

THE *Lorrel*

N. MYRTLE BEACH

LITTLE RIVER, SOUTH CAROLINA



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Jones Lang LaSalle, a South Carolina licensed real estate broker (“JLL”), has been retained as the exclusive sales representative for The Lorrel, the “Property”, or the “Asset”. This 270-unit garden-style community is in Little River, South Carolina, an amenity-rich location which benefits from proximity to Myrtle Beach’s tourism economy while offering the charm and affordability of a less congested location.

The Property capitalizes on Little River’s emerging appeal as both a retirement destination and family-friendly community. With access to area amenities such as world renowned golf courses, the Intracoastal Waterway, and pristine beaches, The Lorrel offers residents an attractive coastal lifestyle at a more accessible price point than neighboring beach communities. The Lorrel offers convenient access to Myrtle Beach’s major employers, retail destinations, and entertainment hubs. Completed in 2023, the Property features premium amenities including pickleball courts, a resort-style pool, a game room, and a pet washing station, along with Class A interior finishes.

The MSA is in high demand for rental housing due to the Myrtle Beach MSA population growing by almost 15% in the last 4 years. Given the dearth of future supply including just one asset under construction within 16 miles of The Lorrel, the property is primed to capitalize on significant rental growth for years to come.

ADDRESS

3465 SANDLER BLVD,
LITTLE RIVER, SC 29566

COUNTY

HORRY COUNTY

CONSTRUCTION TYPE

GARDEN

UNITS

270

VINTAGE

2023

AVERAGE SQUARE FOOTAGE

879

AVERAGE LEASE RENTS

\$1,574 | \$1.81

OCCUPANCY

96% OCCUPIED



Nº. 1

HIGHLY-CONNECTIVE
LOCATION PROXIMATE
TO MAJOR EMPLOYERS



Nº. 2

STRATEGICALLY
POSITIONED IN AMENITY
RICH SUBMARKET

Nº. 3

UNPRECEDENTED
POPULATION GROWTH

Nº. 4

FAVORABLE SUPPLY
OUTLOOK IN A HIGH
DEMAND MARKET

Nº. 5

IMMEDIATE ACCESS TO TOP
TIER PUBLIC AND PRIVATE
EDUCATION INSTITUTIONS

Nº. 6

SIGNIFICANT DISCOUNT TO
REPLACEMENT COST



LIVING ROOM



BUILDING EXTERIOR



GRILLING STATION



RESIDENT GATHERING AREA



PATIO / POOL AREA



RESIDENT GATHERING AREA

THE PREMIER DESTINATION

FOR LUXURY LIVING IN MYRTLE BEACH, SC





The Lorrel stands as Little River’s premier residential destination, perfectly balancing coastal charm with modern sophistication. Just minutes from the attractions of Myrtle Beach, this distinguished community offers residents the best of both worlds—easy access to world-class entertainment and beaches while providing a tranquil retreat from the tourist crowds.

Strategically positioned near the Intracoastal Waterway, The Lorrel delivers an exceptional coastal lifestyle with thoughtfully designed living spaces and premium amenities. Residents enjoy the authentic character of Little River’s waterfront dining and recreation, while Myrtle Beach’s renowned golf courses, shopping, and entertainment venues remain just a short drive away.

For those seeking refined coastal living with the convenience of Myrtle Beach proximity but without the congestion, The Lorrel represents an unmatched opportunity to elevate everyday life in one of South Carolina’s most desirable coastal locations.

SEAMLESS COMMUTES TO MYRTLE BEACH'S EMPLOYMENT CENTERS

\$26+ BILLION

TOTAL ECONOMIC IMPACT OF TOURISM

3%

UNEMPLOYMENT RATE

\$16.6 BILLION

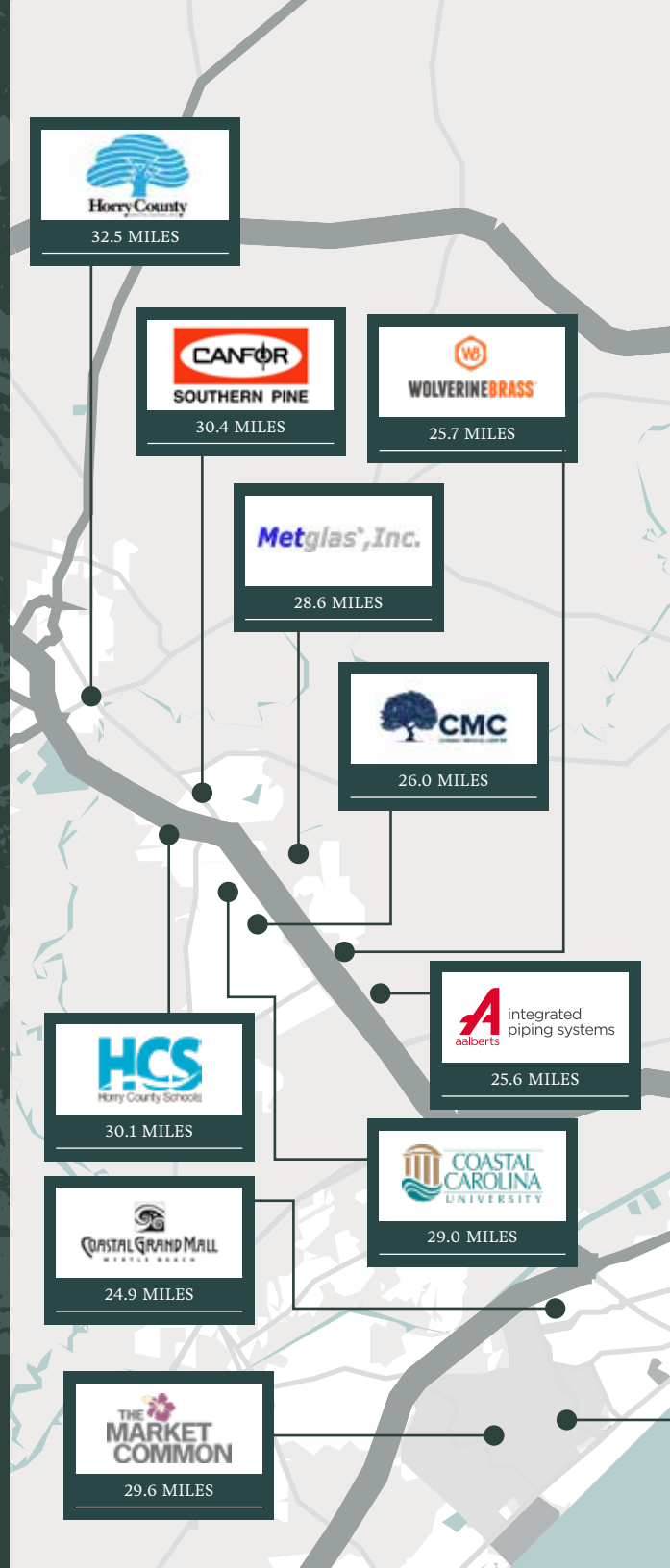
IN GROSS RETAIL SALES IN HORRY COUNTY
GENERATED BY TOURISM RELATED SPENDING

25

INTERNATIONAL
COMPANIES

82,000 JOBS

SUPPORTED BY TOURISM





Atlantic Ocean



TPC MYRTLE BEACH



BAREFOOT LANDING



INTRACOASTAL WATERWAY



THE HANGOUT



MYRTLE BEACH BOARDWALK AND PROMENADE

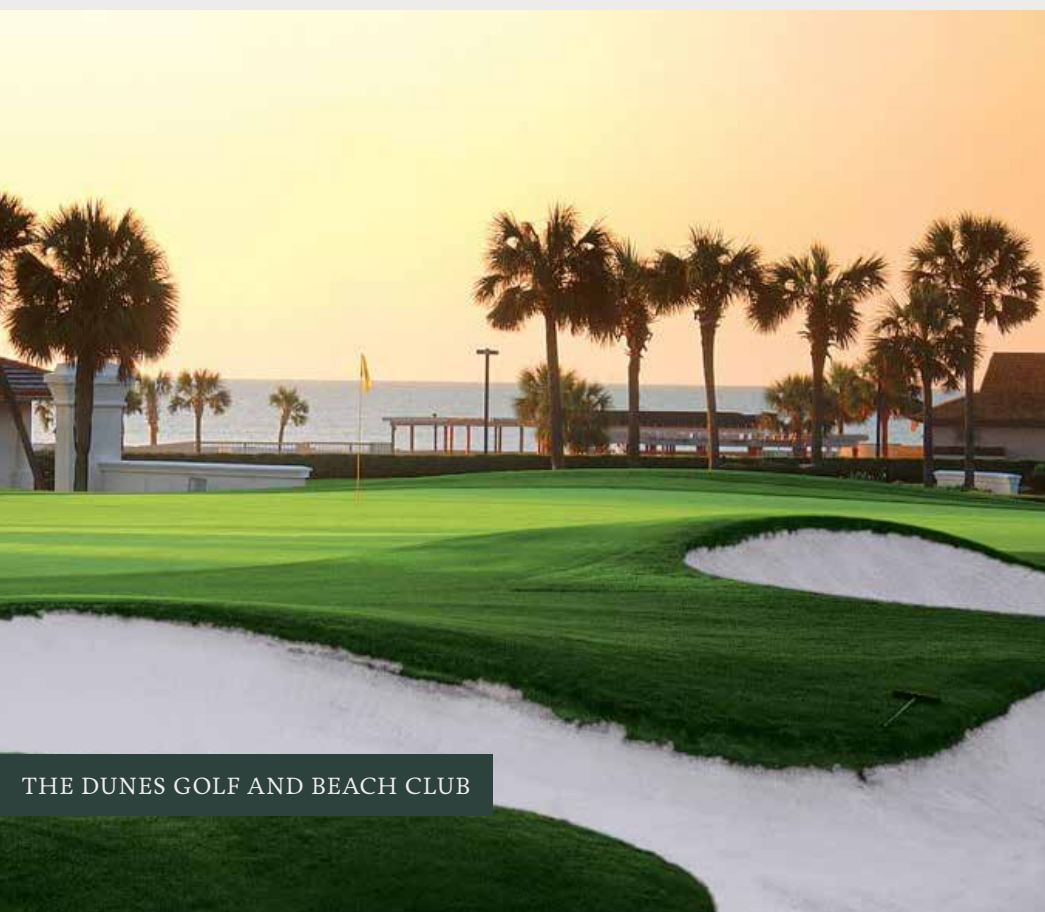


VEREEN MEMORIAL GARDENS



LIVE-WORK-PLAY

WICKED TUNA



THE DUNES GOLF AND BEACH CLUB



TWELVE 33 DISTILLERY



WORLD TOUR GOLF LINKS



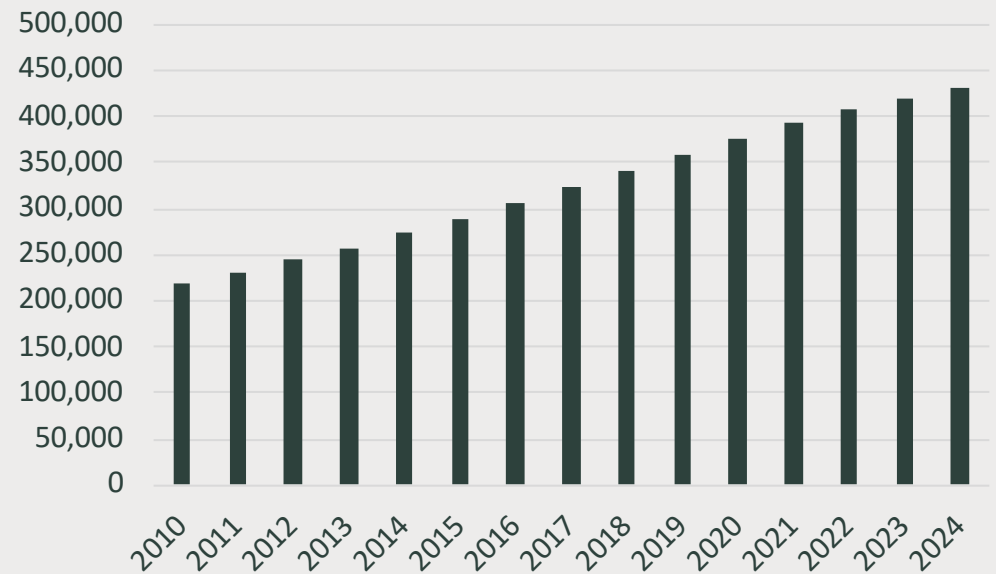
UNPRECEDENTED POPULATION GROWTH

CAPABLE AND COST-EFFECTIVE

The Myrtle Beach MSA has grown significantly in recent decades, mirroring the market's rise to prominence alongside much of the Southeast, becoming a hotbed for industries seeking to relocate to more cost-effective locations within the US without compromising the quality and capability of the labor force. The region has seen explosive growth in recent years. Over the last 8 years, an unprecedented additional tally of over 104,000 individuals moved to the Myrtle Beach area making it one of the fastest growing MSAs in the US. Today, the greater Myrtle Beach population totals over 441,000, and is projected to reach nearly 471,000 by 2030. This rapid influx has brought increased demand for residential housing in the MSA.

HISTORIC POPULATION GROWTH

Myrtle Beach, South Carolina



441,000

MSA RESIDENTS
(2025)

13.6%

POPULATION GROWTH
(2020-2024)

30%

POPULATION GROWTH
(SINCE 2010)

DOUBLE

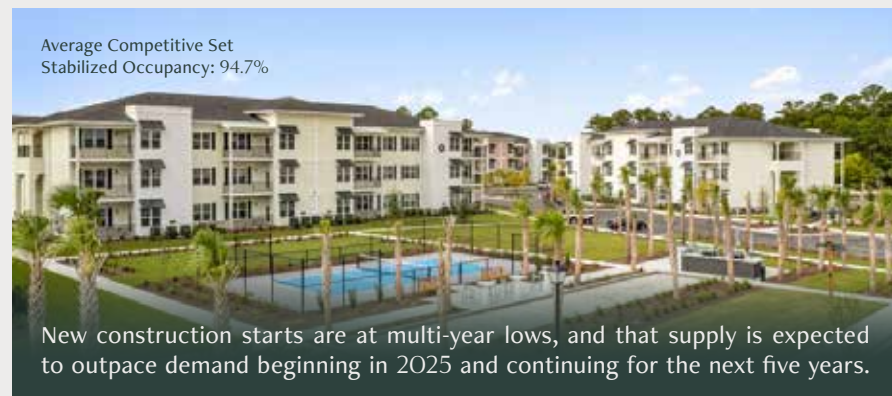
THE POPULATION
(SINCE 2009)

FAVORABLE SUPPLY OUTLOOK IN A HIGH DEMAND MARKET

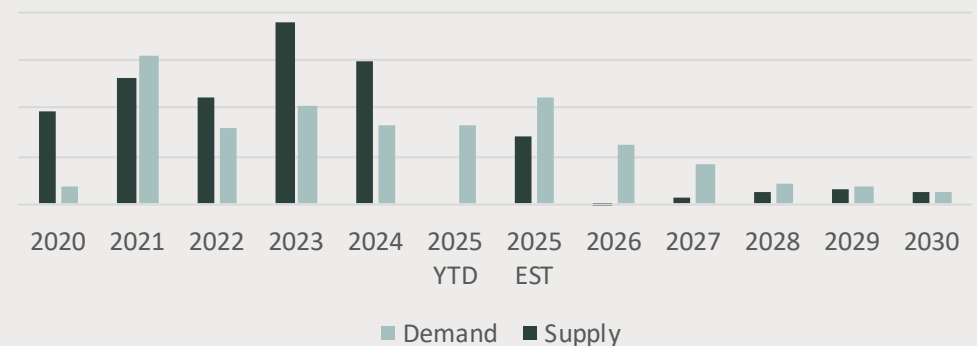
The Lorrel is well positioned in a pocket of Myrtle Beach that is seeing reduced lease up pressures and limited future near term supply

PROJECTED UNITS TO BE ABSORBED PER MONTH: 15

Project	Address	Developer¹	Submarket	Units	Leased	Delivery Date	Status	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25	Jan-26	Feb-26	Mar-26	Apr-26	May-26	Jun-26	Jul-26	Aug-26	Sep-26	Oct-26	Nov-26	Dec-26	Jan-27	Feb-27	Mar-27	Apr-27	May-27	Jun-27	Jul-27	
Myrtle Beach								3%	3%	3%	3%	3%	3%	5%	4%	4%	4%	4%	4%	4%	3%	3%	3%	4%	4%	4%	3%	3%	3%	2%	2%	2%	
Encore Luxury Residences	111 Teal Cir	Olympus Development Company	North Myrtle	240	50%	Aug-24	Lease up	90	75	60	45	30	15	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Parkway at 31	10600 SC-90	CRG Companies	North Myrtle	360	31%	Dec-24	Lease up	220	205	190	175	160	145	130	115	100	85	70	55	40	25	10	-	-	-	-	-	-	-	-	-	-	
Arcadia at Waterway Hills	2740 Grande Dunes North Village Blvd	Third Lake Development	North Myrtle	296	16 %	Mar-25	Lease up	220	205	190	175	160	145	130	115	100	85	70	55	40	25	10	-	-	-	-	-	-	-	-	-	-	
Pelicans Crossing	311 Hope Bird Lane	Dreamfinders	North Myrtle	360	0%	Sep-25	Under Construction	360	345	330	315	300	285	270	255	240	225	210	195	180	165	150	135	120	105	90	75	60	45	30	45	30	
Cumulative Units to Be Absorbed				1,256				890	830	770	710	650	590	530	485	440	395	350	305	260	215	170	135	120	105	90	75	60	45	30	45	30	
Total Units in Market				24,229																													
% of Total Inventory								4%	3%	3%	3%	3%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%



DEMAND WILL CONTINUE TO OUTPACE SUPPLY



MARKET LEADING DEMOGRAPHICS

Little River stands out with its exceptional demographics, surpassing those of the Myrtle Beach market. This picturesque area has become a magnet for retirees seeking a more tranquil lifestyle. With an influx of older residents, the tenant base in Little River is continuously improving, creating a thriving community.

Retirees are drawn to Little River not only for its serene atmosphere but also for its advantages such as lower cost of living, attractive tax incentives, and an abundance of recreational activities. These factors contribute to making Little River an ideal destination for those looking to enjoy their golden years in a vibrant and affordable community.

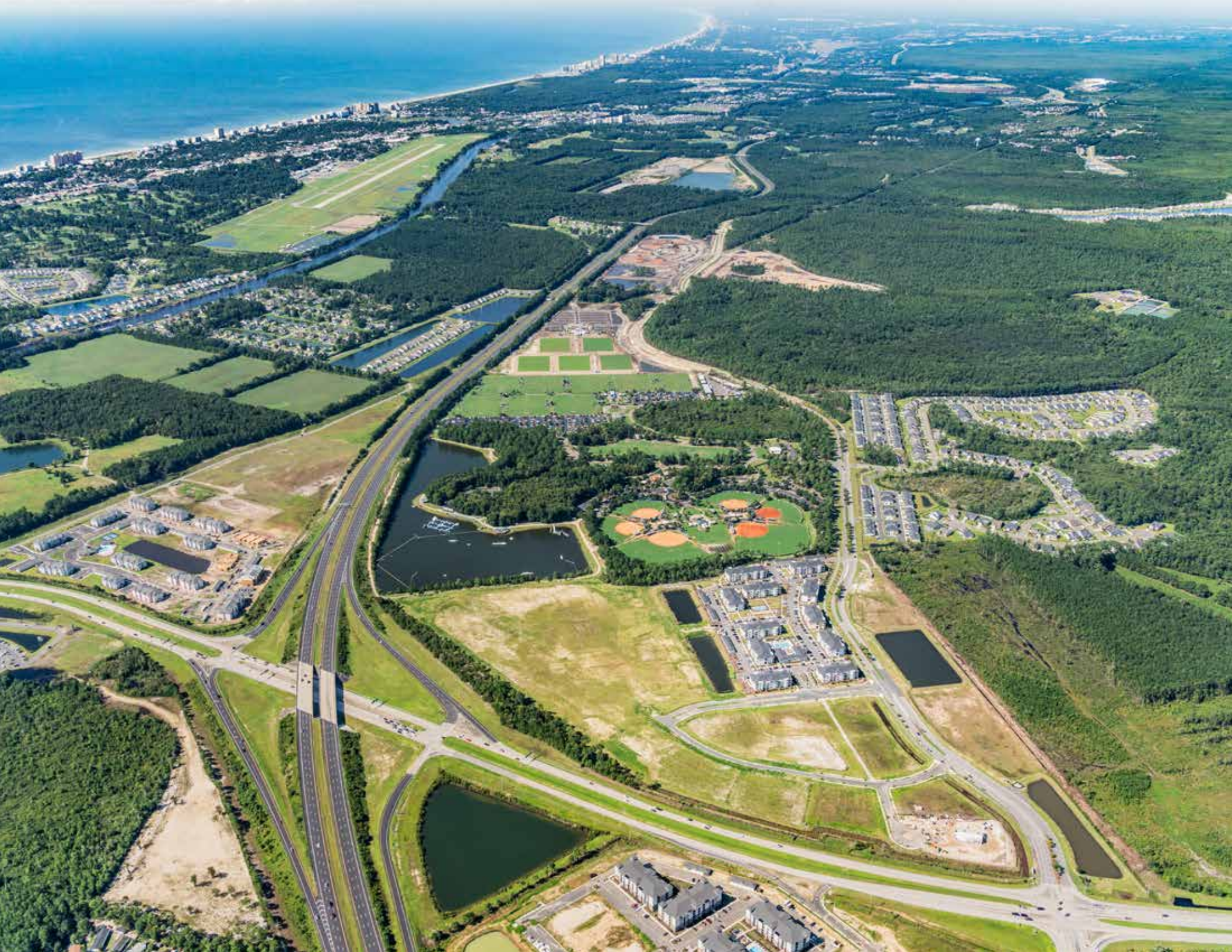
Furthermore, the 1 & 3-Mile radius around Little River showcases a remarkable average household income exceeding \$100k. This high-income bracket attracts affluent residents to the area, adding to its desirability. Notably, the 3-Mile area around Little River has experienced a growth rate 1.8 times greater than that of the city of Myrtle Beach since 2020, solidifying its position as a flourishing and prosperous region.



DEMOGRAPHIC SNAPSHOT

THE LORREL	1 MILE	3 MILE	5 MILE	MYRTLE BEACH
EDUCATION & WORKFORCE				
Any College (Some College or Higher)	60.4%	65.4%	64.5%	60.3%
Unemployment Rate	1.1%	3.6%	2.7%	3.0%
White Collar Workers	61.8%	64.1%	63.9%	59.9%
AVERAGE HOUSEHOLD INCOME				
2025 Estimate	\$102,485	\$104,466	\$100,004	\$92,629
2030 Projection	\$100,756	\$102,630	\$98,144	\$91,532
POPULATION				
2030 Projection	1,827	25,840	67,886	476,385
2025 Estimate	1,618	23,289	60,151	414,704
2020 Census	1,573	17,009	41,260	351,029
Annual Growth (2020-2025)	2%	7.4%	9.2%	3.63%
Median Age	52.8	56.2	57.6	48.4
HOUSEHOLDS				
2024 Estimate	709	11,432	29,675	181,466
2030 Projection	787	12,512	33,006	205,679
Annual Growth (2010-2025)	2.3%	6.0%	6.8%	4.1%

Source: Regis



NEW AMAZON FACILITY: NORTH MYRTLE BEACH

Amazon has signed a 10-year lease agreement to open a same-day delivery facility in North Myrtle Beach, South Carolina. The 165,000-square-foot facility, located in the Palmetto Coast Industrial Park, helps the company sort and deliver orders faster. Amazon has hired 100 workers to operate the facility. The move follows other major companies, such as UPS and Pepsi Bottling Ventures, that have chosen to invest in North Myrtle Beach's industrial park in recent years. Amazon has created over 6,500 jobs in South Carolina since 2010 and invested \$6.3 billion in the state's economy.

The announcement was met with enthusiasm by local officials. North Myrtle Beach Mayor, Marilyn Hatley, sees the new facility as a significant asset that will bring more jobs to the area. Since 2010, Amazon's investments in South Carolina have contributed an additional \$6 billion to the state's economy and helped create 7,000 indirect jobs. The company's hourly employees in customer fulfillment and transportation typically earn between \$17 and \$28 per hour.



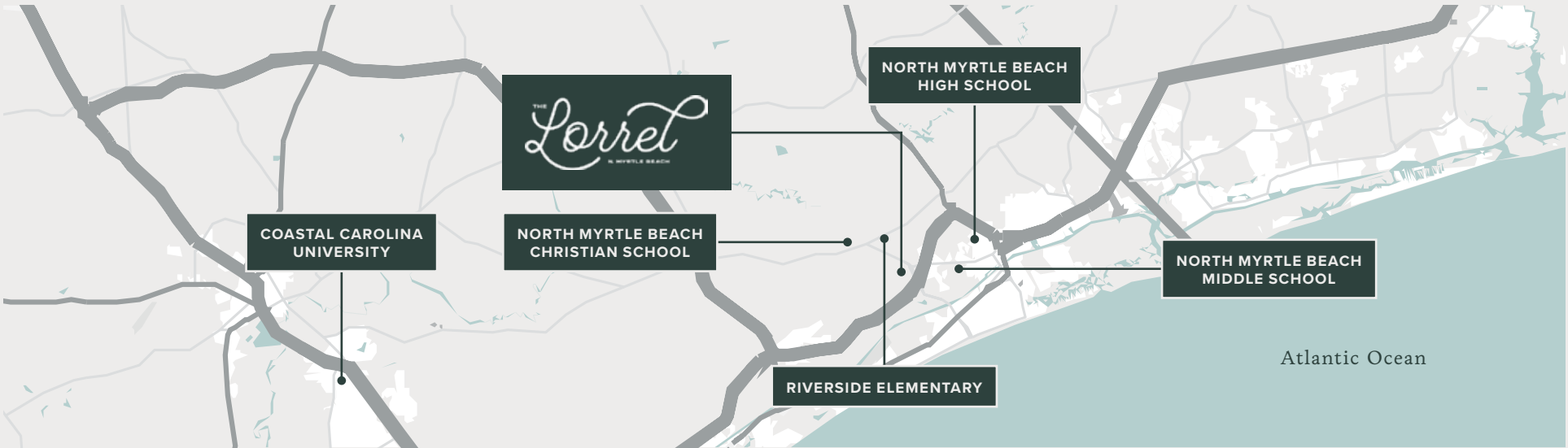
165,000 SQUARE FEET

100+ NEW JOBS

Q4 2024 DELIVERY



ACCESS TO TOP SCHOOLS WITHIN THE AREA






Little River offers excellent access to top-rated schools, making it an ideal choice for families with children. The area is known for its dedication to providing quality education, with a wide range of public, private, and charter schools available to residents. These schools boast high academic standards, experienced teachers, and a strong emphasis on student success.

Families residing in Little River can take advantage of top-performing public schools within close proximity. These schools have a reputation for providing a well-rounded education and preparing students for future academic and professional achievements. With small class sizes and personalized attention, students in Little River benefit from an optimal learning environment.

In addition to public schools, Little River also offers access to prestigious private and charter schools. These educational institutions provide alternative options for families seeking specialized programs, unique learning approaches, or a religious-based education. The availability of diverse educational choices in Little River ensures that parents can find the best fit for their children’s individual needs and aspirations.

PUBLIC SCHOOLS	DRIVE TIME
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	Riverside Elementary (Overall Niche Grade: A-)	6-Minute
	North Myrtle Beach Middle School (Overall Niche Grade: A)	4-Minute
	North Myrtle Beach High School (Overall Niche Grade: A)	7-Minute

PRIVATE SCHOOLS	DRIVE TIME
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	North Myrtle Beach Christian School (Overall Niche Grade: A)	4-Minute
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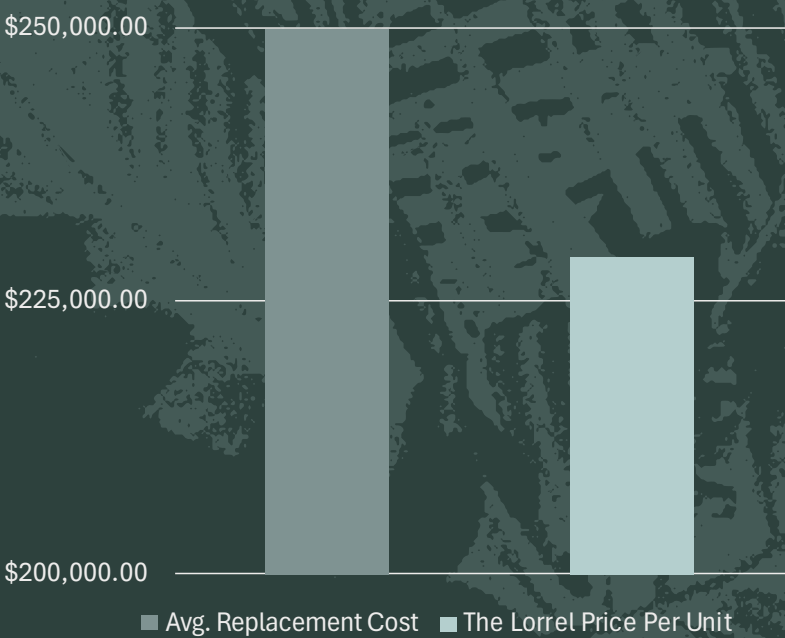


ATTRACTIVE BASIS BELOW REPLACEMENT COST

The Lorrel presents investors with the opportunity to acquire the asset at an attractive basis relative to replacement cost. In today's environment, constructing a comparable property would cost roughly \$250k per unit.

COSTS	PER UNIT
Land	\$12,500
Hard Costs	\$212,500
Soft Costs	\$25,000
TOTAL	\$250,000

REPLACEMENT COSTS



LITTLE RIVER, SOUTH CAROLINA

A COASTAL RETREAT

Little River, South Carolina is a charming coastal town with a thriving tourism industry and close proximity to Myrtle Beach, one of the largest and most important economies in South Carolina. Residents enjoy the town's laid-back atmosphere, friendly and tight-knit community, mild climate, and easy access to outdoor activities such as boating, fishing, golfing.

Demographically, the town has a diverse population, including retirees, working professionals, students, and families. Known for its fresh seafood, fishing charters, the Big "M" Casino, and longstanding traditions like its annual Blue Crab Festival, Little River is regarded as one of the most unique towns on South Carolina's Grand Strand. As a result of its vibrant cultural scene and natural beauty, the town is attractive to a diverse pool of tenants. Additionally, the demand for rental properties remains steady due to the town's popularity among seasonal workers and tourists. The community benefits from its wide offering of convenient amenities, including many entertainment, dining, and shopping options, as well as access to healthcare facilities, educational institutions, and major transportation routes. Little River boasts an ideal location for a tranquil retreat from Myrtle Beach, while remaining in close reach of a major hub for business and tourism.



ECONOMIC DRIVERS

Situated in Horry County, the area has seen extensive economic development in recent years. Strategically located within the Southeast's Aviation Corridor and in close reach of many East Coast ports, the area has become extremely attractive to several foreign and domestic investors.



QUALITY OF LIFE

Little River offers a relaxing alternative to the busy crowds of Myrtle Beach. The area provides easy access to high-quality education and employment opportunities, and residents can enjoy the town's rich history, community traditions, and some of the best fishing spots on the coast.

NO. 1

FASTEST GROWING
MID-SIZED METRO AREA
UNITED STATES CENSUS, 2020

NO. 4

FOR TOP WORKFORCE
DEVELOPMENT PROGRAMS
AREA DEVELOPMENT MAGAZINE, 2024

NO. 4

TOP STATES FOR DOING
BUSINESS
AREA DEVELOPMENT MAGAZINE, 2021

NO. 2

BEST BEACH IN AMERICA
TRAVEL CHANNEL, 2024

NO. 4

BEST PLACES TO RETIRE IN
SOUTH CAROLINA
NICHE, 2024

“ On the north end of the Grand Strand, the fishing community of Little River is one of the oldest of the 14 communities. It’s one of the few places left where life moves slowly, offering a relaxing, laid-back destination.

VISIT MYRTLE BEACH

ONE OF THE FASTEST GROWING CITIES IN THE SOUTHEAST

Young professionals, growing families, and empty-nesters are drawn to the area's mild weather and beaches to set down roots and take advantage of the area's relatively low cost of living. Myrtle Beach's prominence as a popular vacation destination drives significant job opportunities for those in the tourism and hospitality industry, and furthermore drives significant tailwinds for the healthcare and financial services industries as young families and wealthy retirees flock to the area.

Myrtle Beach is also home to Coastal Carolina University, where enrollment has grown over 16% since 2010 due to an expanding and dedicated alumni network. At CCU, over 51% of the students hail from outside of South Carolina, a testament to the national allure of Myrtle Beach.

2ND

FASTEST GROWING METRO-AREA
PER US CENSUS

25

INTERNATIONAL COMPANIES

50

NON-STOP DESTINATIONS FROM MYRTLE BEACH
INTERNATIONAL AIRPORT

2/3

OF THE NATION CAN
BE ACCESSED
WITH EASE

LOWEST

TAX RATE IN SOUTH CAROLINA

BUSINESS DISTRICT ON THE RISE

Myrtle Beach is a world-famous vacation destination, but is gaining notice as a strong, influential area for business growth. Myrtle Beach is positioned halfway between New York and Miami, and currently is home to more than 25 international companies.

The cost of doing business in Myrtle Beach is especially favorable as it boasts the lowest tax rate in South Carolina. In addition, the work force has low turnover and advanced training programs in fields such as manufacturing, engineering, and machine operations. The strongest industries in the area include hospitality, entertainment, government, healthcare, and aerospace.



TOURISM

As the ultimate vacation destination in South Carolina, Myrtle Beach is a major east coast tourism hub. Recent research estimates that tourism has a \$7 billion annual impact on the community, with another \$2.2 million in labor impact supporting over 80,000 jobs (source: Myrtle Beach Area Industry Research). Serving as the primary driver for its vibrant tourism industry, Myrtle Beach's 60 miles of beaches are world-renowned, however, they are not the only attraction for visitors. The city is able to appeal to a broader customer base through capitalizing on its lively entertainment industry, coupled with its celebrity designed golf courses.

BEACH

The beaches, which are Myrtle Beach's primary tourist attraction, have a significant tourism pull to the region. Myrtle Beach features more than 60 miles of coastline and 14 unique communities, creating diverse living environments attractive to many different groups of people.

ENTERTAINMENT

Myrtle Beach is home to an endless list of entertainment venues. Ranked #1 on TripAdvisor's "Things to Do in Myrtle Beach," Broadway at the Beach is the largest entertainment venue and features unique specialty shops, exceptional dining, attractions and nightlife. For sports fans, Myrtle Beach is home to the Pelicans, a Class A-Advanced affiliate for the Chicago Cubs that has sent more than 150 players to the major leagues.

GOLF

In 2021, Myrtle Beach was named as "World's 13th Best golf Destination" chosen by GolfPass. Known for its celebrity-designed golf courses, Myrtle Beach's 90 premier designer golf courses have a significant impact on the tourism industry in the city as well as South Carolina's state revenue. Myrtle Beach is a regular host to some of golf's most popular amateur tournaments including the Myrtle Beach World Amateur Handicap Championship. This 72-hole event attracts between 3,000 to 5,000 players each year from end of August to early September.

HORRY CO

A THRIVING WORKFORCE

OUNTY



3,835 EMPLOYEES



1,523 EMPLOYEES



1,505 EMPLOYEES

McLeod Seacoast

1,000 EMPLOYEES



1,000 EMPLOYEES



333 EMPLOYEES



323 EMPLOYEES



200 EMPLOYEES



180 EMPLOYEES



115 EMPLOYEES

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