	2.85%
Median HH Income for Householder 55+	-	\$77,197	\$90,097	\$12,900	3.14%

Occupied Housing Units by Age of Householder 55+	Number	Census 2020	
		Percent	% Total HHs
Total	58,697	100.0%	40.5%
Owner Occupied Housing Units	41,490	70.7%	28.7%
Householder Age 55-64	16,280	27.7%	11.2%
Householder Age 65-74	15,264	26.0%	10.5%
Householder Age 75-84	7,457	12.7%	5.2%
Householder Age 85+	2,489	4.2%	1.7%
Renter Occupied Housing Units	17,207	29.3%	11.9%
Householder Age 55-64	8,428	14.4%	5.8%
Householder Age 65-74	5,488	9.3%	3.8%
Householder Age 75-84	2,290	3.9%	1.6%
Householder Age 85+	1,001	1.7%	0.7%

Population by Age and Sex						
Male Population	Census 2020		2025		2030	
	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	51,218	100.0%	55,524	100.0%	60,117	100.0%
50-54	8,991	17.6%	9,814	17.7%	10,737	17.9%
55-59	9,868	19.3%	9,054	16.3%	9,653	16.1%
60-64	9,398	18.3%	9,583	17.3%	8,827	14.7%
65-69	8,100	15.8%	8,779	15.8%	9,012	15.0%
70-74	6,673	13.0%	7,349	13.2%	8,137	13.5%
75-79	4,055	7.9%	5,717	10.3%	6,414	10.7%
80-84	2,250	4.4%	3,063	5.5%	4,395	7.3%
85+	1,883	3.7%	2,165	3.9%	2,942	4.9%
Female Population	Number	% of 50+	Number	% of 50+	Number	% of 50+
Total (50+)	60,915	100.0%	64,419	100.0%	70,117	100.0%
50-54	9,646	15.8%	9,745	15.1%	10,929	15.6%
55-59	10,938	18.0%	9,612	14.9%	9,884	14.1%
60-64	10,820	17.8%	10,561	16.4%	9,640	13.7%
65-69	9,669	15.9%	10,258	15.9%	10,479	14.9%
70-74	7,976	13.1%	9,093	14.1%	9,984	14.2%
75-79	5,199	8.5%	7,015	10.9%	8,303	11.8%
80-84	3,134	5.1%	4,332	6.7%	5,957	8.5%
85+	3,533	5.8%	3,803	5.9%	4,941	7.0%
Total Population	Number	% of Total Pop	Number	% of Total Pop	Number	% of Total Pop
Total (50+)	112,133	32.8%	119,943	33.0%	130,235	34.0%
50-54	18,637	5.5%	19,559	5.4%	21,666	5.7%
55-59	20,806	6.1%	18,666	5.1%	19,538	5.1%
60-64	20,219	5.9%	20,144	5.5%	18,467	4.8%
65-69	17,770	5.2%	19,037	5.2%	19,491	5.1%
70-74	14,648	4.3%	16,442	4.5%	18,121	4.7%
75-79	9,253	2.7%	12,732	3.5%	14,717	3.8%
80-84	5,384	1.6%	7,395	2.0%	10,352	2.7%
85+	5,416	1.6%	5,968	1.6%	7,883	2.1%
65+	52,471	15.4%	61,574	16.9%	70,564	18.4%
75+	20,053	5.9%	26,095	7.2%	32,952	8.6%

## 2025 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	24,187	100.0%	23,628	100.0%	17,724	100.0%	65,539	100.0%
<\$15,000	2,072	8.6%	2,253	9.5%	1,947	11.0%	6,272	9.6%
\$15,000-\$24,999	1,112	4.6%	1,577	6.7%	1,735	9.8%	4,424	6.8%
\$25,000-\$34,999	1,140	4.7%	1,695	7.2%	1,578	8.9%	4,413	6.7%
\$35,000-\$49,999	1,657	6.9%	2,342	9.9%	2,212	12.5%	6,211	9.5%
\$50,000-\$74,999	3,421	14.1%	3,835	16.2%	3,317	18.7%	10,573	16.1%
\$75,000-\$99,999	2,834	11.7%	2,816	11.9%	2,130	12.0%	7,780	11.9%
\$100,000-\$149,999	5,039	20.8%	4,318	18.3%	2,406	13.6%	11,763	17.9%
\$150,000-\$199,999	2,339	9.7%	1,445	6.1%	714	4.0%	4,498	6.9%
\$200,000+	4,573	18.9%	3,347	14.2%	1,685	9.5%	9,605	14.7%
Median HH Income	\$98,410		\$75,760		\$58,158		\$77,197	
Average HH Income	\$138,404		\$115,590		\$92,775		\$117,840	

## 2030 Households by Income and Age of Householder 55+

	55-64	Percent	65-74	Percent	75+	Percent	Total	Percent
Total	24,089	100.0%	25,421	100.0%	22,764	100.0%	72,274	100.0%
<\$15,000	1,567	6.5%	2,002	7.9%	2,252	9.9%	5,821	8.1%
\$15,000-\$24,999	776	3.2%	1,259	5.0%	1,718	7.5%	3,753	5.2%
\$25,000-\$34,999	861	3.6%	1,475	5.8%	1,661	7.3%	3,997	5.5%
\$35,000-\$49,999	1,336	5.5%	2,157	8.5%	2,474	10.9%	5,967	8.3%
\$50,000-\$74,999	3,013	12.5%	3,945	15.5%	4,053	17.8%	11,011	15.2%
\$75,000-\$99,999	2,675	11.1%	2,981	11.7%	2,771	12.2%	8,427	11.7%
\$100,000-\$149,999	5,392	22.4%	5,151	20.3%	3,620	15.9%	14,163	19.6%
\$150,000-\$199,999	2,787	11.6%	1,887	7.4%	1,183	5.2%	5,857	8.1%
\$200,000+	5,683	23.6%	4,565	18.0%	3,033	13.3%	13,281	18.4%
Median HH Income	\$112,260		\$89,159		\$68,654		\$90,097	
Average HH Income	\$159,055		\$132,784		\$110,008		\$134,361	

**Data Note:** 2024 household income represents an estimate of annual income as of July 1, 2025.

# Net Worth Profile

2333 Ashley River Rd, Charleston, South Carolina, 29414



Ring: 3 mile radius

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	63,834	65,310	66,950	1,640	0.50%
Median Age	38.1	39.3	41.1	1.8	0.90%
Households	28,401	30,174	31,640	1,466	0.95%
Average Household Size	2.19	2.11	2.07	-0.04	-0.38%

2025 Households by Net Worth	Number	Percent
Total	30,174	100.0%
<\$15,000	5,575	18.5%
\$15,000-\$34,999	2,375	7.9%
\$35,000-\$49,999	1,003	3.3%
\$50,000-\$74,999	1,518	5.0%
\$75,000-\$99,999	1,554	5.2%
\$100,000-\$149,999	2,101	7.0%
\$150,000-\$249,999	2,922	9.7%
\$250,000-\$499,999	4,243	14.1%
\$500,000-\$999,999	3,671	12.2%
\$1,000,000-\$1,499,999	1,746	5.8%
\$1,500,000-\$1,999,999	613	2.0%
\$2,000,000+	2,855	9.5%
Median Net Worth	\$175,519	
Average Net Worth	\$1,022,460	
Wealth Index	89	

**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.

# Net Worth Profile

| 2333 Ashley River Rd, Charleston, South Carolina, 29414 | Ring: 3 mile radius

2025 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,396	5,527	6,176	4,498	4,390	4,541	3,646
<\$15,000	783	1,662	1,058	590	659	463	360
\$15,000-\$34,999	259	796	618	252	198	150	103
\$35,000-\$49,999	40	375	243	179	60	74	31
\$50,000-\$74,999	30	341	411	276	172	155	133
\$75,000-\$99,999	32	393	373	231	191	171	164
\$100,000-\$149,999	50	484	385	382	350	243	206
\$150,000-\$249,999	88	613	617	488	363	405	348
\$250,000-\$499,999	101	541	1,121	700	663	574	542
\$500,000-\$999,999	7	269	690	737	588	759	621
\$1000000+	5	54	660	663	1,146	1,547	1,138
Median Net Worth	\$13,362	\$46,656	\$150,000	\$211,426	\$301,848	\$513,652	\$455,950
Average Net Worth	\$64,504	\$130,379	\$565,498	\$841,118	\$1,419,286	\$2,127,672	\$1,885,013

**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.

# Net Worth Profile

2333 Ashley River Rd, Charleston, South Carolina, 29414



Ring: 5 mile radius

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	126,527	133,329	138,167	4,838	0.72%
Median Age	37.1	38.3	40.0	1.7	0.87%
Households	54,768	60,104	63,799	3,695	1.20%
Average Household Size	2.24	2.15	2.10	-0.05	-0.47%

2025 Households by Net Worth	Number	Percent
Total	60,104	100.0%
<\$15,000	12,332	20.5%
\$15,000-\$34,999	4,824	8.0%
\$35,000-\$49,999	1,941	3.2%
\$50,000-\$74,999	2,949	4.9%
\$75,000-\$99,999	2,868	4.8%
\$100,000-\$149,999	3,990	6.6%
\$150,000-\$249,999	5,642	9.4%
\$250,000-\$499,999	8,202	13.7%
\$500,000-\$999,999	6,949	11.6%
\$1,000,000-\$1,499,999	3,329	5.5%
\$1,500,000-\$1,999,999	1,178	2.0%
\$2,000,000+	5,900	9.8%
Median Net Worth	\$165,115	
Average Net Worth	\$1,023,239	
Wealth Index	89	

**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.

## Net Worth Profile

| 2333 Ashley River Rd, Charleston, South Carolina, 29414 | Ring: 5 mile radius

2025 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	2,700	11,036	12,425	9,069	8,981	9,070	6,823
<\$15,000	1,452	3,403	2,499	1,391	1,615	1,217	755
\$15,000-\$34,999	442	1,444	1,252	655	481	352	198
\$35,000-\$49,999	68	659	463	339	150	205	57
\$50,000-\$74,999	56	669	728	515	348	380	253
\$75,000-\$99,999	59	729	648	415	371	345	302
\$100,000-\$149,999	83	976	709	684	662	471	405
\$150,000-\$249,999	190	1,238	1,133	898	691	830	663
\$250,000-\$499,999	330	1,086	2,061	1,310	1,234	1,125	1,055
\$500,000-\$999,999	14	650	1,342	1,335	1,075	1,401	1,133
\$1000000+	7	182	1,591	1,525	2,355	2,743	2,003
Median Net Worth	\$13,951	\$50,343	\$142,454	\$200,849	\$272,248	\$385,568	\$408,704
Average Net Worth	\$81,507	\$145,807	\$673,473	\$926,871	\$1,423,001	\$1,930,126	\$1,848,401

**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.

# Net Worth Profile

2333 Ashley River Rd, Charleston, South Carolina, 29414



Ring: 10 mile radius

Summary	Census 2020	2025	2030	2025-2030 Change	2025-2030 Annual Rate
Population	341,533	363,315	382,884	19,569	1.05%
Median Age	36.5	37.6	39.0	1.4	0.73%
Households	144,780	160,680	173,673	12,993	1.57%
Average Household Size	2.31	2.22	2.16	-0.06	-0.55%

2025 Households by Net Worth	Number	Percent
Total	160,680	100.0%
<\$15,000	31,681	19.7%
\$15,000-\$34,999	11,592	7.2%
\$35,000-\$49,999	4,481	2.8%
\$50,000-\$74,999	6,969	4.3%
\$75,000-\$99,999	6,740	4.2%
\$100,000-\$149,999	9,932	6.2%
\$150,000-\$249,999	14,442	9.0%
\$250,000-\$499,999	22,147	13.8%
\$500,000-\$999,999	18,928	11.8%
\$1,000,000-\$1,499,999	9,272	5.8%
\$1,500,000-\$1,999,999	3,560	2.2%
\$2,000,000+	20,935	13.0%
Median Net Worth	\$203,618	
Average Net Worth	\$1,297,986	
Wealth Index	105	

**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.

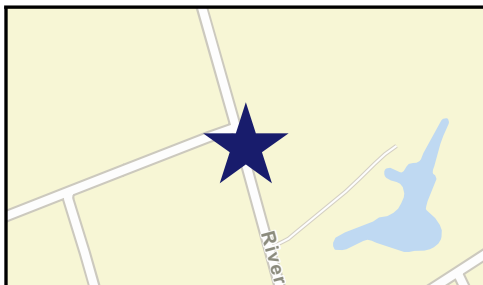
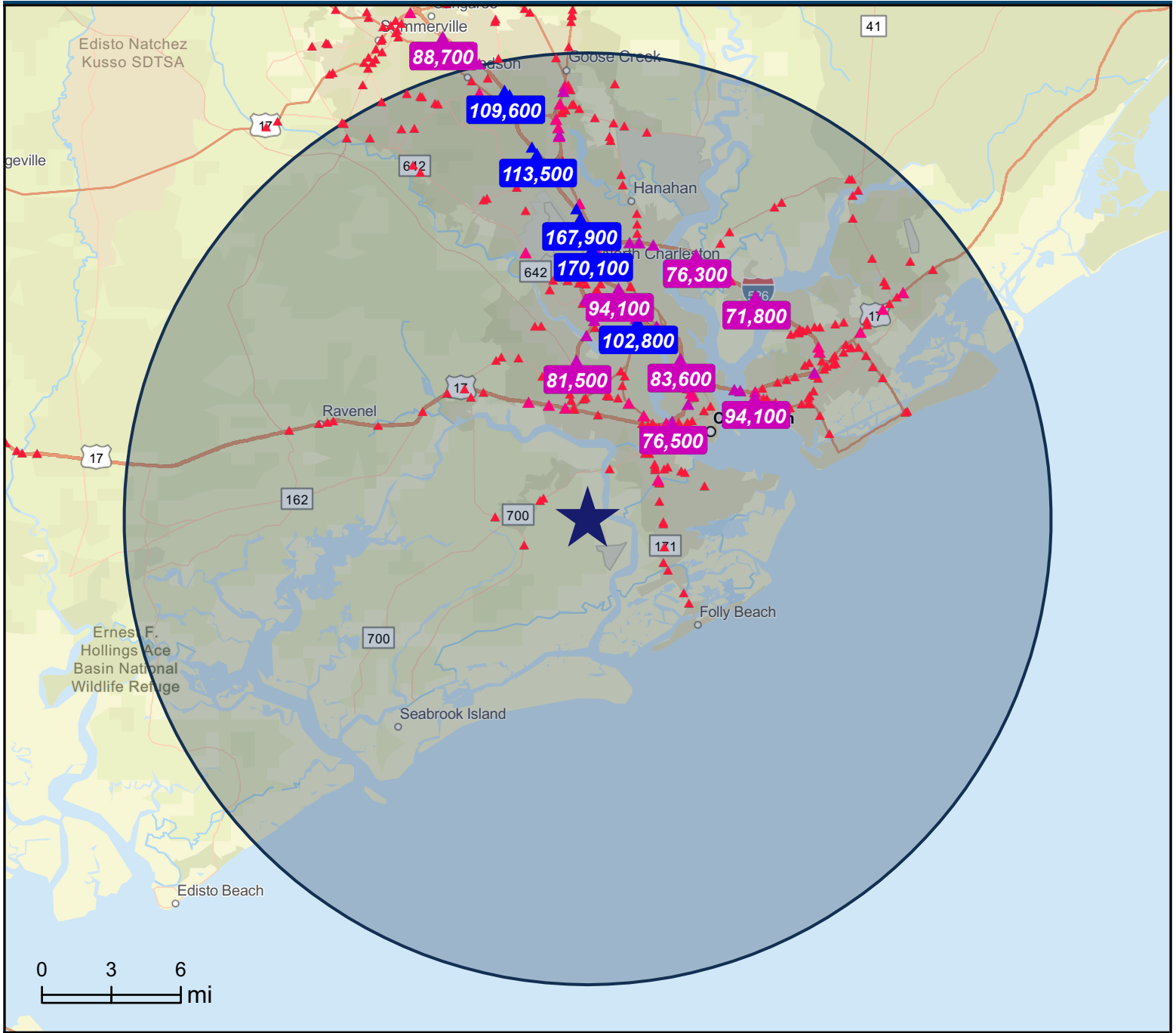
2025 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	8,691	30,016	31,842	24,593	24,187	23,628	17,724
<\$15,000	4,500	9,422	6,412	3,449	3,577	2,710	1,610
\$15,000-\$34,999	1,381	3,581	2,800	1,545	1,082	794	410
\$35,000-\$49,999	210	1,620	1,031	720	337	439	124
\$50,000-\$74,999	170	1,931	1,624	1,168	725	791	560
\$75,000-\$99,999	188	1,873	1,447	974	859	735	664
\$100,000-\$149,999	271	2,628	1,738	1,588	1,560	1,147	1,000
\$150,000-\$249,999	626	3,328	2,916	2,303	1,659	1,959	1,651
\$250,000-\$499,999	1,266	3,185	5,220	3,726	3,330	2,773	2,647
\$500,000-\$999,999	54	1,797	3,569	3,714	2,966	3,782	3,046
\$1000000+	24	651	5,085	5,406	8,091	8,498	6,013
Median Net Worth	\$14,483	\$53,982	\$172,940	\$273,122	\$394,964	\$537,779	\$518,893
Average Net Worth	\$90,467	\$157,463	\$855,852	\$1,227,037	\$1,874,357	\$2,508,833	\$2,313,550

**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.

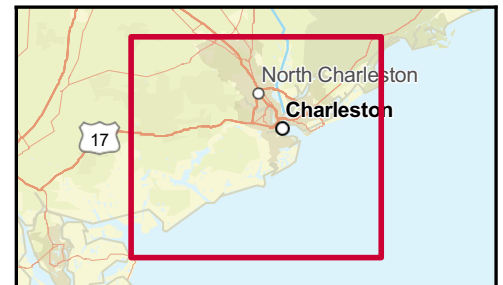
# Traffic Count Map

2333 River Rd, Johns Island, South Carolina, 29455  
Rings: 20 mile radii

Prepared by Esri  
Latitude: 32.72181  
Longitude: -80.02244



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2025 Kalibrate Technologies (Q1 2025).

August 18, 2025

**2333 Beechwood Rd  
Charleston, SC 29414**

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## **Ernie Anaya, MBA**

Pres., Senior Housing & Behavioral Health Group

Georgia Real Estate License #356482

South Carolina Real Estate License #93244

☎ Work (800) 804-2855 x130 | ☎ Mobile (678) 283-0136

📅 (404) 876-7073

✉ eanaya@bullrealty.com

🌐 <https://www.bullrealty.com>



# 2333 Beechwood Rd, Charleston, SC 29414



**Off Market / Public Record** • Sold Date: 6/15/2011, Public Record

Closed Price  
**\$14,848,500**  
 Closed Date 6/15/2011



## Multifamily

Type

### Basic Facts

**Type**

Multifamily

**Overall Use**

HOUSING & LODGING

**Subtype**

Residential Income (apartments, condos/townhouses)

**Multi Parcel**

No

**Land Use**

Dormitory

**APN/TaxID**

354-04-00-006

**General Use**

Institutional Quarters

**Previously sold**

for \$14,848,500 on 6/15/2011

This market analysis or price opinion may not be used for the purposes of obtaining financing in a federally related transaction.

This report contains data and information that is publicly available and/or licensed from third parties and is provided to you on an "as is" and "as available" basis. The information is not verified or guaranteed. Neither this report nor the estimated price of a property is an appraisal of the property. Any pricing shown in this report has been generated by use of proprietary computer software that assembles publicly available property records and certain proprietary data to arrive at an approximate estimate of a property's price. Some portions of this report may have been provided by an RPR user; RPR is not responsible for any content provided by its users. RPR and its information providers shall not be liable for any claim or loss resulting from the content of, or errors or omissions in, information contained in this report. A formal appraisal should be conducted to establish the current market value of this property.



**2333 Beechwood Rd,** Charleston, SC 29414

# Property Information

## Property Facts

Name	Public Facts	Agent Refinements
Property Type	Multifamily	17
Property Subtype	Dormitory	Assisted Living
Number of Buildings	–	2
Number of Units	0	95
Number of Stories	–	1
Building Area (sq ft)	–	55,602
Lot Size	4 acres	–
Lot Dimensions	4.000 AC	–
Year Built	–	1999
Garage (spaces)	0	–

### Note from Ernie Anaya, MBA

Actual addresses 2333 Beechwood & 2333 Ashley River Road

## Property Features

### PUBLIC

Lot Size Sqft	174,240 sq ft	Lot Size Frontage Ft.	210
Lot Size Depth Ft.	830	Lot Size Acres	4.00 acres
Building Sqft Est.	75,228 sq ft	Neighborhood Code	241169

## Location Details

Flood Zone AE

## Legal Description

Parcel Number 354-04-00-006 County Charleston County

**2333 Beechwood Rd,** Charleston, SC 29414

## Legal Description

Census Tract	450190026.13406	Abbreviated Description	DIST:99 SUBDIVISION NAME - PIERPONT DESCRIPTION -LT 2 SEC 2 SITE NAME -COR BEACHWOOD RD MAP REF:MB E-155
FIPS Parcel Number	45019354-04-00-006	Building sqft Estimate	75,228
General Use	Institutional Quarters	Overall Use	HOUSING & LODGING
Current Use	Dormitory		

## Owner Facts

Owner Name (Public)	SNH SE ASHLEY RIVER LLC	Time Owned	10-15 Yrs
Mailing Address	One International Place 100 Oliver St STE 1840 Boston MA 02110	Vesting	Company/Corporation

## Financial Details

Adjusted Prop. Value	\$10,600,000	Est. Prop Change	57%
Default History	NO DEFAULTS IN AVAILABLE RECORDS	Current Owner	
Property Use Risk Score	C	Financial Risk Score	79
Special Risk Characteristics	OWNER HAS HAD PROPERTY OVER 10 YRS - LOWER RISK	Local Area Credit Risk Score	C

## Public Record History

### Deed

Contract Date	6/7/2011	3/7/2006
Recording Date	7/5/2011	3/10/2006
Document Type	Deed	Deed
Sale Price	\$14,848	\$33,115
Buyer ID	Company or Corporation	Company or Corporation
Price Code Description	From recorded Affidavit of Value or Verified.	From recorded Affidavit of Value or Verified.
Seller Name	OAK HAVEN SENIOR LIVING LLC	OAK HAVEN OF CHARLESTON LLC

# 2333 Beechwood Rd, Charleston, SC 29414

## Public Record History

### Deed

<b>Contract Date</b>	<b>6/7/2011</b>	<b>3/7/2006</b>
<b>Seller ID</b>	Company or Corporation	Company or Corporation
<b>City Transfer Tax</b>	\$7,896	\$23,270
<b>County Transfer Tax</b>	\$3,341	\$9,845
<b>Buyer Mailing Address</b>	255 WASHINGTON ST, NEWTON, MA 02458	300 N GREENE ST, GREENSBORO, NC 27401
<b>Buyer Care Of Name</b>	SENIOR HOUSING PROPERTIES TRUST	STEVEN D BELL & CO
<b>Recorder's Book #</b>	0195	U575
<b>Recorder's Page #</b>	561	470
<b>Title Company Name</b>	-	NONE AVAILABLE

### Tax

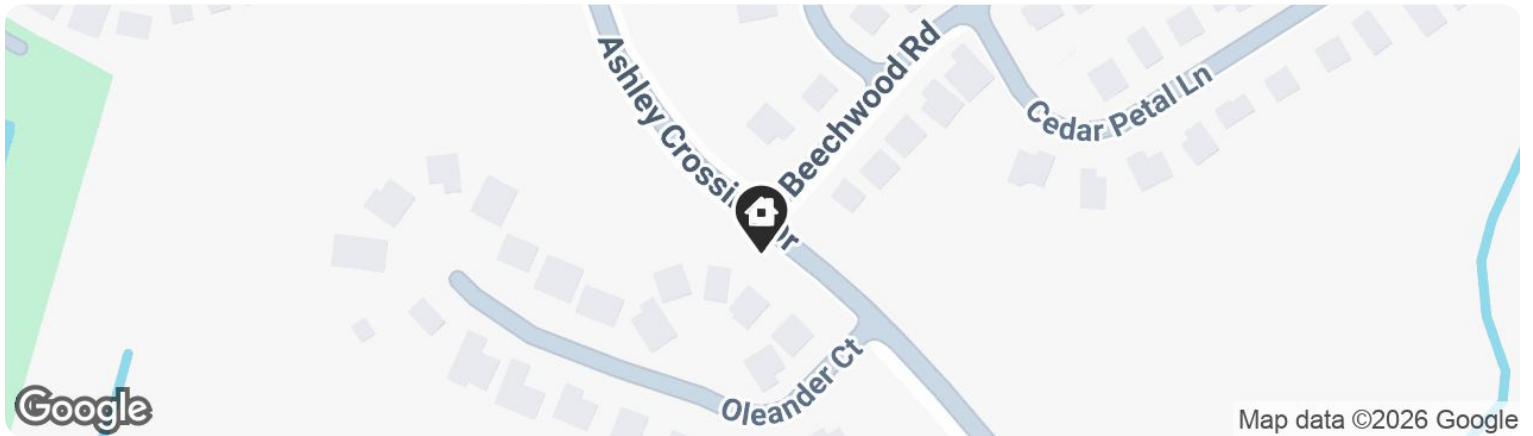
<b>Assessment Year</b>	<b>2025</b>	<b>2024</b>	<b>2023</b>	<b>2022</b>	<b>2021</b>
<b>Tax Rate Code Area</b>	6-3	6-3	6-3	6-3	6-3
<b>Total Tax Amount</b>	\$189,844	\$192,850	\$186,553	\$172,074	\$198,991
<b>Total Assessed Value</b>	-	\$636,000	\$636,000	\$636,000	\$636,000
<b>Assessor Market Value Year</b>	-	2020	2023	2022	2021
<b>Assessor Market Value - Land</b>	-	\$1,480,000	\$1,480,000	\$1,480,000	\$1,480,000
<b>Assessor Market Value - Improvements</b>	-	\$9,120,000	\$9,120,000	\$9,120,000	\$9,120,000
<b>Total Assessor Market Value</b>	-	\$10,600,000	\$10,600,000	\$10,600,000	\$10,600,000
<b>Assessed Value - Land</b>	-	-	-	-	-
<b>Assessed Value - Improvements</b>	-	-	-	-	-

# Maps

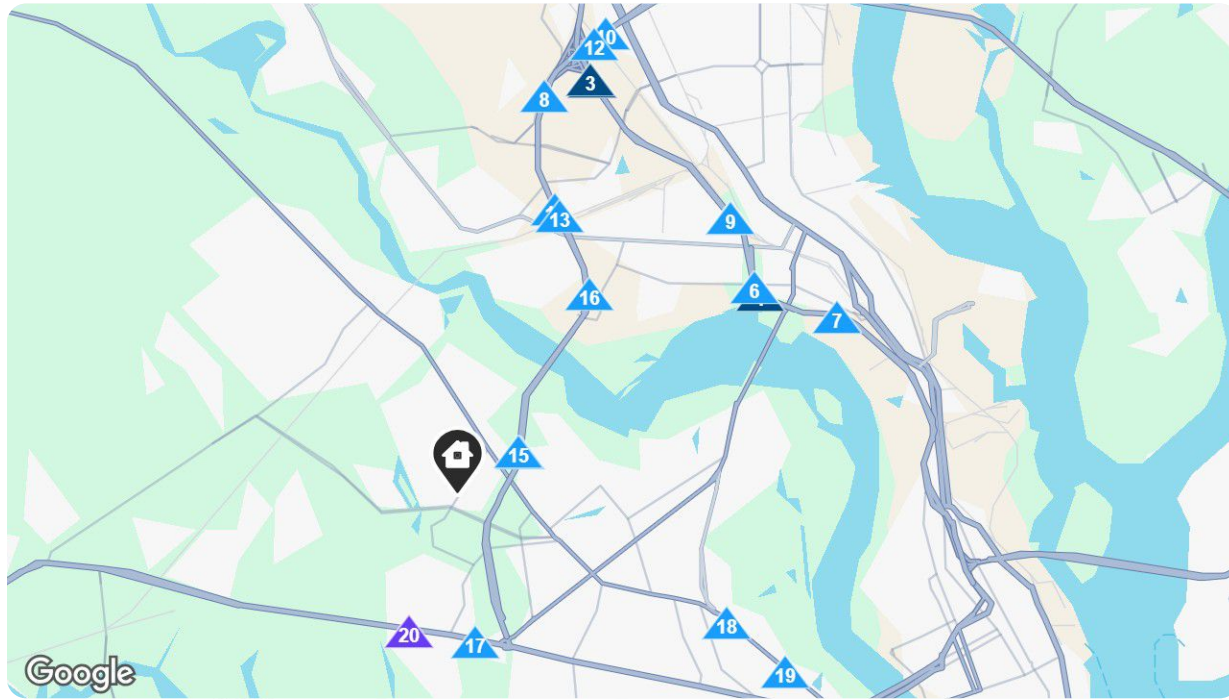
## Aerial



## Road



# 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 5 miles by Highest traffic count

### 1 105,409

I- 26

2025 Est. daily traffic counts

Cross: Azalea Dr  
Cross Dir: NW  
Distance: 0.13 miles

#### Historical counts

Year	▲ Count	Type
2018	▲ 102,800	AADT
2017	▲ 102,700	AADT
2016	▲ 101,400	AADT
2015	▲ 99,300	AADT
2010	▲ 88,700	AADT

### 2 105,262

I- 26

2025 Est. daily traffic counts

Cross: I- 526  
Cross Dir: NW  
Distance: 0.32 miles

#### Historical counts

Year	▲ Count	Type
2018	▲ 105,900	AADT
2017	▲ 103,400	AADT
2016	▲ 100,800	AADT
2015	▲ 96,300	AADT
2010	▲ 85,700	AADT

### 3 101,234

2025 Est. daily traffic counts

Cross: -  
Cross Dir: -  
Distance: -

#### Historical counts

Year	▲ Count	Type
2024	▲ 104,000	AADT
2023	▲ 97,400	AADT
2022	▲ 91,600	AADT
2021	▲ 95,200	AADT
2019	▲ 104,000	AADT

### 4 99,919

James F Byrnes Memorial Freeway

2025 Est. daily traffic counts

Cross: Hillcrest Dr  
Cross Dir: SE  
Distance: 0.36 miles

#### Historical counts

Year	▲ Count	Type
2023	▲ 94,100	AADT
2023	▲ 94,100	AADT
2018	▲ 102,000	AADT
2017	▲ 100,100	AADT
2016	▲ 97,900	AADT
2015	▲ 97,400	AADT

### 5 97,894

2025 Est. daily traffic counts

Cross: -  
Cross Dir: -  
Distance: -

#### Historical counts

Year	▲ Count	Type
2024	▲ 100,100	AADT
2023	▲ 94,100	AADT
2022	▲ 87,800	AADT
2019	▲ 99,000	AADT
2018	▲ 102,000	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

# 2333 Beechwood Rd, Charleston, SC 29414

## Traffic Counts within 5 miles by Highest traffic count

**6** 96,075

2025 Est. daily traffic counts

Cross: -  
Cross Dir: -  
Distance: -

Historical counts

Year	▲ Count	Type
2024	▲ 99,300	AADT
2023	▲ 93,200	AADT
2022	▲ 87,200	AADT
2021	▲ 86,400	AADT
2019	▲ 97,900	AADT

**7** 94,999

2025 Est. daily traffic counts

Cross: -  
Cross Dir: -  
Distance: -

Historical counts

Year	▲ Count	Type
2024	▲ 97,500	AADT
2023	▲ 90,000	AADT
2022	▲ 86,300	AADT
2021	▲ 83,700	AADT
2019	▲ 93,000	AADT

**8** 91,789

Mark Clark Expressway  
2025 Est. daily traffic counts

Cross: I- 26  
Cross Dir: NE  
Distance: 0.54 miles

Historical counts

Year	▲ Count	Type
2024	▲ 92,100	AADT
2023	▲ 90,300	AADT
2022	▲ 86,900	AADT
2021	▲ 86,300	AADT
2019	▲ 91,000	AADT

**9** 89,701

2025 Est. daily traffic counts

Cross: -  
Cross Dir: -  
Distance: -

Historical counts

Year	▲ Count	Type
2022	▲ 87,800	AADT
2021	▲ 88,200	AADT

**10** 86,732

I- 526  
2025 Est. daily traffic counts

Cross: Bryant St  
Cross Dir: SW  
Distance: 0.09 miles

Historical counts

Year	▲ Count	Type
2018	▲ 81,600	AADT
2017	▲ 87,500	AADT
2016	▲ 85,200	AADT
2015	▲ 77,200	AADT
2010	▲ 77,200	AADT

**11** 85,253

I- 526  
2025 Est. daily traffic counts

Cross: W Montague Ave  
Cross Dir: NW  
Distance: 0.27 miles

Historical counts

Year	▲ Count	Type
2018	▲ 81,600	AADT
2017	▲ 83,900	AADT
2016	▲ 81,300	AADT
2015	▲ 80,700	AADT
2010	▲ 73,800	AADT

**12** 84,540

Mark Clark Expressway  
2025 Est. daily traffic counts

Cross: Highland TerDr  
Cross Dir: W  
Distance: 0.05 miles

Historical counts

Year	▲ Count	Type
2024	▲ 84,600	AADT
2023	▲ 83,100	AADT
2022	▲ 80,900	AADT
2021	▲ 81,900	AADT
2019	▲ 85,600	AADT

**13** 83,464

Mark Clark Expressway  
2025 Est. daily traffic counts

Cross: Lear Ave  
Cross Dir: NE  
Distance: 0.16 miles

Historical counts

Year	▲ Count	Type
2024	▲ 84,100	AADT
2023	▲ 83,000	AADT
2022	▲ 79,700	AADT
2021	▲ 78,000	AADT
2019	▲ 83,700	AADT

**14** 83,027

Mark Clark Expressway  
2025 Est. daily traffic counts

Cross: Leeds Ave  
Cross Dir: NE  
Distance: 0.57 miles

Historical counts

Year	▲ Count	Type
2024	▲ 82,600	AADT
2023	▲ 81,500	AADT
2022	▲ 79,300	AADT
2021	▲ 79,800	AADT
2019	▲ 82,800	AADT

**15** 82,419

Mark Clark Expressway  
2025 Est. daily traffic counts

Cross: Mark Clark Expressway  
Cross Dir: S  
Distance: 0.6 miles

Historical counts

Year	▲ Count	Type
2023	▲ 81,500	AADT

**16** 80,741

Mark Clark Expressway  
2025 Est. daily traffic counts

Cross: Paramount Dr  
Cross Dir: NW  
Distance: 0.33 miles

Historical counts

Year	▲ Count	Type
2024	▲ 80,600	AADT
2023	▲ 80,100	AADT
2022	▲ 75,000	AADT
2021	▲ 76,700	AADT
2019	▲ 80,800	AADT

**17** 53,896

Savannah Highway  
2025 Est. daily traffic counts

Cross: Parkdale Dr  
Cross Dir: W  
Distance: 0.07 miles

Historical counts

Year	▲ Count	Type
2024	▲ 56,200	AADT
2023	▲ 56,800	AADT
2022	▲ 54,000	AADT
2021	▲ 51,800	AADT
2019	▲ 54,600	AADT

**18** 51,078

Saint Andrews Boulevard  
2025 Est. daily traffic counts

Cross: Bike Path  
Cross Dir: SE  
Distance: 0.03 miles

Historical counts

Year	▲ Count	Type
2024	▲ 54,000	AADT
2023	▲ 54,500	AADT
2022	▲ 51,900	AADT
2021	▲ 49,800	AADT
2019	▲ 52,300	AADT

**19** 51,073

Saint Andrews Boulevard  
2025 Est. daily traffic counts

Cross: Colony Dr  
Cross Dir: SE  
Distance: 0.04 miles

Historical counts

Year	▲ Count	Type
2024	▲ 53,100	AADT
2023	▲ 53,600	AADT
2022	▲ 51,000	AADT
2021	▲ 48,900	AADT
2019	▲ 45,800	AADT

**20** 48,664

Savannah Highway  
2025 Est. daily traffic counts

Cross: Sanford Dr  
Cross Dir: E  
Distance: 0.06 miles

Historical counts

Year	▲ Count	Type
2024	▲ 50,200	AADT
2023	▲ 50,700	AADT
2022	▲ 48,200	AADT
2021	▲ 46,200	AADT
2019	▲ 47,100	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



# Photos

## My Photos



## About RPR

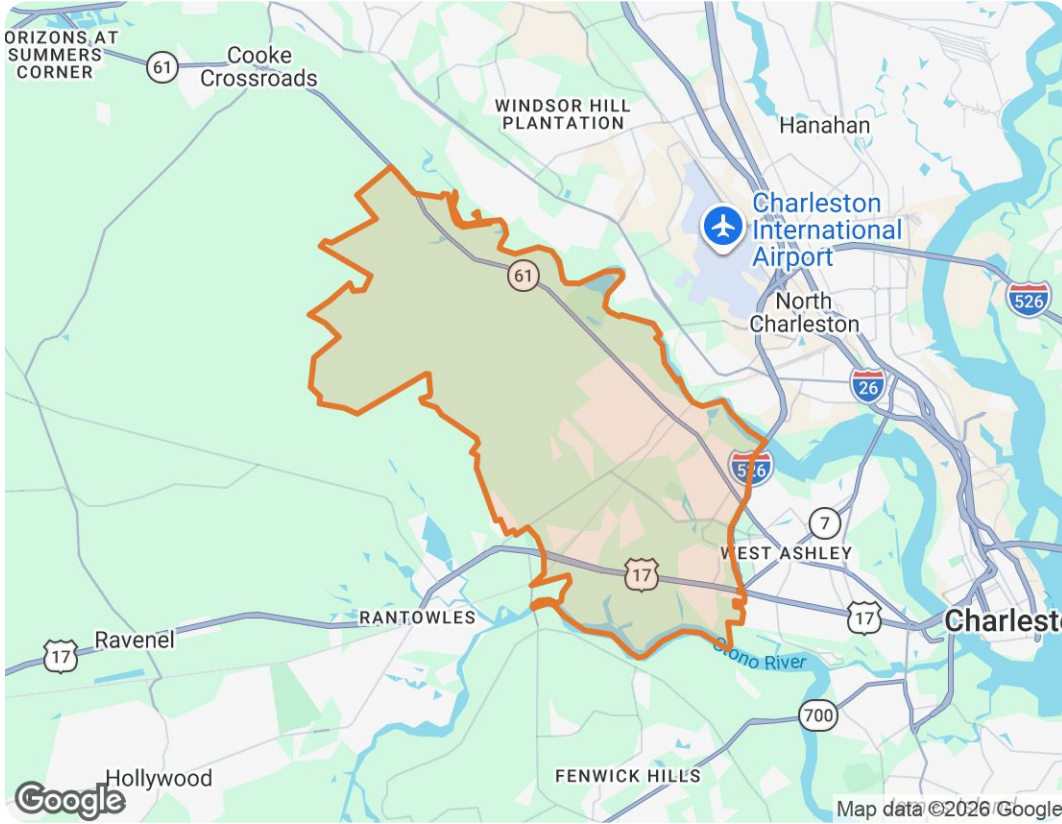
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# Charleston, SC 29414



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🌐 <https://www.bullrealty.com>



# Charleston, SC 29414

## Trade Area Summary

### Attribute Summary for Charleston, SC 29414

Median Household Income

**\$89,998**

Source: 2024/2029 Income (Esri)

Median Age

**37.9**

Source: 2024/2029 Age: 5 Year Increments (Esri)

Total Population

**46,993**

Source: 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Bright Young Professionals**

Source: 2024 Tapestry Market Segmentation (Households)

### Consumer Segmentation

LIFE MODE - What are the people like that live in this area?



**Middle Ground**

Lifestyles of thirtysomethings

URBANIZATION - Where do people like this usually live?



**Urban Periphery**

City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments	Bright Young Professionals	Up and Coming Families	Workday Drive	Comfortable Empty Nesters	Old and Newcomers
% of Households	10,526 (50.1%)	2,700 (12.8%)	1,720 (8.2%)	1,341 (6.4%)	1,302 (6.2%)
Lifestyle Group	Middle Ground	Sprouting Explorers	Family Landscapes	GenXurban	Middle Ground
Urbanization Group	Urban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery	Metro Cities
Residence Type	Single Family; Multi-Units	Single Family	Single Family	Single Family	Single Family; Multi-Units
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Singles
Average Household Size	2.37	3.04	2.87	2.48	2.1
Median Age	34.7	33.9	39.5	46.4	39.7
Diversity Index	76	82	62.9	47	62.9
Median Household Income	\$74,200	\$99,800	\$116,800	\$97,600	\$60,300
Median Net Worth	\$102,300	\$301,800	\$579,100	\$509,700	\$93,900
Median Home Value	\$337,700	\$369,200	\$406,900	\$323,300	\$282,500
Homeownership	45.9%	74.1%	84.8%	87.4%	48.6%
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Services
Education	Some College No Degree	Some College No Degree	Bachelor's Degree	Bachelor's Degree	Some College No Degree
Preferred Activities	Go to bars/clubs; attend concerts. Eat at fast food, family restaurants.	Busy with work and family. Shop around for the best deals.	Prefer outdoor activities and sports. Family-oriented purchases and activities dominate.	Play golf, ski and work out regularly. Home maintenance a priority among these homeowners.	Strong sense of community volunteer for charities. Food features convenience, frozen and fast food.
Financial	Own retirement savings and student loans	Carry debt, but also maintain retirement plans	Well insured, invest in a range of funds, high debt	Portfolio includes stocks, CODs, mutual funds and real estate	Price aware and coupon clippers, but open to impulse buys

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# Charleston, SC 29414

## Consumer Segmentation

Top Tapestry Segments	Bright Young Professionals	Up and Coming Families	Workday Drive	Comfortable Empty Nesters	Old and Newcomers
Media	Get most of their information from the Internet	Rely on the Internet for entertainment and information	Connected, with a host of wireless devices	Listen to sports radio; watch sports on TV	Features the Internet, listening to country music and read the paper
Vehicle	Own newer cars	Own late model import SUVs or compacts	Own 2+ vehicles (minivans, SUVs)	Own 1-2 vehicles	View car as transportation only

## Consumer Segment Details

### About this segment

## Bright Young Professionals

Ranked

### 1st

dominant segment for this area

In this area

### 50.1%

of households fall into this segment

In the United States

### 2.3%

of households fall into this segment

## Who Are They?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

## Neighborhood

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing, buildings with 5 – 19 units); 43% built 1980–99.
- Average rent mirrors the US.
- Lower vacancy rate is at 8.2%.

## Socioeconomic Traits

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

## Market Profile

- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

# Charleston, SC 29414

## Consumer Segment Details

About this segment

### Up and Coming Families

Ranked

**2nd**

dominant segment for this area

In this area

**12.8%**

of households fall into this segment

In the United States

**2.9%**

of households fall into this segment

### Who Are They?

Up and Coming Families is a market in transition. Residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

### Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times

### Socioeconomic Traits

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71%.
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

### Market Profile

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

# Charleston, SC 29414

## Consumer Segment Details

About this segment

### Workday Drive

Ranked

**3rd**

dominant segment  
for this area

In this area

**8.2%**

of households fall  
into this segment

In the United States

**3.1%**

of households fall  
into this segment

## Who Are They?

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

## Socioeconomic Traits

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices, anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans.

## Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68%, and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

## Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

# Charleston, SC 29414

## Consumer Segment Details

About this segment

### Comfortable Empty Nesters

Ranked

**4th**

dominant segment for this area

In this area

**6.4%**

of households fall into this segment

In the United States

**2.4%**

of households fall into this segment

### Who Are They?

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

### Neighborhood

- Married couples, some with children, but most without.
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes.
- Most homes built between 1950 and 1990.
- Households generally have one or two vehicles.

### Socioeconomic Traits

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments and retirement. Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

### Market Profile

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

# Charleston, SC 29414

## Consumer Segment Details

About this segment

### Old and Newcomers

Ranked

**5th**

dominant segment  
for this area

In this area

**6.2%**

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.

# Charleston, SC 29414

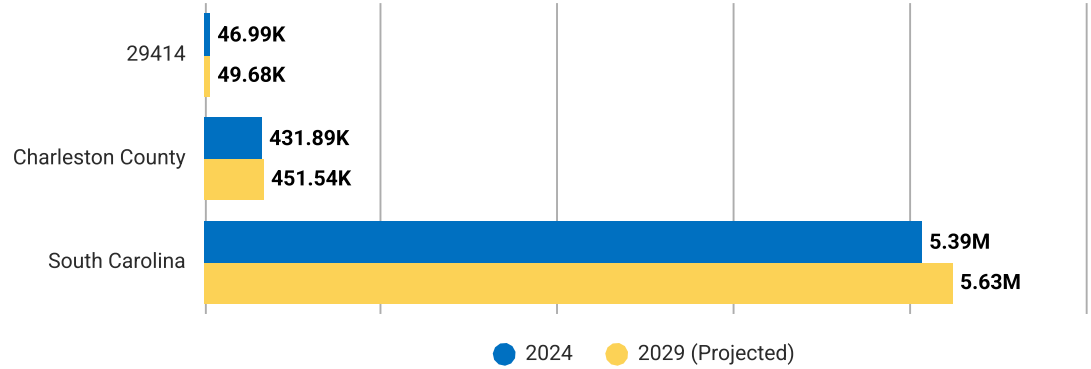
## Population

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

Update Frequency: Annually

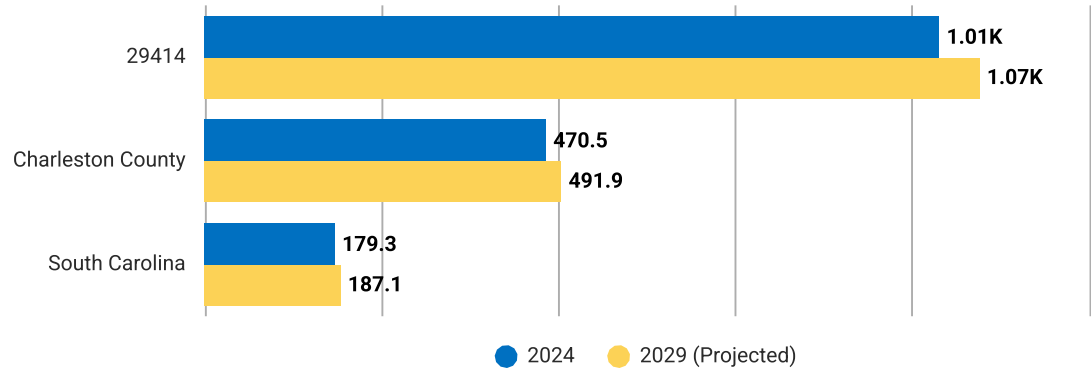
### Total Population

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



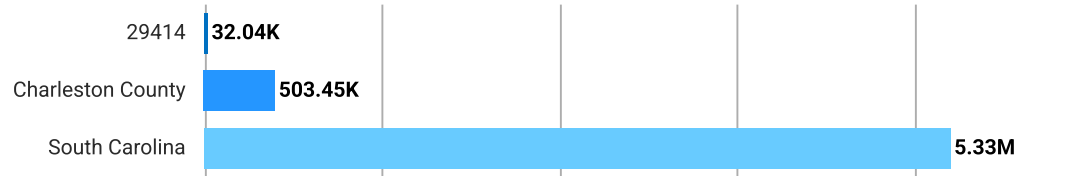
### Population Density

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



### Total Daytime Population

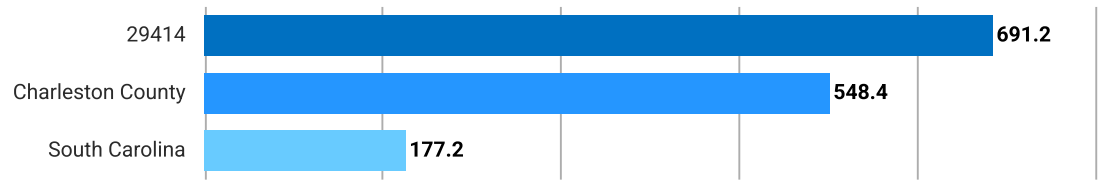
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



# Charleston, SC 29414

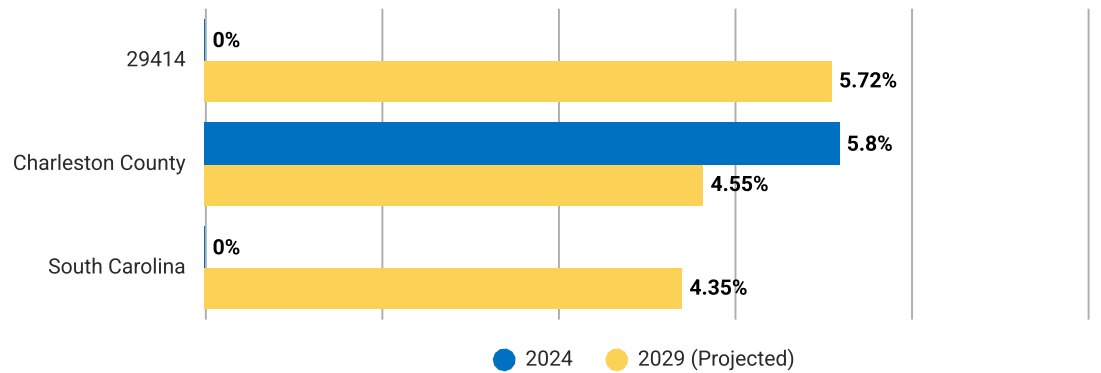
## Daytime Population Density

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.



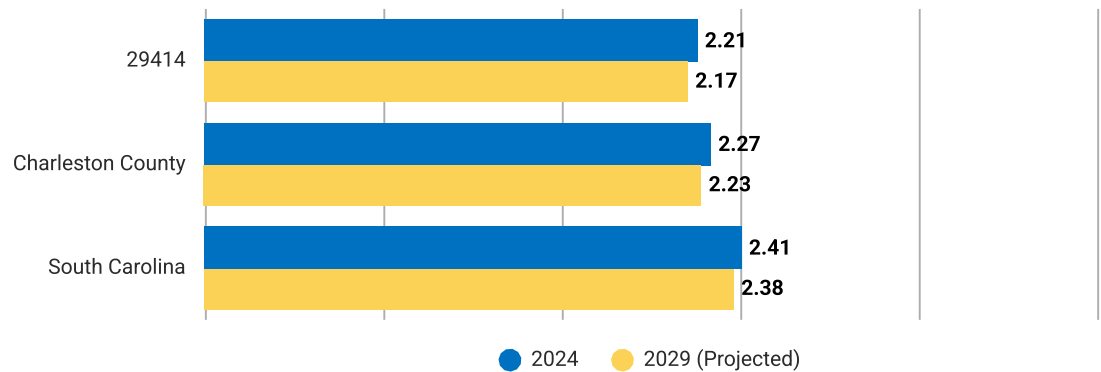
## Population Change Since 2020

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



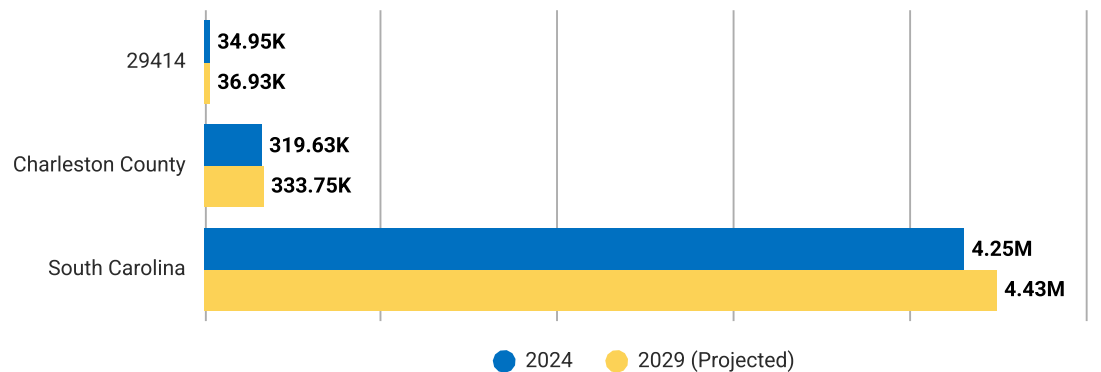
## Average Household Size

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



## Population Living in Family Households

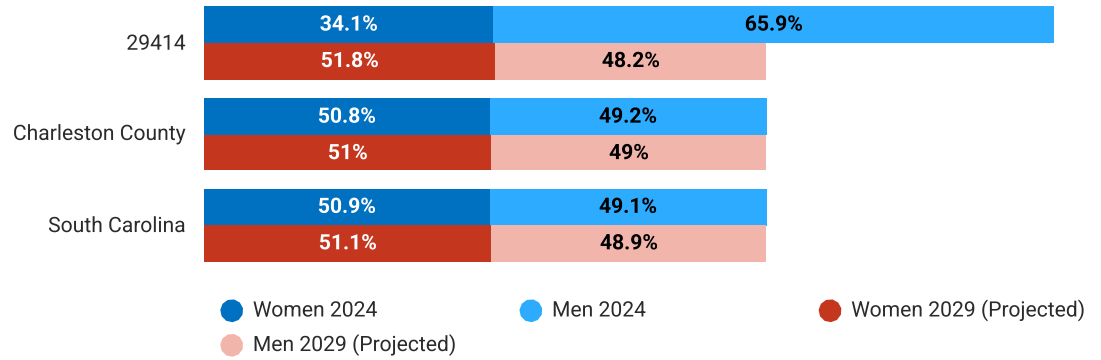
This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



# Charleston, SC 29414

## Female / Male Ratio

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



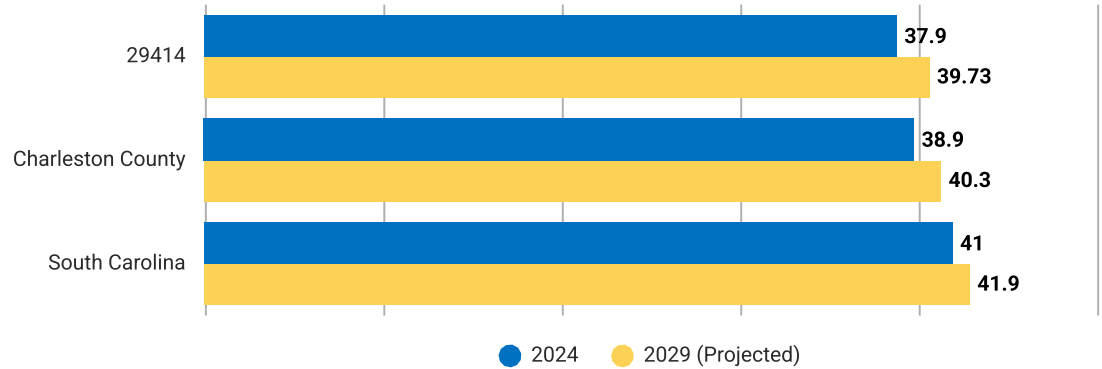
## Age

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

Update Frequency: Annually

## Median Age

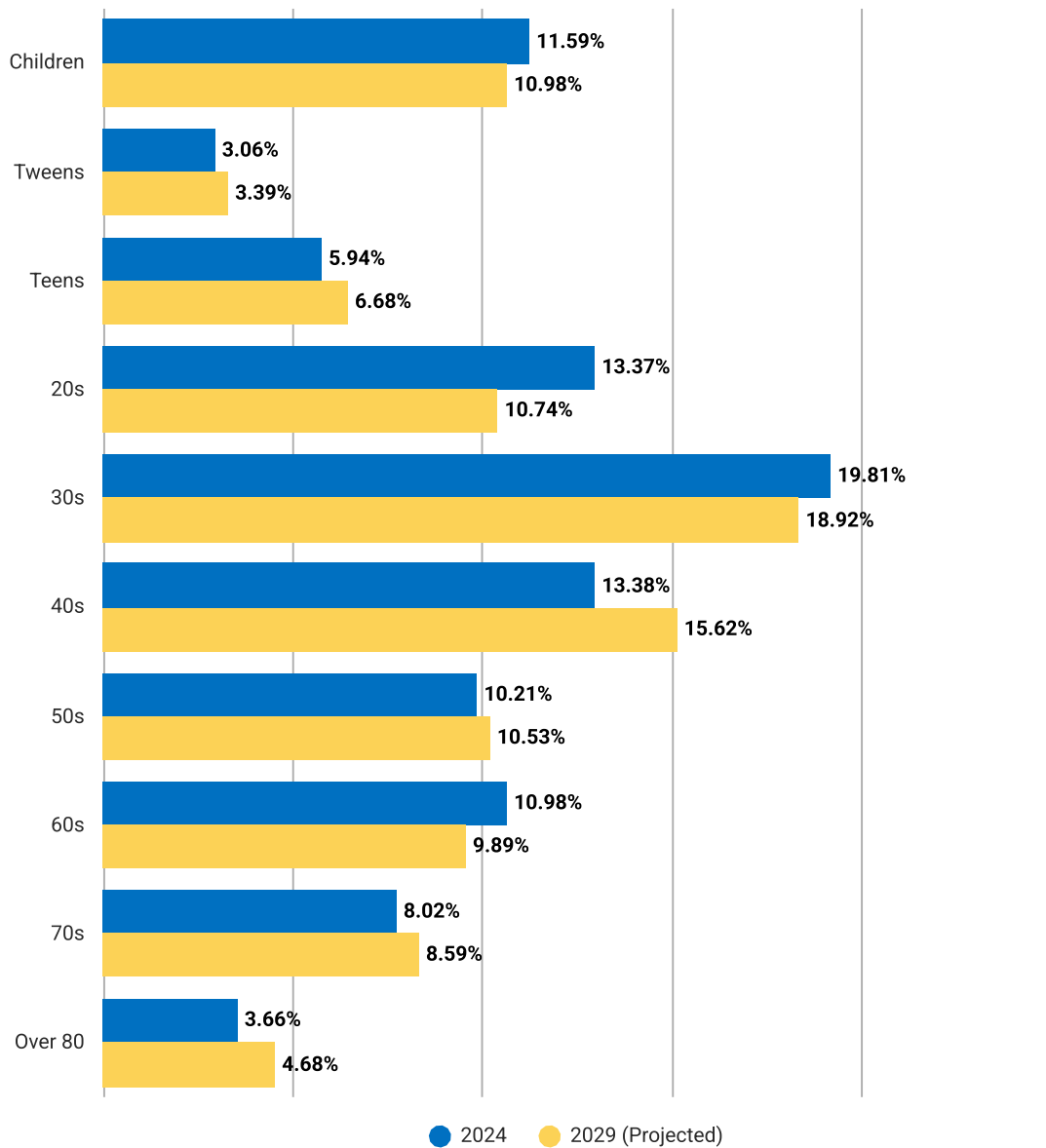
This chart shows the median age in an area, compared with other geographies.



# Charleston, SC 29414

## Population by Age

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



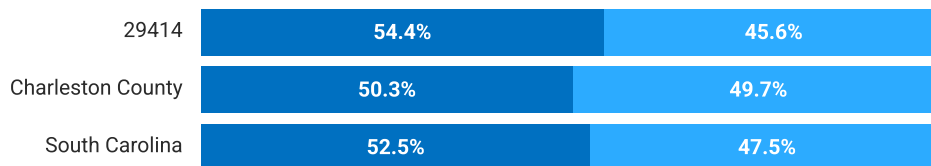
## Married

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.



# Charleston, SC 29414

## Never Married

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



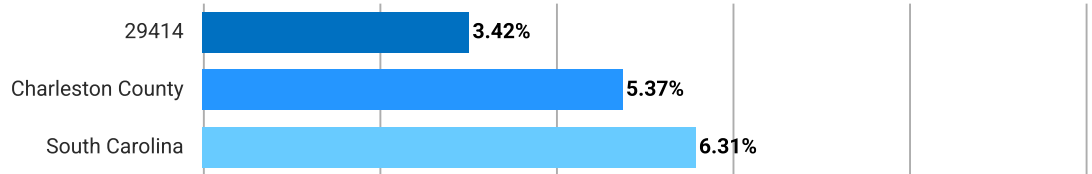
## Married

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



## Widowed

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



## Divorced

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



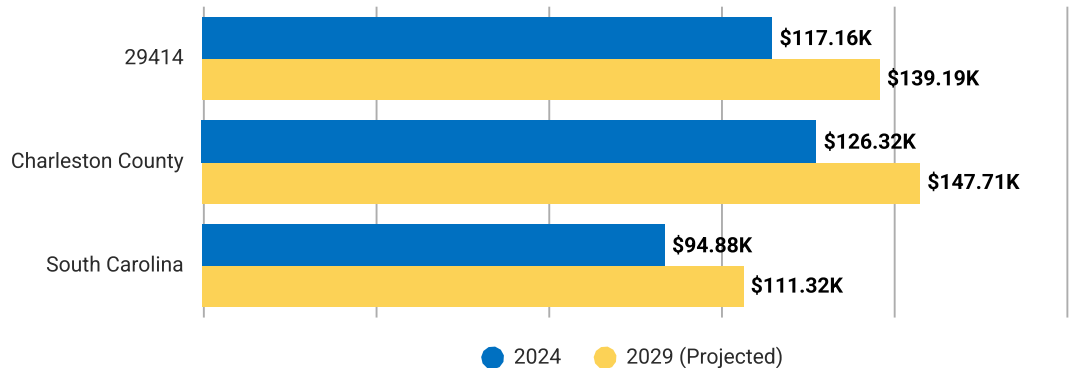
# Income

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

Update Frequency: Annually

## Average Household Income

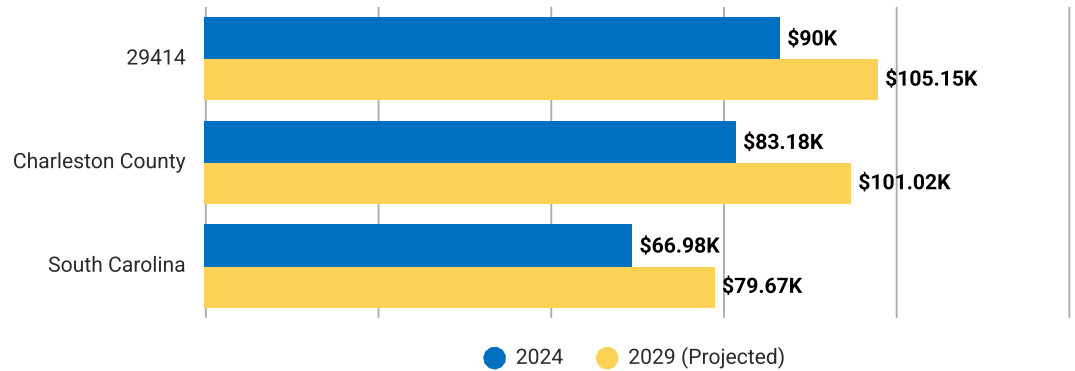
This chart shows the average household income in an area, compared with other geographies.



# Charleston, SC 29414

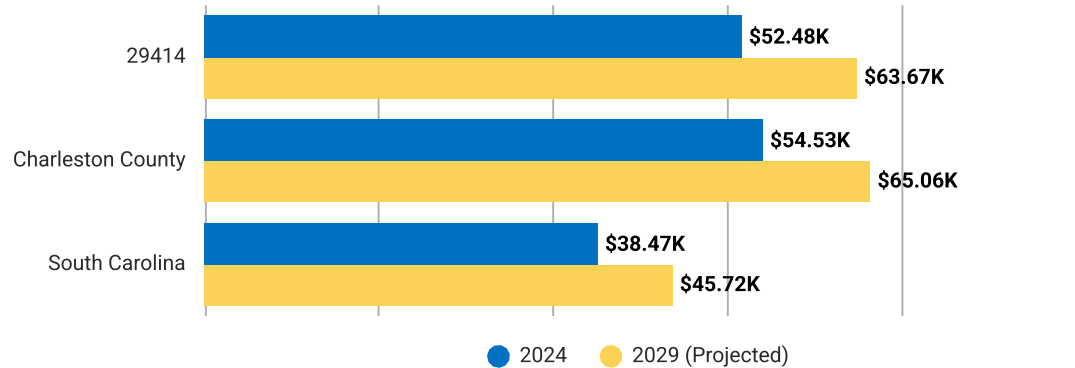
## Median Household Income

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



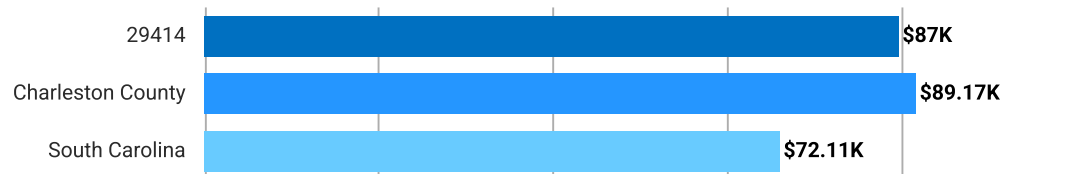
## Per Capita Income

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



## Average Disposable Income

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



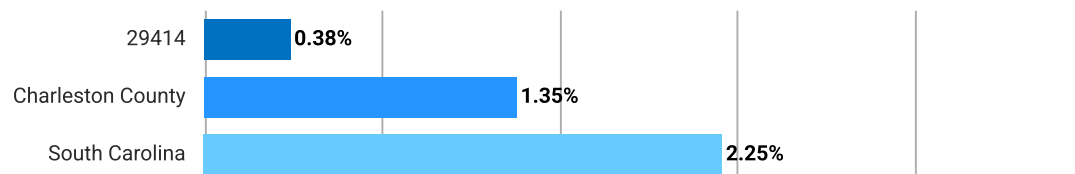
# Education

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

Update Frequency: Annually

## Less than 9th Grade

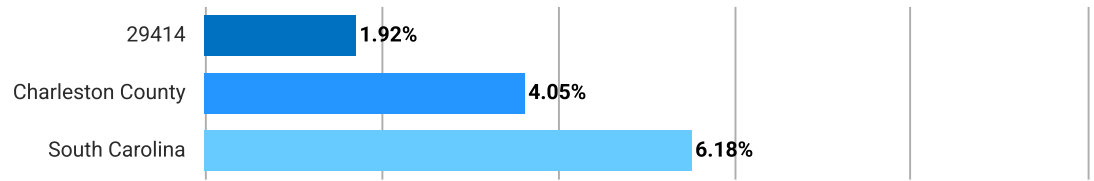
This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



# Charleston, SC 29414

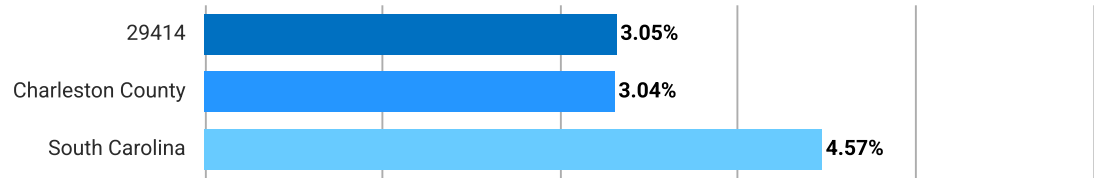
## Some High School

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.



## 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.



## High School Graduate

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



## 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.



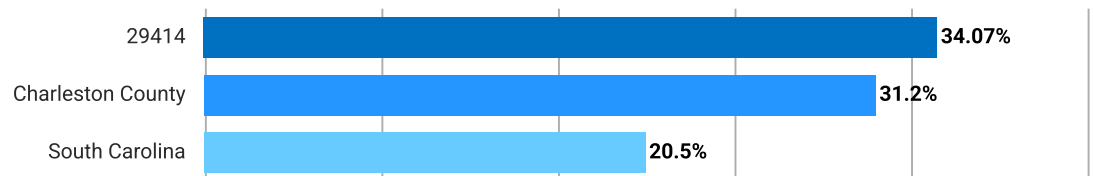
## Associate Degree

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



## 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.



# Charleston, SC 29414

## 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.



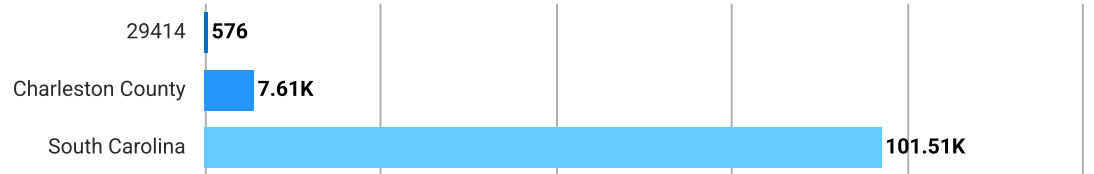
## Economy

### 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



### 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

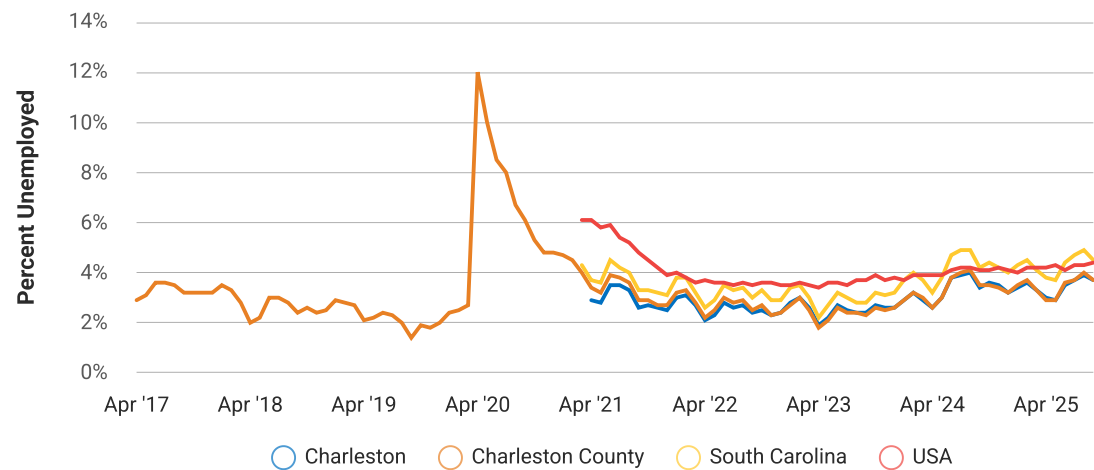


### Unemployment Rate

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



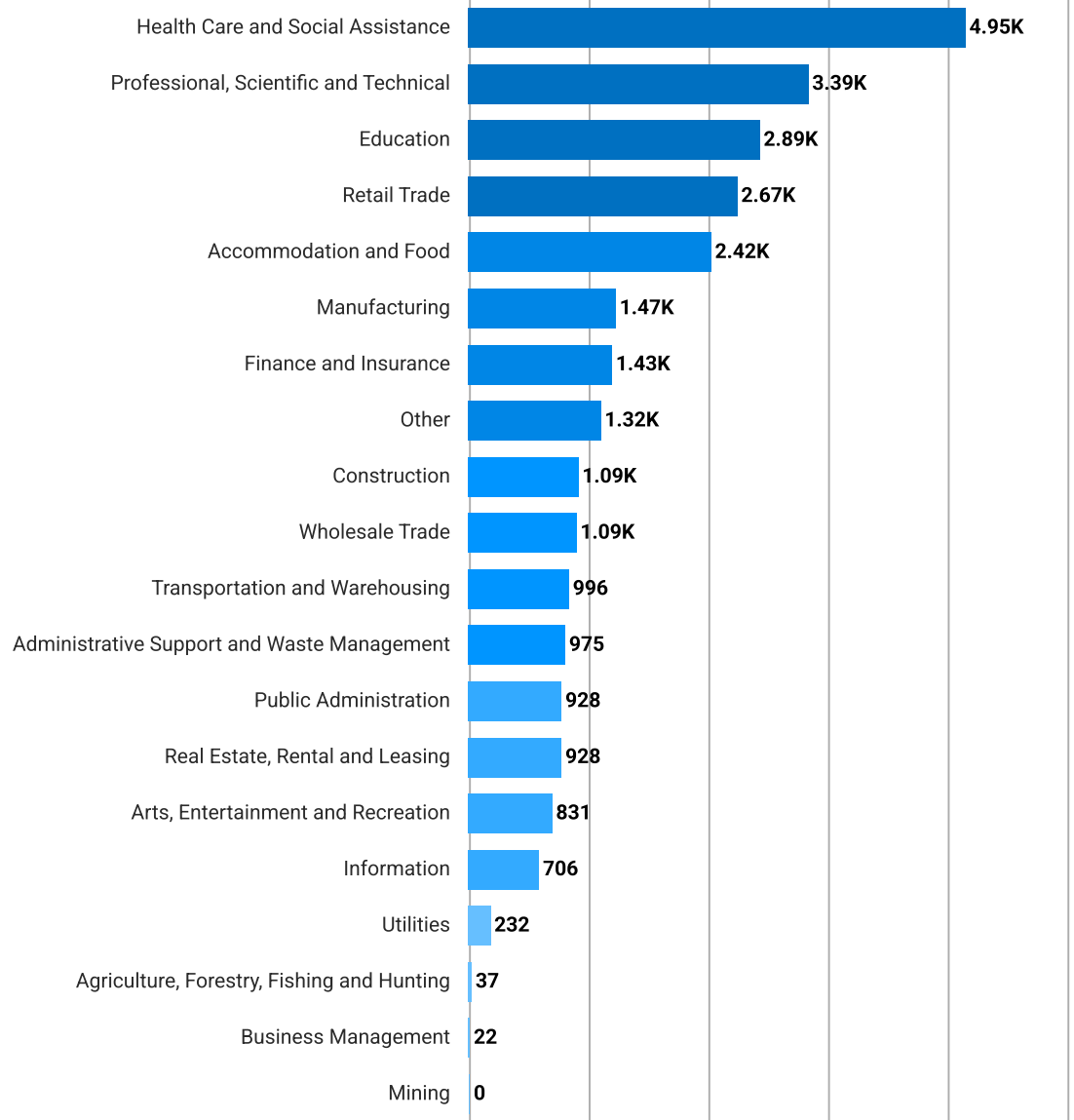
# Charleston, SC 29414

## 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



# Charleston, SC 29414

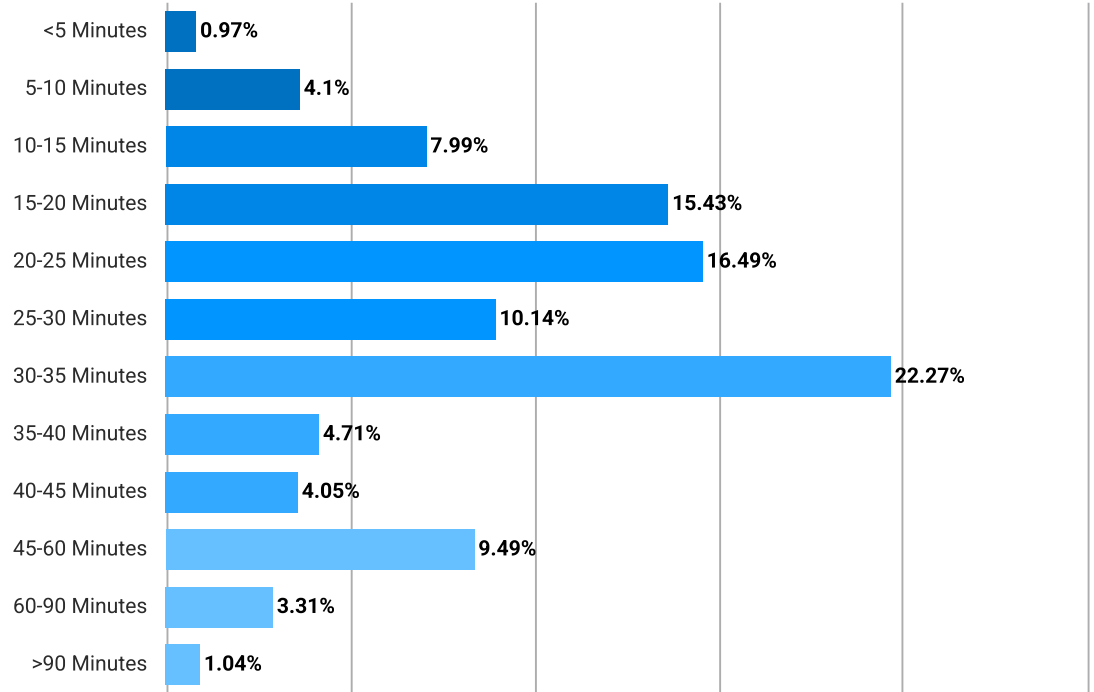
## Commute to Work

### 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

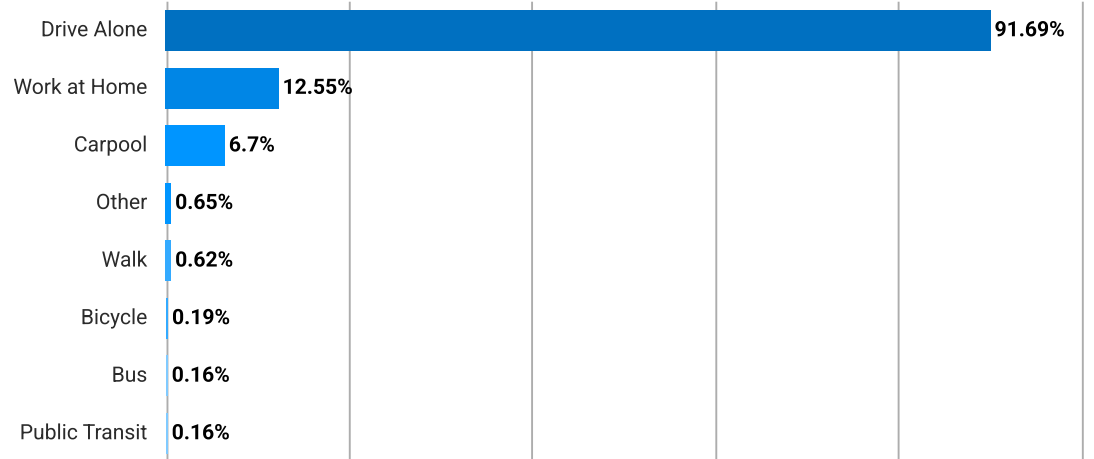


### How People Get to Work

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



# Charleston, SC 29414

## 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.

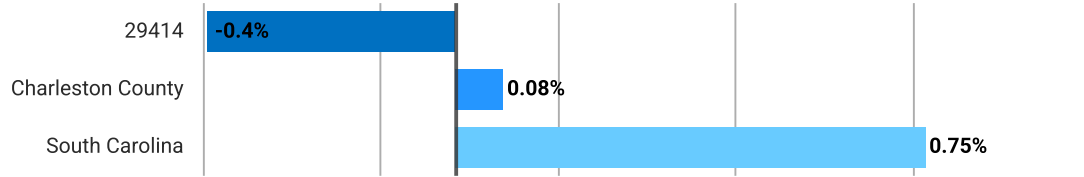


Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

### 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.

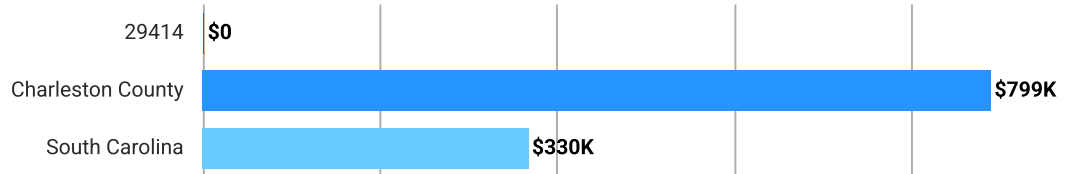


Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

### Median Listing Price

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

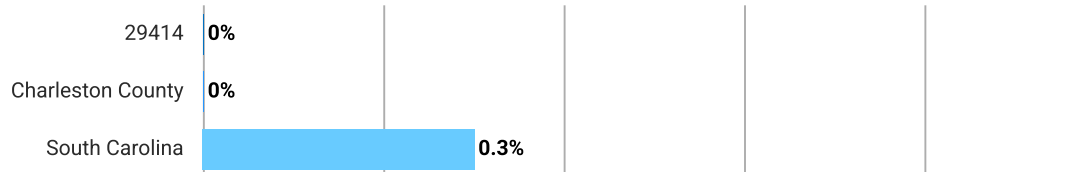


Source: Listing data

Update Frequency: Monthly

### 12 mo. Change in Median Listing Price

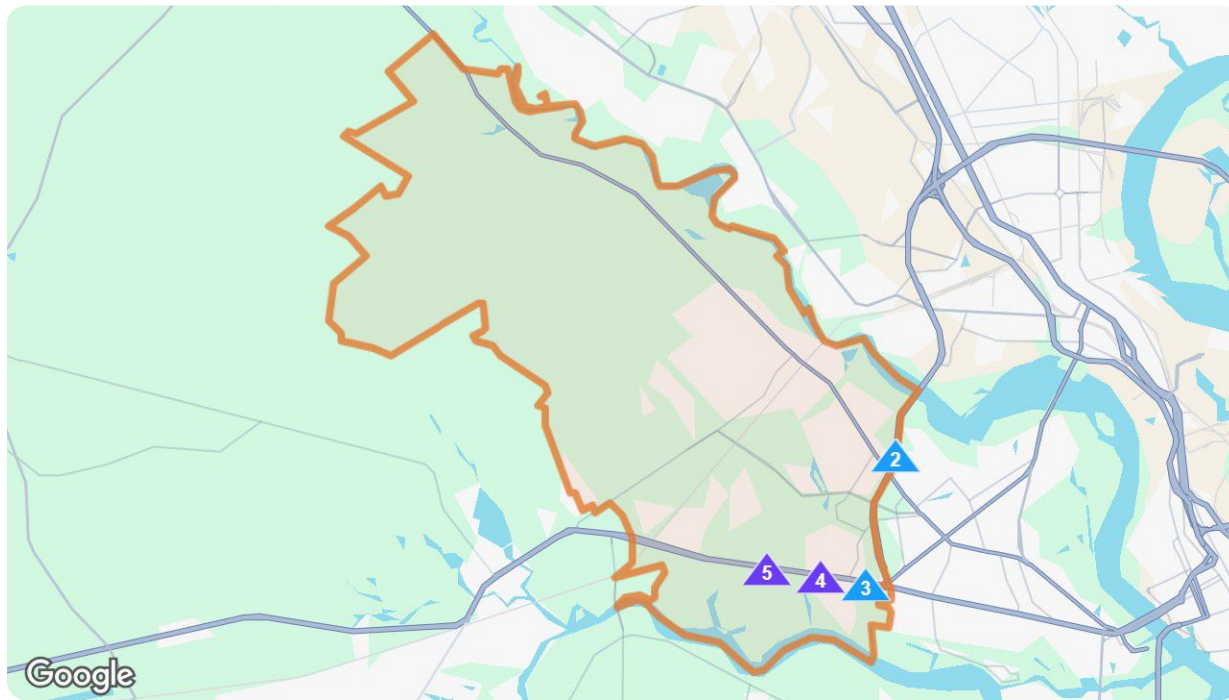
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



Source: Listing data

Update Frequency: Monthly

# 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

**▲ 83,027**

**Mark Clark Expressway**

2025 Est. daily traffic counts

Cross: Leeds Ave  
Cross Dir: NE  
Distance: 0.57 miles

**Historical counts**

Year	▲	Count	Type
2024	▲	82,600	AADT
2023	▲	81,500	AADT
2022	▲	79,300	AADT
2021	▲	79,800	AADT
2019	▲	82,800	AADT

**▲ 82,419**

**Mark Clark Expressway**

2025 Est. daily traffic counts

Cross: Mark Clark Expressway  
Cross Dir: S  
Distance: 0.6 miles

**Historical counts**

Year	▲	Count	Type
2023	▲	81,500	AADT

**▲ 53,896**

**Savannah Highway**

2025 Est. daily traffic counts

Cross: Parkdale Dr  
Cross Dir: W  
Distance: 0.07 miles

**Historical counts**

Year	▲	Count	Type
2024	▲	56,200	AADT
2023	▲	56,800	AADT
2022	▲	54,000	AADT
2021	▲	51,800	AADT
2019	▲	54,600	AADT

**▲ 48,664**

**Savannah Highway**

2025 Est. daily traffic counts

Cross: Sanford Dr  
Cross Dir: E  
Distance: 0.06 miles

**Historical counts**

Year	▲	Count	Type
2024	▲	50,200	AADT
2023	▲	50,700	AADT
2022	▲	48,200	AADT
2021	▲	46,200	AADT
2019	▲	47,100	AADT

**▲ 48,622**

**Savannah Highway**

2025 Est. daily traffic counts

Cross: Connecting Rd  
Cross Dir: W  
Distance: 0.03 miles

**Historical counts**

Year	▲	Count	Type
2024	▲	50,000	AADT
2023	▲	50,500	AADT
2022	▲	51,200	AADT
2021	▲	49,100	AADT
2019	▲	47,300	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

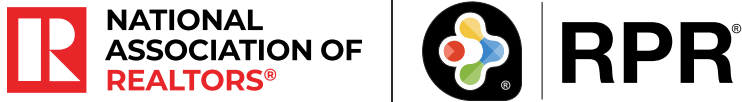
# Charleston, SC 29414

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- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

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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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