

MARKET REPORT

QUARTER THREE 2025



COMMERCIAL SALES ACTIVITY

9 Industrial Transactions	18 Office Transactions	30 Retail Transactions	8 Multi-Family Transactions	11 Land Transactions
FOR	FOR	FOR	FOR	FOR
\$36.3M ▲	\$20M ▼	\$83.1M ▲	\$15.5M ▼	\$14.9M ▼
2024: \$8.9M	2024: \$28.4M	2024: \$66.2M	2024: \$82.7M	2024: \$17.6M

COMMERCIAL INSIGHTS

The last year of the Asheville MSA business scene has been characterized almost entirely by responses to the devastation caused by Hurricane Helene on September 27, 2024. While business has rebounded remarkably, many local businesses continue to struggle, and other outside factors continue to work against them. It remains to be seen whether this fall’s tourism numbers will make up for last year’s very slow Q4. Tariffs have taken a toll on local businesses, and this year’s holiday sales growth is predicted to be more muted than last year’s (5.3%, versus 8.7% in 2024).

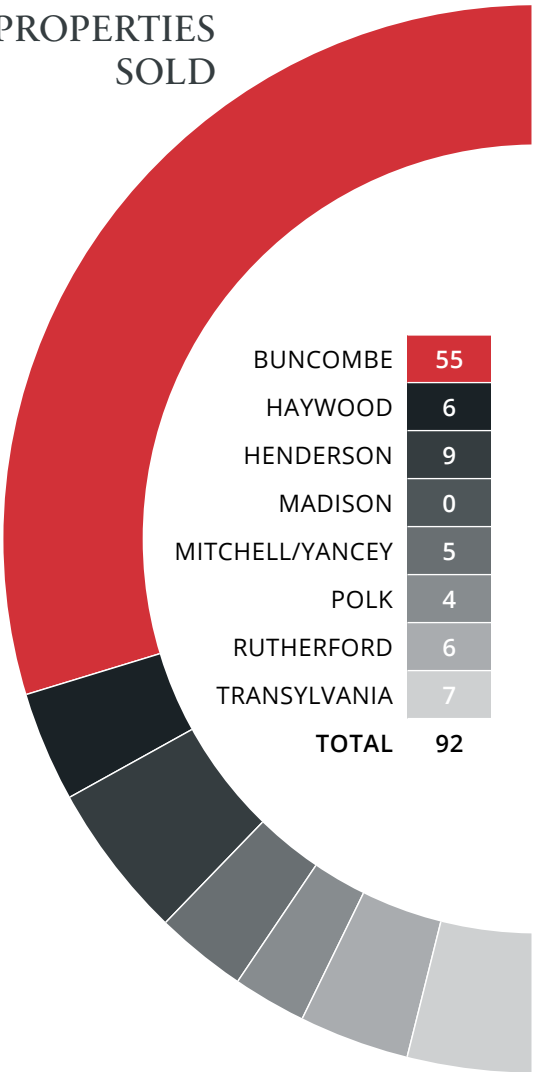
Despite setbacks caused by the hurricane, there have also been a lot of highlights. We’ve seen beloved businesses rebuild from the ground up, as has been the case with Asheville Tea Company. We’ve also seen a variety of new businesses take root amidst the muck of continued hurricane cleanup. Among them, Asheville Forager opened on Wall Street in downtown Asheville, offering groceries and fresh deli items. Shady Grove Coffee Co. opened up inside the Antique Tobacco Barn on Swannanoa River Road. And Swannanoa town locals were excited to see Zella’s Deli return recently in a new location on Tunnel Road.

Local businesses also continue to garner national attention. Inc.com recently released its annual Inc. 5000 list, which ranks companies based on percentage revenue growth over the last three years. A full dozen of the nation’s fastest-growing companies are based in Western North Carolina, including one in the top 250. Utility Solutions Group, only six years old, saw an astronomical 1,579% growth in business and 2,050% growth in employees this year, elevating them to #248 on the list.

Large-scale retail continues to expand across the region. We were encouraged to learn that Ingles plans to rebuild its Swannanoa location, which was flooded by the Swannanoa River during Helene. Asheville is also welcoming a new Publix on New Leicester Highway, and plans are underway for a Costco within Enka Commerce Park.

Overall, we remain cautiously optimistic as we move into the holiday season. Our local business community has proven its strength and mettle. We expect the Asheville MSA commercial market to remain a strong investment in the coming months.

PROPERTIES SOLD



Featured Listing

90 Asheland Avenue, Asheville \$3,776,500

Listed by Jim Davis & Karl Nelson, CCIM

An exceptional opportunity to own a high-quality, free-standing medical office in Downtown Asheville. This 15,106 SF, two-level building on just over one acre offers ground-level access and parking on both floors. Recently remodeled with a new roof (2025) and updated systems, it provides flexible layouts for medical or professional use. Connected to the heart of the South Slope district and near the new Ironwood parking garage, this property presents an ideal opportunity for an owner-user or investor seeking a fresh lease-up in one of the city's fastest-growing districts.

QUARTER THREE 2025

Industrial
Leases

12 ▼

2024: 15

Vacancy
Rate

3% ▼

2024: 4%

Office
Leases

43 ▼

2024: 57

Vacancy
Rate

2% ▼

2024: 2.2%

Retail
Leases

31 ▼

2024: 32

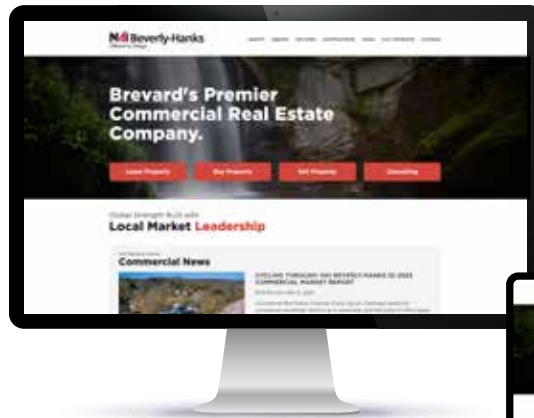
Vacancy
Rate

1.7% ▲

2024: 1.5%

PROPERTIES LEASED

89	BUNCOMBE
0	HAYWOOD
2	HENDERSON
0	MADISON
0	MITCHELL/YANCEY
2	POLK
2	RUTHERFORD
2	TRANSYLVANIA
97	TOTAL



naibeverly-hanks.com



Explore listings, market insights, and access to our experienced team of commercial agents.

NAI Beverly-Hanks
Commercial Real Estate Services, Worldwide.

All chart information represents 2025 data as provided by CoStar for the 9-county region.

Notable Transaction

38 Battery Park Avenue, Asheville \$3,348,000

Listed by Mark Morris, CCIM

Located in the heart of Downtown Asheville's vibrant Grove Arcade district, this stunning 13,400 SF, three-level concrete and steel building offered exceptional mixed-use potential with dual sidewalk access and close proximity to the Grove Arcade, the Cambria Hotel, and a public parking garage. The current tenant mix includes two retailers on Battery Park, one retailer on Wall Street, a luxury apartment on the second floor with a steel balcony overlooking Wall Street, and a conjoined, compartmentalized live/work unit on the third floor.



ASHEVILLE METROPOLITAN STATISTICS

(Buncombe, Haywood, Henderson, and Madison Counties)

EMPLOYMENT DISTRIBUTION BY INDUSTRY:

Population

469,484



Labor Force

243,600



Average Commute

21.2 min



Average Household Income

\$89,513



NC Individual Income Tax Rate

4.50%



Current Sales & Use Tax by County

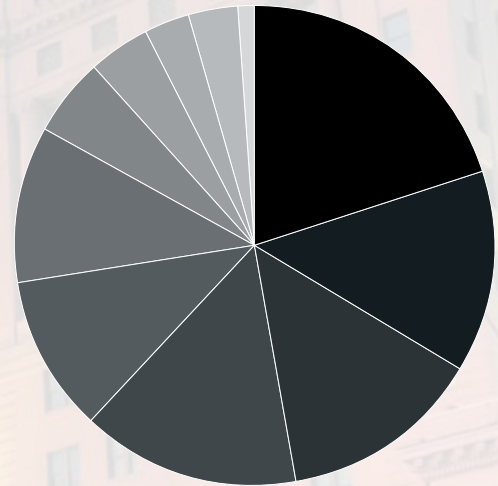
Buncombe 7.00% Haywood 7.00%
Henderson 6.75% Madison 7.00%

Cost of Living Index

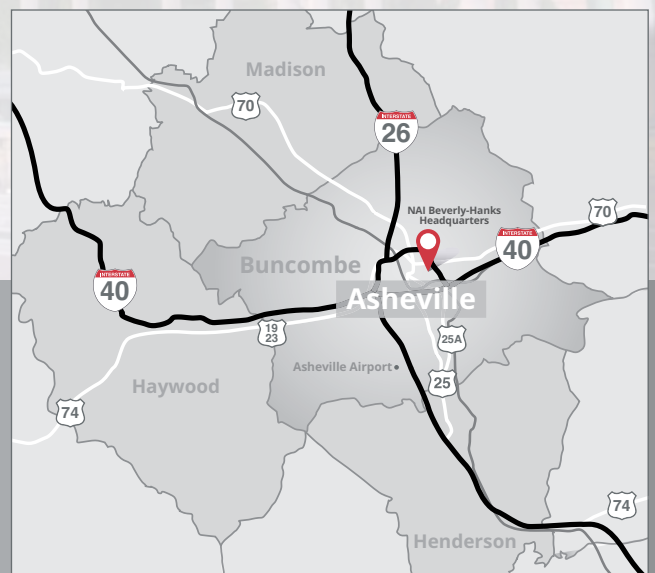
Buncombe, Haywood, Henderson,
and Madison Counties

98.1

Data Provided by Census Reporter, US Bureau of Labor Statistics, The Asheville Chamber Of Commerce, and NC Department of Revenue



Health Services and Education	19%
Government (federal, state, & local)	13%
Retail Trade	13%
Leisure and Hospitality	14%
Manufacturing	10%
Professional and Business Services	10%
Construction, Mining, and Logging	5%
Financial Activities	4%
Transportation and Utilities	3%
Wholesale Trade	3%
Information	1%



Rankings

Asheville ranked #1 on “The Top 100 Cities for a Career Switch” — CareerMinds.com, 2024

Asheville ranked #17 on the “Top 25 Places to Live in the U.S. in 2024-2025” — U.S. News and World Report, 2024

Asheville ranked #5 on “The South’s Best Cities” — Southern Living, 2024

300 Executive Park Asheville, NC 28801
(828) 210-3940 • naibeverly-hanks.com

NAI Beverly-Hanks
Commercial Real Estate Services, Worldwide.