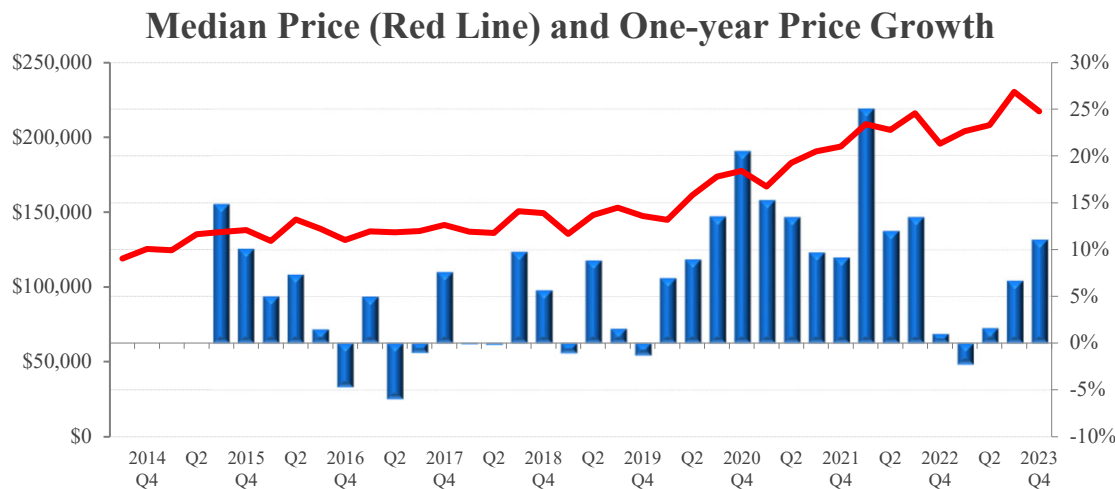


**Florence Area**  
**Local Market Report, Fourth Quarter 2023**

**Today's Market...**



Local Price Trends			
Price Activity	Florence	U.S.	Local Trend
Current Median Home Price (2023 Q4)	\$195,700	\$387,300	Prices continue to grow relative to last year
1-year (4-quarter) Appreciation (2023 Q4)	11.0%	3.9%	
3-year (12-quarter) Appreciation (2023 Q4)	22.4%	24.5%	
3-year (12-quarter) Housing Equity Gain*	\$39,700	\$76,300	Gains in the last 3 years have extended the trend of positive price growth after the recession
7-year (28 quarters) Housing Equity Gain*	\$85,900	\$153,367	
9-year (36 quarters) Housing Equity Gain*	\$92,000	\$179,667	
*Note: Equity gain reflects price appreciation only			

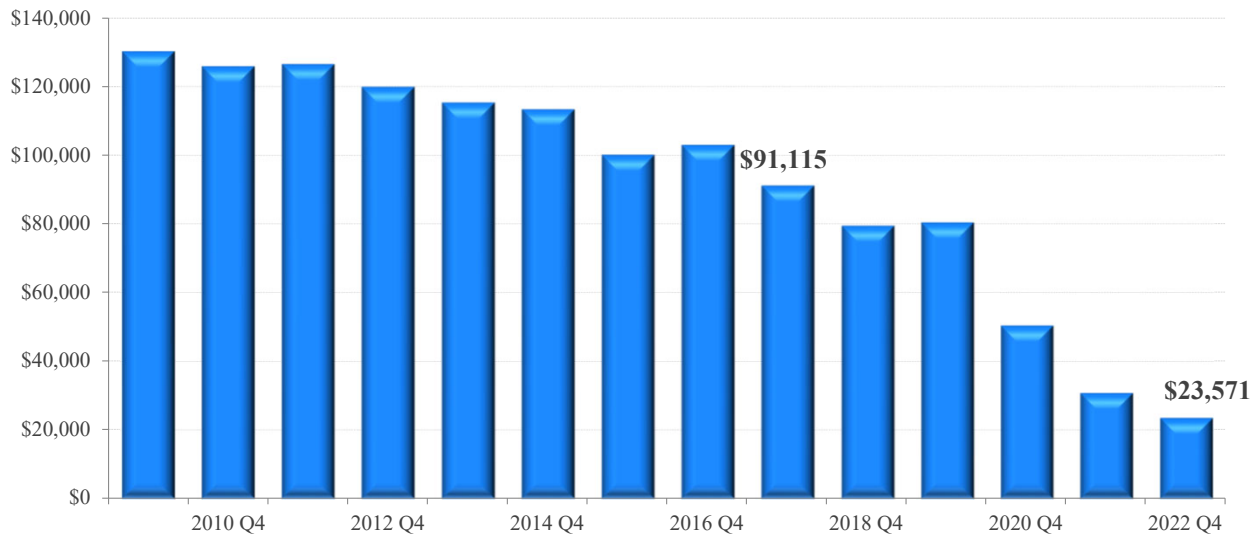
	Florence	U.S.	
Conforming Loan Limit**	\$766,550	\$1,149,825	Most buyers in this market have access to government-backed financing
FHA Loan Limit	\$498,257	\$1,149,825	
Local Median to Conforming Limit Ratio	26%	not comparable	
Note: limits are current and include the changes made on January 1st 2024.			

**Local NAR Leadership**

The Florence market is part of region 4 in the NAR governance system, which includes all of North Carolina, South Carolina, Kentucky, and Tennessee. The 2024 NAR Regional Vice President representing region 4 is David Kent.

## Benefits of Ownership: Total Equity Appreciation

**Total Equity Accrued to Owner by Year and Quarter of Purchase**



**Total Equity Gained\*\* through 2023 Q4 from quarter in which home was of purchased**

Price Activity	Florence	U.S.	Local Trend
1-year (4-quarter)	\$23,571	\$18,387	Price appreciation and principle payments in the last 3 years have boosted total equity growth since the recession
3-year (12-quarter)*	\$50,469	\$95,158	
5-year (20-quarter)*	\$79,461	\$151,356	
7-year (28 quarters)*	\$102,983	\$183,780	
9-year (36 quarters)*	\$113,368	\$215,076	

\*Note: Equity gain reflects price and principle payments since purchase, prevailing 30-year fixed rate mortgage at time of purchase and a 10% downpayment. Downpayment is not included in total equity

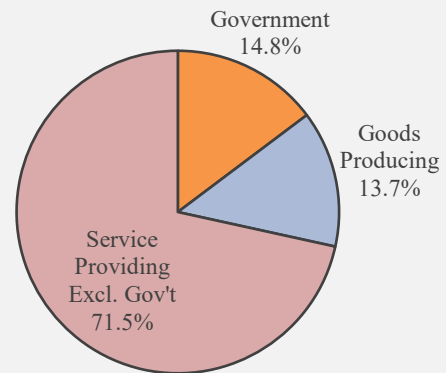
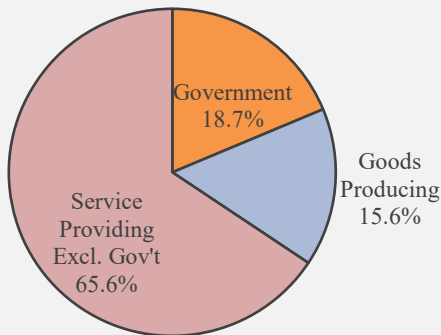
# Drivers of Local Supply and Demand...

Local Economic Outlook	Florence	U.S.	
12-month Job Change (Dec)	2,300	Not Comparable	Employment growth has eased, but remains positive
12-month Job Change (Nov)	2,800	Not Comparable	
36-month Job Change (Dec)	7,800	Not Comparable	Unemployment has risen since the same period last year, but Florence's labor market has been more resilient than the national average
Current Unemployment Rate (Dec)	3.1%	3.7%	
Year-ago Unemployment Rate	3.0%	3.5%	Local employment growth is strong compared to other markets
1-year (12 month) Job Growth Rate	2.4%	2.3%	

## Share of Total Employment by Industry

Florence Area

U.S.



### 12-month Employment Change by Industry (Dec - 2023)

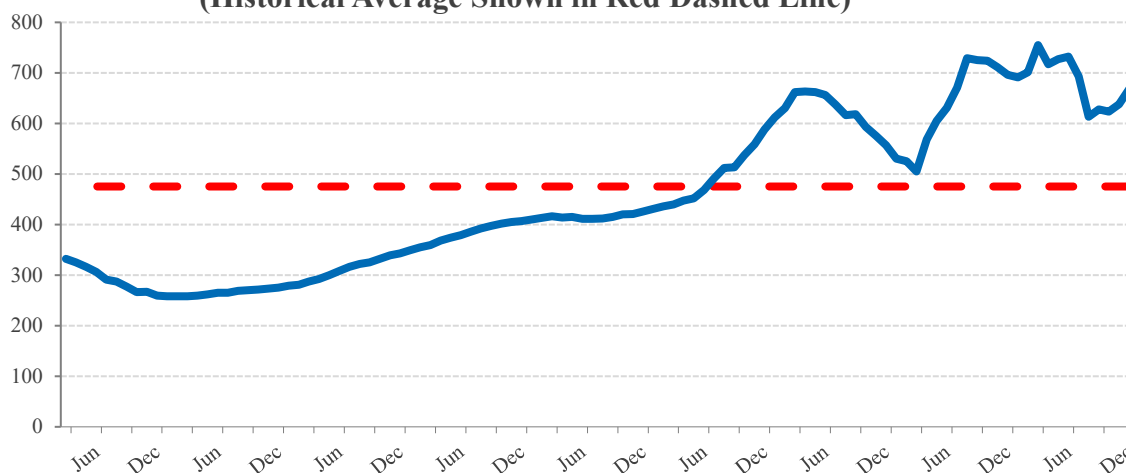
Goods Producing	200	Information	NA
Natural Resources/Mining/Construction	NA	Financial Activities	NA
Natural Resources and Mining	NA	Prof. & Business Services	NA
Construction	NA	Educ. & Health Services	NA
Manufacturing	NA	Leisure & Hospitality	NA
Service Providing Excluding Government	2,600	Other Services	NA
Trade/Transportation/Utilities	NA	Government	900

State Economic Activity Index	South Carolina	U.S.	
12-month change (2023 - Dec)	3.6%	3.0%	The economy of South Carolina has outpaced the rest of the nation and improved modestly from last month's 3.61% change
36-month change (2023 - Dec)	13.9%	14.3%	

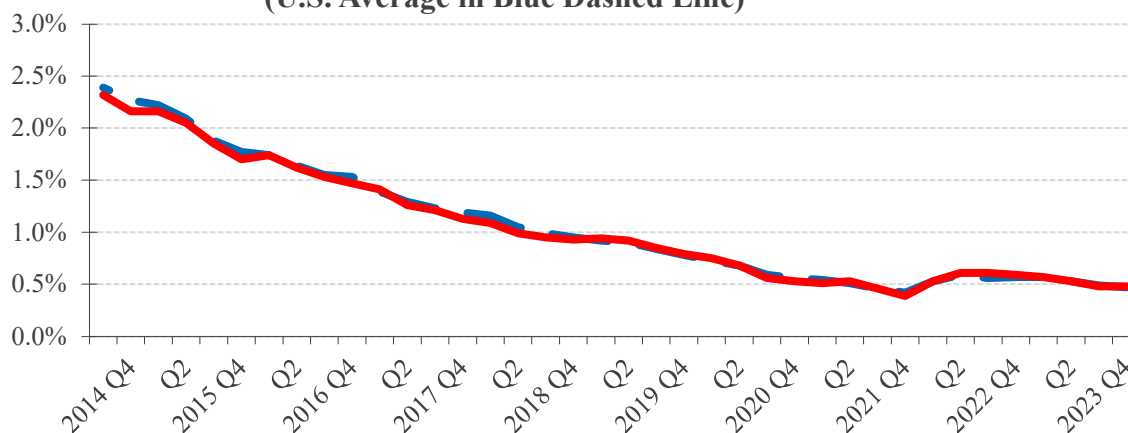
## New Housing Construction

Local Fundamentals	Florence	U.S.	
12-month Sum of 1-unit Building Permits through Dec	668	not comparable	The current level of construction is 40.6% above the long-term average
8-year average for 12-month Sum of 1-Unit Building Permits	475	not comparable	Production above trend for an extended period of time could cause prices to moderate as inventory is built up.
Single-Family Housing Permits (Dec) 12-month sum vs. a year ago	-4.0%	-6.1%	Construction is down from last year, but appears to have bottomed.

**Construction: 12-month Sum of Local Housing Permits**  
(Historical Average Shown in Red Dashed Line)

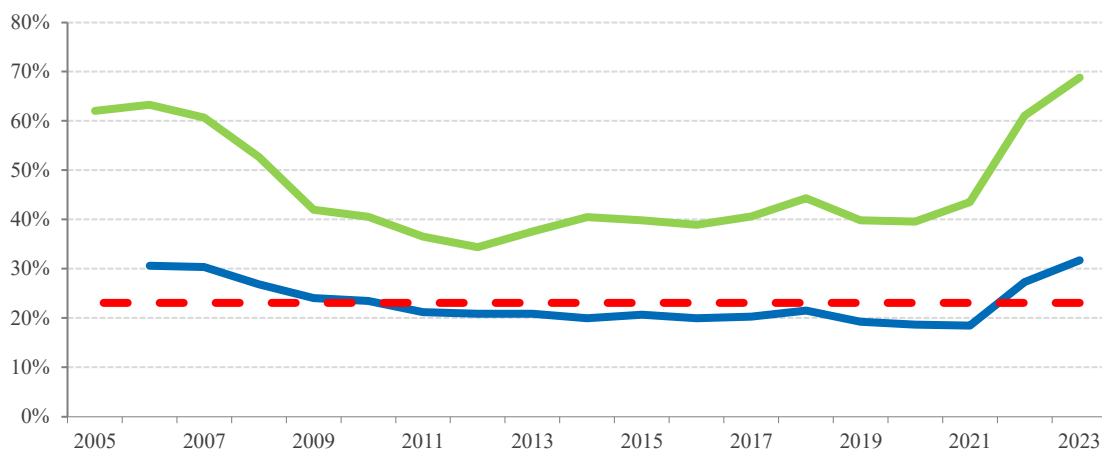


**State Total Foreclosure Rate vs. U.S. Average**  
(U.S. Average in Blue Dashed Line)



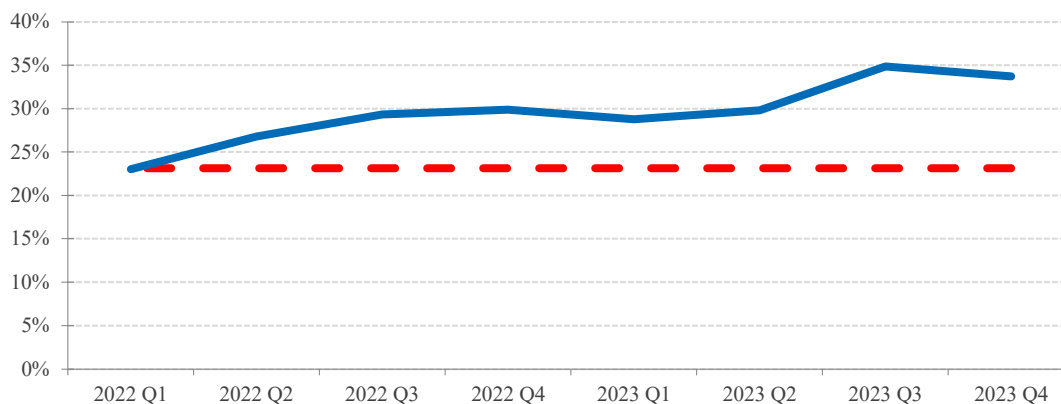
# Affordability

**Long-Term Trend: Ratio of Local Mortgage Servicing Cost to Income**  
(Local Historical Average Shown in Red, U.S. Average in Green)

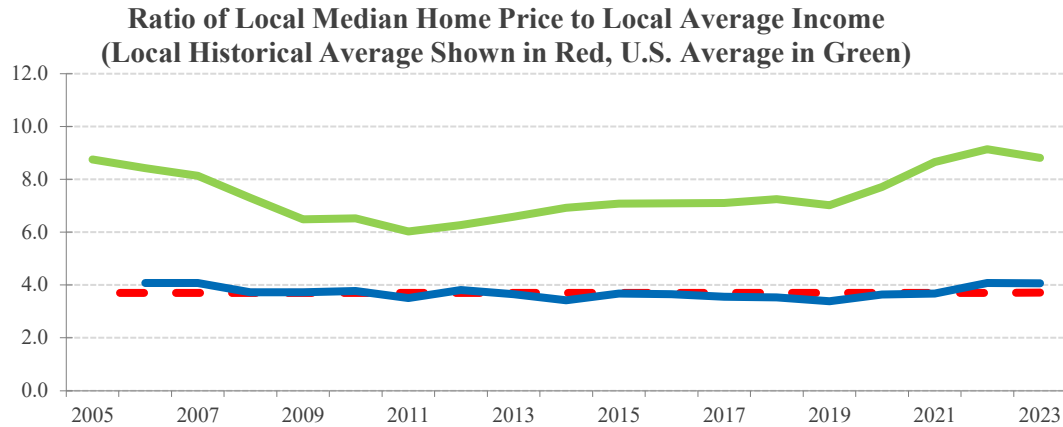


Monthly Mortgage Payment to Income	Florence	U.S.	
Ratio for 2023	31.8%	68.8%	Weak by local standards and could weigh on demand
Ratio for 2023 Q4	33.7%	68.3%	
Historical Average	23.1%	47.0%	More affordable than most markets

**Recent Trend - Local Mortgage Servicing Cost to Income**  
(Historical Average Shown in Red Dashed Line)



Median Home Price to Income	Florence	U.S.	
Ratio for 2023	4.1	8.8	The price-to-income ratio is high by historic standards and getting worse
Ratio for 2023 Q4	4.1	8.3	
Historical Average	3.7	7.4	Affordable compared to most markets



## The Mortgage Market



Throughout much of the final quarter of the year, mortgage rates remained elevated near 7.5 percent. According to the mortgage provider Freddie Mac, the 30-year fixed mortgage rate rose to 7.3 percent in the fourth quarter of 2023 from 6.7 percent the previous year. Nevertheless, rates fell below 7 percent at the end of year as the Federal Reserve continued to halt its interest rates hikes. With lower interest rates on the horizon, mortgage rates are expected to continue their downward trend in 2024, thereby enhancing affordability for potential homebuyers. NAR forecasts the 30-year fixed mortgage rate to average 6.8 percent in the first quarter of 2024, with a further decline expected to bring them below 6.6% by the end of the first half.

## Geographic Coverage for this Report

The Florence area referred to in this report covers the geographic area of the Florence metro area as officially defined by the Office of Management and Budget of the U.S. Government. The official coverage area includes the following counties:

Darlington County and Florence County

More information on the OMB's geographic definitions can be found at [https://obamawhitehouse.archives.gov/omb/bulletins\\_default/](https://obamawhitehouse.archives.gov/omb/bulletins_default/)

