

NAI Earle Furman



Candleberry Inn

105 Marshland Lane
Greer, SC 29650

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INVESTMENT

HIGHLIGHTS

Candleberry Inn
Greer, SC

INVESTMENT HIGHLIGHTS

Property Overview

Originally operated as a charming bed and breakfast, this unique 9-bedroom property now functions as a month-to-month rental by the bedroom, offering strong flexibility and consistent cash flow. The property combines the character and layout of its former hospitality use with the steady demand of today's short-term and transitional housing market.

In addition to the guest accommodations, the property features a spacious event space that is currently underutilized, presenting an excellent opportunity for an investor or owner-operator to generate additional income through events, weddings, professional conferences, or group rentals. Its versatile design and prime location make it well-suited for continued operation as a short-term rental, repositioning back into a boutique lodging business, or exploring new mixed-use concepts like corporate lodging.



INVESTMENT HIGHLIGHTS

Executive Summary

PROPERTY SUMMARY

Address	105 Marshland Ln. Greer, SC 29650
Parcel Number	0529.03-01-008.04
Acres	1.60
Bedrooms	9
Current Use	Month-to-month room rental
Zoned	R-1
In Place Monthly Rents	\$955/bed

DEMOGRAPHICS

	1 MILE	3 MILE	5 MILE
POPULATION	5,366	42,409	115,081
HH INCOME	\$122,034	\$112,634	\$99,092



INVESTMENT HIGHLIGHTS

Property Highlights

- **Strong In-Place Income:** Current full occupancy generates approximately \$8,600 per month, with additional upside potential from the unused event space.
- **Flexible Layout:** 9 total bedrooms offering multiple private and shared bath configurations:
 - 3 units – 1 bed / 1 private bath
 - 2 units – 1 bed / shared bath between
 - 4 units – 1 bed sharing 1 full bath and 1 half bath
- **High Average Household Income:** Located in an area with an exceptional median household income of \$122,000, the Candleberry Inn benefits from a demographic profile well above both state and national averages.
- **Spacious Facility:** Approximately ±7,000 square feet of total building area.
- **Turnkey Operation:** Fully furnished and currently operated as month-to-month rentals, providing immediate cash flow and flexibility for new ownership.
- **Zoning:** R-1 Residential, allowing for a variety of potential uses subject to local approval.
- **Value-Add Potential:** Opportunity to activate and monetize the on-site event space to enhance revenue.



INVESTMENT HIGHLIGHTS

Location and Market Highlights



➤ Prime Location Near GSP International Airport

Situated just minutes from Greenville-Spartanburg International Airport, the property offers exceptional visibility and convenience for both business and leisure travelers. The close proximity to I-85 provides easy access to Greenville and Spartanburg.

➤ Charming, Fully-Operational Bed & Breakfast

The property features nine beautifully appointed guest rooms and historic character, positioning it well for short-term rentals, boutique hospitality, or corporate lodging demand.

➤ Untapped Event Venue Potential

An on-site event space is currently underutilized, offering immediate upside potential through weddings, corporate retreats, private parties, or community events. This added income stream could significantly enhance overall NOI.

➤ Flexible Ownership & Operational Opportunity

Ideal for an owner-operator, hospitality investor, or boutique lodging group seeking a high-character property in an expanding submarket. Could also be converted to a full-time short-term rental model or hybrid operation.

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MARKET

OVERVIEW

Candleberry Inn
Greer, SC

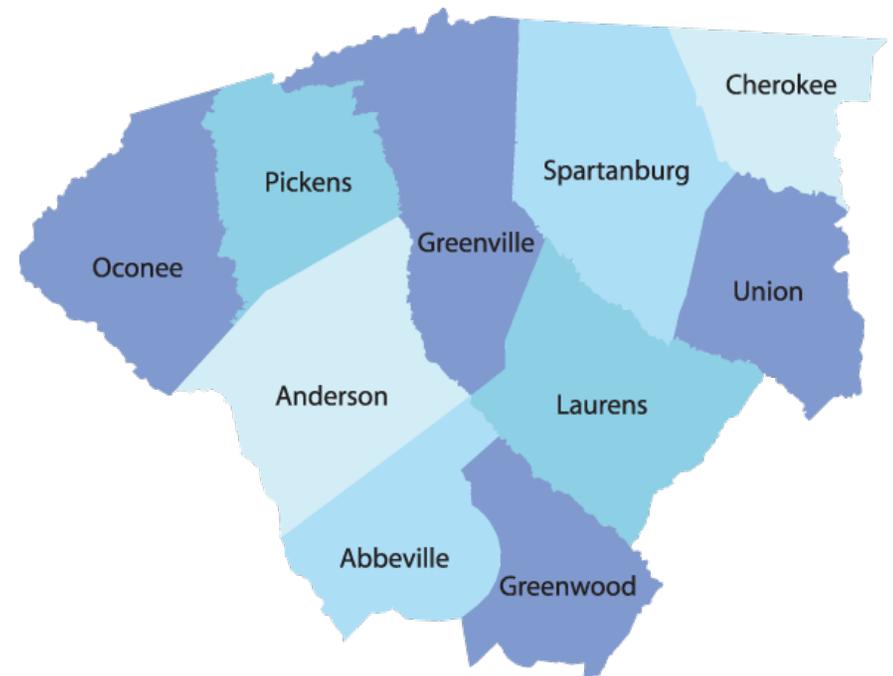
MARKET OVERVIEW

The Upstate of South Carolina

The Greenville-Spartanburg-Anderson metro area is commonly referred to as the “Upstate” and is comprised of 10 counties along the I-85 corridor in the northwest corner of South Carolina. The area is located almost equidistant between New York and Miami, and is positioned ± 110 miles from both Charlotte, NC and Atlanta, GA, ± 195 miles from Charleston, SC, and ± 75 miles from Asheville, NC. The Upstate covers an area of over 3,000 square miles and is the largest MSA in the state with a population of about 1.6 million, according to the 2023 Census. The Upstate is the fastest-growing area in the state.

With more than 575 international companies located in the Upstate, the area boasts one of the highest concentrations of international business in the nation. Many large domestic and foreign-based companies have established a presence in the Upstate, including BMW (North American HQ), Michelin (North American HQ), Bosch, Fuji Film, General Electric, Fluor Corporation (Southeast HQ) and Milliken (Global HQ).

The area is served by two major interstates, I-85 and I-26. Greenville-Spartanburg International Airport (GSP) in Greer serves more than 1.75 million passengers per year on 6 major airlines. Two major rail lines – CSX and Norfolk Southern – and two short line rail service providers currently serve the Upstate, and the Port of Charleston is about 3 hours away. The South Carolina Inland Ports Greer and Dillon handled a combined 17,735 rail moves in November 2024.



MARKET OVERVIEW

Greer, South Carolina

One of South Carolina's fastest-growing cities, Greer is located in the foothills of the Blue Ridge Mountains — in the heart of the state's bustling Upstate region.

The city offers beautiful scenery with vistas that include both mountains and lakes. Families and young professionals have discovered the city's first-rate services, outstanding park facilities and recreation programs, and big-city amenities while preserving a small-town feel.

Spanning more than 20 square miles, Greer's city limits to the north offer outdoor recreation at Lake Robinson and Lake Cunningham, while the city's southern boundary includes a major transportation corridor with Interstate 85 and the Greenville-Spartanburg International Airport, as well as BMW's only United States manufacturing facility.



Greer's Central Business District, also known as Greer Station, has become a destination in itself with approximately 12 square blocks of retail, dining, entertainment, and professional service organizations. Greer Station has more than 40 buildings on the National Historic Register.

Greer Station took on a new look in 2008 as new municipal facilities opened to serve the public. A two-story Police and Court Complex anchors the west boundary of Greer Station, while the new three-story Greer City Hall and 12-acre City Park are just two blocks to the east. City Hall includes an entire floor dedicated to public space, with a 4,500-square-foot events hall available for conventions, receptions, and galas.

MARKET OVERVIEW

Greer, South Carolina

Driving Distance to Major Cities from the Property:

SPARTANBURG, SC	18 miles
CHARLOTTE, NC	91 miles
COLUMBIA, SC	107 miles
ATLANTA, GA	159 miles
CHARLESTON, SC	217 miles

Best places to live: In 2024, Niche.com ranked Greer #14 out of 188 for both “Best Places to Live in South Carolina” and “Best Places to Raise a Family in South Carolina”.

Low cost of living: The cost of living in Greer is approximately 12% lower than the national average, making it an affordable place to live.

Safety: A 2020 report from Safety.com named Greer the third safest city in South Carolina. A 2025 report noted that Greer’s overall crime rate remains near or below the national average.

Excellent schools: Several Greer-area schools consistently rank highly. In 2025, Riverside High School was ranked #1 in the Greenville-Metro area and #13 in South Carolina by U.S. News & World Report.

Rapid population growth: Greer is one of South Carolina’s fastest-growing cities, with its population increasing by 40% in each of the past two decades.

Economic boom: The city’s growth is driven by a strong, diverse economy, and retail sales reached nearly \$1.8 billion in fiscal year 2023.

Innovation support: In 2024, the state recognized Greer’s entrepreneurial support program, The Platform at Greer, with a Relentless Challenge Grant to grow South Carolina’s innovation economy.

Redevelopment investment: The redevelopment of the historic Greer Mill site received a \$35 million boost in 2024.

Accessibility: Greer is easily accessible to many of the largest cities in the Southeast and beyond. Its central location makes it ideal for both business and personal accessibility.



MARKET OVERVIEW

Upstate Workforce

THE UPSTATE'S WORKFORCE



In The Upstate, each year, a cohort of highly educated individuals seamlessly integrates into the workforce, emerging from various esteemed **higher education institutions and technical colleges** in the region.



Greenville County prides itself on a **vibrant workforce**, drawing talent from Upstate South Carolina, western North Carolina, and northern Georgia. With competitive wages in the local market, South Carolina's status as a **right-to-work and employment-at-will state** fosters stable employer-employee relations, resulting in one of the lowest unionization rates in the nation.

Initiatives like VisitGreenvilleSC's **'Yeah, That Greenville'** campaign and the Upstate SC Alliance's **'MoveUpstateSC'** campaign actively attract residents and workers, contributing to the region's dynamic and thriving community.

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LOCATION

OVERVIEW

Candleberry Inn
Greer, SC

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PROPERTY

GALLERY

Candleberry Inn
Greer, SC

PROPERTY GALLERY



PROPERTY GALLERY



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DEMOGRAPHIC

TRENDS

Candleberry Inn
Greer, SC

DEMOGRAPHIC TRENDS

105 Marshland Lane | Greer, SC 29650

POPULATION TRENDS

5-Mile



2024 Population

HOUSEHOLD TRENDS

5-Mile



2024 Households

AVERAGE HOUSEHOLD INCOME

2024



DAYTIME EMPLOYEES

2024



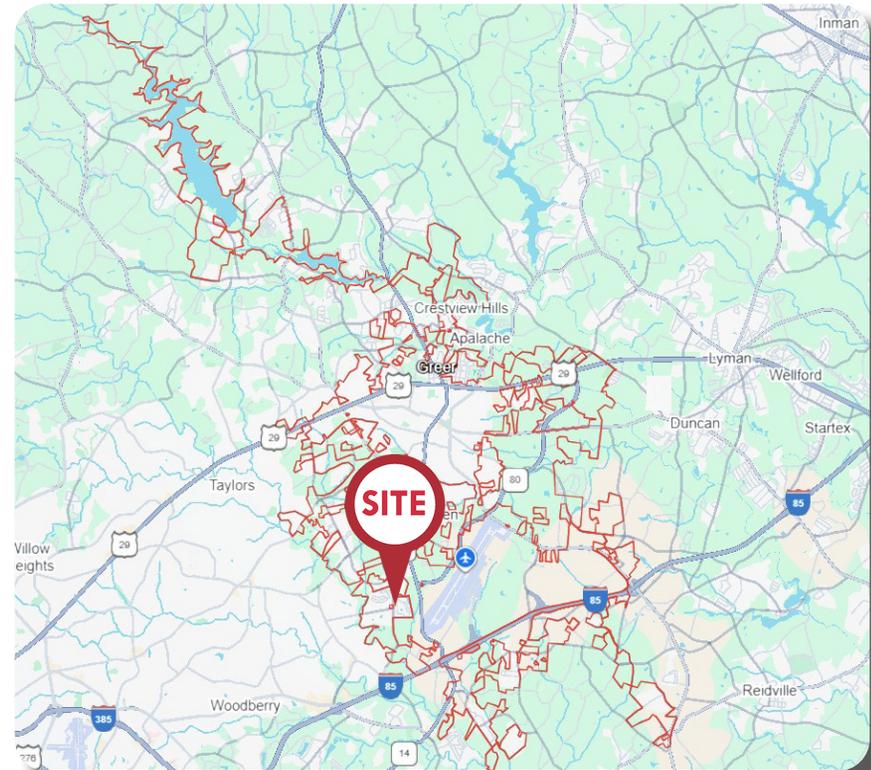
5-Mile Daytime Employees

MEDIAN AGE TRENDS

2024



5-Miles Median Age



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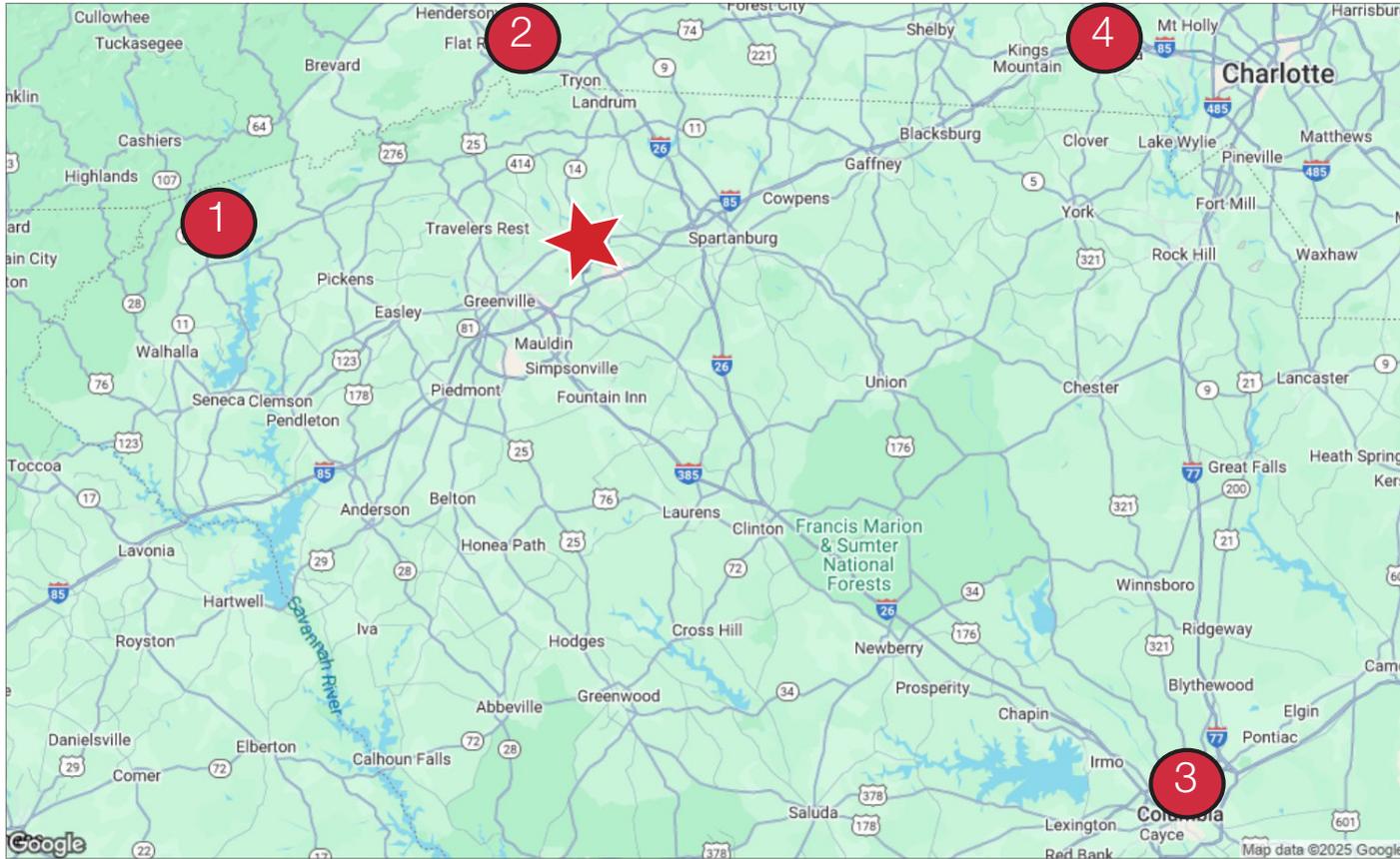
PROPERTY

COMPARABLE

Candleberry Inn
Greer, SC

COMPARABLE

Sale Properties



	PROPERTY	ROOMS	YEAR BUILT	ACRES	SALE DATE	SALE PRICE	PRICE PER BED
	Candleberry Inn B&B	9	1996	1.60	TBD	TBD	TBD
1	Butterfly Ridge Mountain Retreat	4	2008	8.37	Aug 2021	\$1,400,000	\$350,000
2	The Oaks Bed & Breakfast	4	1895/2004	0.75	Jun 2024	\$ 835,000	\$208,750
3	Chestnut Cottage	5	1850/2005	0.33	May 2023	\$ 850,000	\$170,000
4	The York Chester Inn	5	1922/2022	0.60	Jun 2022	\$ 800,000	\$160,000

COMPARABLE

Sale Properties

1 Butterfly Ridge Mountain Retreat



151 Shack Hollow Rd.
Salem, SC 29676
Year Built: 2008
Total Rooms: 4
Class: Upscale
Total Area (SF): 4,336 SF
Sale Price: \$1,400,000
Price/Unit: \$350,000

Room Features

- Balcony
- High Speed Internet Access
- Patio

Property Features

- Public Access Wifi
- Smoke-Free

3 Chestnut Cottage



1718 Hampton St.
Columbia, SC 29201
Year Built: 1850/2005
Total Rooms: 5
Class: Upper Midscale
Total Area (SF): 4,518 SF
Sale Price: \$850,000
Price/Unit: \$170,000

Room Features

- High Speed Internet Access
- Patio

Property Features

- Public Access Wifi
- Smoke-Free

2 The Oaks Bed & Breakfast



339 Greenville St.
Saluda, NC 28773
Year Built: 1895/2004
Total Rooms: 4
Class: Midscale
Total Area (SF): 1,772 SF
Sale Price: \$835,000
Price/Unit: \$208,750

4 The York Chester Inn



211 W. 2nd Ave.
Gastonia, NC 28052
Year Built: 1922/2022
Total Rooms: 5
Class: Upper Upscale
Total Area (SF): 5,692 SF
Sale Price: \$800,000
Price/Unit: \$160,000

Room Features

- Balcony
- High Speed Internet Access
- Patio

Property Features

- Smoke-Free

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FINANCIAL

INFORMATION

Candleberry Inn
Greer, SC

FINANCIALS

Candleberry Inn - Greer, SC				
Unit Name	Bath info	Monthly Rent	Annual Rent	Status
Tuscany	Shared Bath	\$ 975.00	\$ 11,700.00	Occupied
Sorrento	Shared Bath	\$ 975.00	\$ 11,700.00	Occupied
Naples	Shared Bath	\$ 950.00	\$ 11,400.00	Vacant, listed at \$950
Venice	Shared Bath	\$ 650.00	\$ 7,800.00	Occupied
Verona	Shared Bath	\$ 800.00	\$ 9,600.00	Occupied
Rome	Private Bath	\$ 975.00	\$ 11,700.00	Occupied
Sicily	Private Bath	\$ 1,500.00	\$ 18,000.00	Occupied
Capri	Private Bath	\$ 1,050.00	\$ 12,600.00	Occupied
Milan	Shared Bath	\$ 950.00	\$ 11,400.00	Occupied
Event Space		\$ 1,000.00	\$ 12,000.00	Assumed Rent
Total:		\$ 9,825.00	\$ 117,900.00	
	Annual Costs			
Spectrum (Internet/ TV)	\$ 2,880.00			
Water/ Gas	\$ 2,585.77		Asking Price:	\$1,100,000
Power	\$ 6,160.44			
Insurance	\$ 3,600.00		Current NOI:	\$ 88,496.99
Property Tax (Exempt)	\$ 14,176.80	Reassessed at Purchase Price	Cap Rate:	8.05%
Self managed				
Total Charges	\$ 29,403.01			

Disclaimer:

The information contained in this financial summary has been provided by ownership and has not been independently verified by NAI Earle Furman. All financial figures, operating data, and projections are based on the owner's representations and are provided for discussion purposes only. NAI Earle Furman makes no warranties or guarantees, express or implied, as to the accuracy or completeness of the information contained herein. Prospective purchasers are encouraged to conduct their own independent due diligence, verification, and analysis prior to making any investment decisions.

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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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