COMMERCIAL TRADE AREA REPORT

Tallahassee, FL 32317

KETCHAM REALTY GROUP INC.
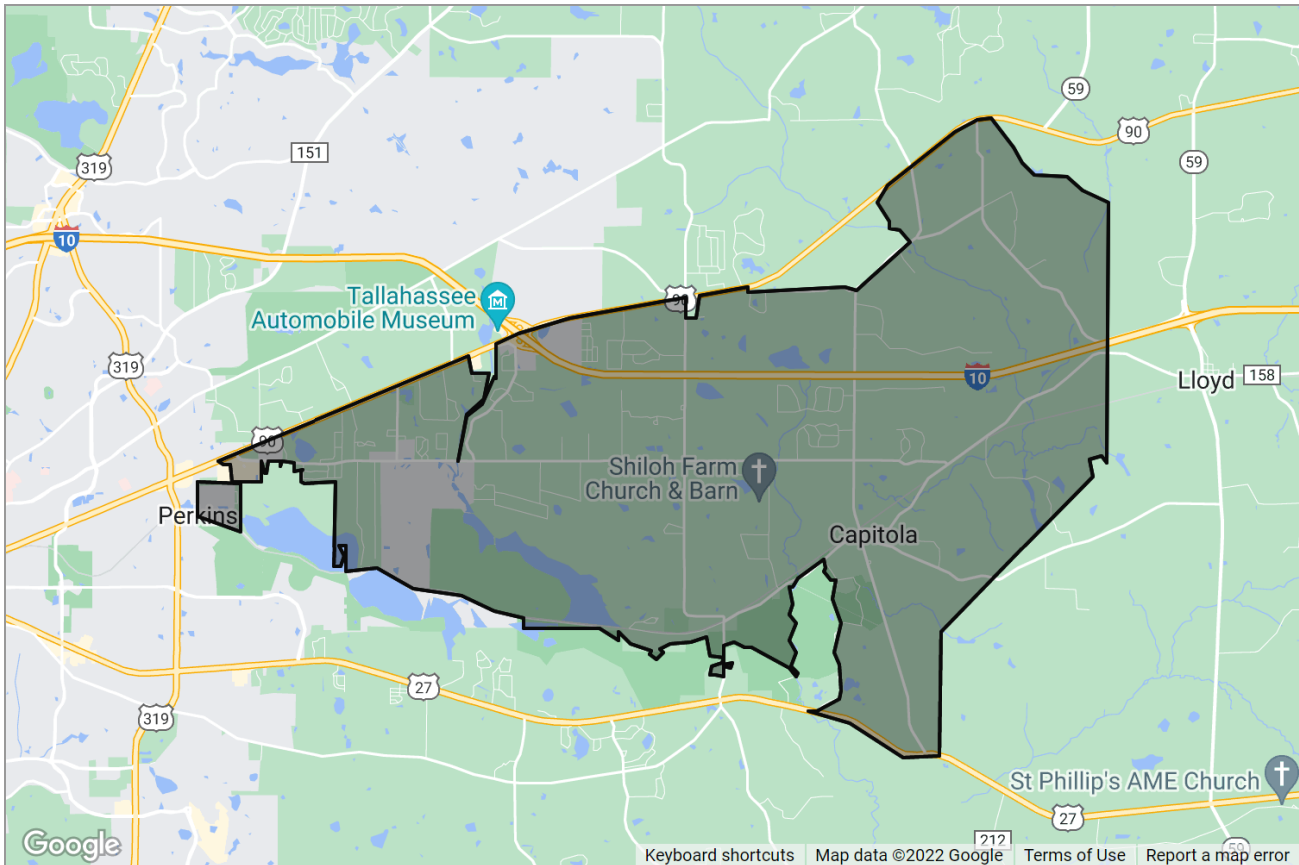
Presented by

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5/24/2022

Criteria Used for Analysis

2021 Income (Esri): **Median Household Income** **$91,291**	2021 Age: 5 Year Increments (Esri): **Median Age** **44.3**	2021 Key Demographic Indicators (Esri): **Total Population** **14,612**	2021 Tapestry Market Segmentation (Households): **1st Dominant Segment** **Savvy Suburbanites**

Consumer Segmentation

Life Mode		Urbanization	
What are the people like that live in this area?	Affluent Estates Established wealth--educated, well-travelled married couples	**Where do people like this usually live?**	Suburban Periphery Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments

	Savvy Suburbanites	**Workday Drive**	**Green Acres**	**In Style**
% of Households	2,079 (38.8%)	1,377 (25.7%)	957 (17.9%)	947 (17.7%)
Lifestyle Group	Affluent Estates	Family Landscapes	Cozy Country Living	GenXurban
Urbanization Group	Suburban Periphery	Suburban Periphery	Rural	Metro Cities
Residence Type	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples Without Kids
Average Household Size	2.82	2.95	2.68	2.33
Median Age	45.8	37.3	44.7	42.7
Diversity Index	38.8	53.5	28.5	42.4
Median Household Income	$119,200	$102,300	$86,100	$81,500
Median Net Worth	$694,900	$352,100	$326,900	$223,400
Median Home Value	$402,700	$310,000	$283,600	$298,100
Homeownership	91.1 %	86.1 %	87.4 %	69.7 %
Employment	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial
Education	Bachelor's Degree	Bachelor's Degree	High School Diploma	Bachelor's Degree
Preferred Activities	They like to cook and prefer natural or organic products. . Pursue a number of sports, from skiing to golf.	Prefer outdoor activities and sports . Family-oriented purchases and activities dominate.	Pursue physical fitness vigorously, . Active in communities and social organizations.	Support arts, concerts, theaters, museums . Prefer organic foods, grow their own vegetables.
Financial	Not afraid of debt	Well insured, invest in a range of funds, high debt	Comfortable with debt, and investments.	Variety of investments often managed by a financial planner
Media	Well-connected and use techonology to stay current	Connected, with a host of wireless devices	Provided by satellite service, radio and television	Connected and knowledgeable via smartphones
Vehicle	Prefer late model, family-oriented vehicles.	Own 2+ vehicles (minivans, SUVs)	Late model trucks SUVs, ATVs and motorcycles	Partial to late model SUVs and compact SUVs

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About this segment
Savvy Suburbanites

This is the	In this area	In the United States
#1	**38.8%**	**3.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

Savvy Suburbanites residents are well educated, well read and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

Our Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets. Married couples with no children or older children; average household size is 2.85. 91% owner occupied; 66% mortgaged. Primarily single-family homes, with a median value of $362,900. Low vacancy rate at 3.8%.

Socioeconomic Traits

- Education: 50.6% college graduates; 77.6% with some college education. Higher labor force participation rate at 67.9% with proportionately more 2-worker households at 62.2%. Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating. Informed shoppers that do their research prior to purchasing and focus on quality.

Market Profile

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons. Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting. There is extensive use of housekeeping and personal care services. Foodies: They like to cook and prefer natural or organic products. These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines. Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

5/24/2022

About this segment
Workday Drive

This is the
#2
dominant segment
for this area

In this area
25.7%
of households fall
into this segment

In the United States
3.0%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

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.

Our 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

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.

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.

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About this segment
Green Acres

This is the	In this area	In the United States
#3	**17.9%**	**3.3%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

Our Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas. Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years. Single-family, owner-occupied housing, with a median value of $235,500. An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: More than 60% are college educated. Labor force participation rate is high at 66.8%. Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement. They are cautious consumers with a focus on quality and durability. Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment. Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model. Homeowners favor DIY home improvement projects and gardening. Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden. Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports. Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

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About this segment
In Style

This is the	In this area	In the United States
#4	**17.7%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

An overview of who makes up this segment across the United States

Who We Are

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Our Neighborhood

- City dwellers of large metropolitan areas. Married couples, primarily with no children or single households; average household size at 2.35. Home ownership average at 68%; nearly half, 47%, mortgaged. Primarily single-family homes, in older neighborhoods (built before 1980) with a mix of town homes and smaller (5 –19 units) apartment buildings. Median home value at $243,900. Vacant housing units at 8.6%.

Socioeconomic Traits

- College educated: 48% are graduates; 77% with some college education. Higher labor force participation rate is at 67% with proportionately more 2-worker households. Median household income of $73,000 reveals an affluent market with income supplemented by investments and a substantial net worth. Connected and knowledgeable, they carry smartphones and use many of the features. Attentive to price, they use coupons, especially mobile coupons.

Market Profile

- Partial to late model SUVs: compact SUVs are gaining popularity. Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired. Prefer organic foods, including growing their own vegetables. Financially active, own a variety of investments often managed by a financial planner. Meticulous planners, both well insured and well invested in retirement savings. Generous with support of various charities and causes. Actively support the arts, theater, concerts, and museums.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.

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Tallahassee, FL 32317: Population Comparison

Total Population

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021
■ 2025 (Projected)

32317	14,612
	15,322
Leon County	297,551
	309,453
Florida	21,733,419
	23,197,833

Population Density

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021
■ 2025 (Projected)

32317	387.4
	406.2
Leon County	424.0
	441.0
Florida	370.6
	395.6

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2021, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021
■ 2025 (Projected)

32317	11.67%
	4.86%
Leon County	8.01%
	4.00%
Florida	15.60%
	6.74%

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.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 32317

32317	11,860
Leon County	311,335
Florida	21,555,263

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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.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 32317

Geography	Value
32317	314.5
Leon County	443.6
Florida	367.6

Average Household Size

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021
■ 2025 (Projected)

Geography	2021	2025 (Projected)
32317	2.72	2.72
Leon County	2.38	2.39
Florida	2.50	2.51

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.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 2021
■ 2025 (Projected)

Geography	2021	2025 (Projected)
32317	12,844	13,441
Leon County	192,576	200,113
Florida	16,760,110	17,884,245

Female / Male Ratio

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ Women 2021
■ Men 2021
■ Women 2025 (Projected)
■ Men 2025 (Projected)

Geography	Women 2021	Men 2021	Women 2025 (Projected)	Men 2025 (Projected)
32317	52.4%	47.6%	52.5%	47.5%
Leon County	52.0%	48.0%	52.0%	48.0%
Florida	51.1%	48.9%	51.1%	48.9%

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Tallahassee, FL 32317: Age Comparison

Median Age

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

Data Source: U.S. Census American Community Survey via Esri, 2021

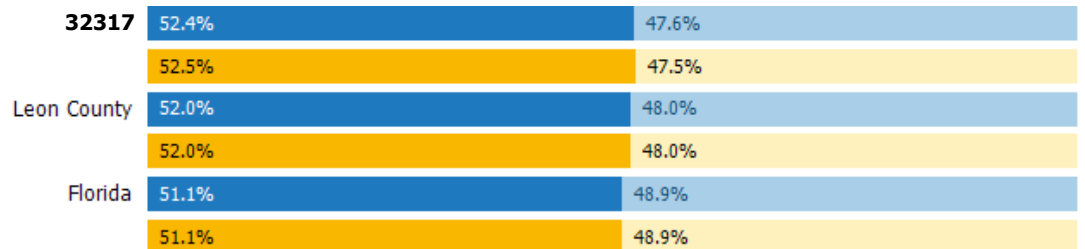Update Frequency: Annually

- 2021
- 2025 (Projected)

32317
- 44.3
- 45.5

Leon County
- 32.2
- 33.2

Florida
- 42.8
- 43.1

Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

- 2021
- 2025 (Projected)

Children
- 10.3%
- 10.0%

Tweens
- 4.1%
- 3.7%

Teens
- 9.4%
- 8.3%

20s
- 10.4%
- 9.0%

30s
- 10.4%
- 12.5%

40s
- 13.5%
- 12.4%

50s
- 15.9%
- 14.4%

60s
- 15.1%
- 15.3%

70s
- 8.1%
- 10.6%

Over 80
- 2.9%
- 3.8%

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Tallahassee, FL 32317: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

- ■ Married
- ■ Unmarried

	Married	Unmarried
32317	62.0%	38.0%
Leon County	38.0%	62.0%
Florida	47.9%	52.1%

Married

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

32317	62.0%
Leon County	38.0%
Florida	47.9%

Never Married

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

32317	23.9%
Leon County	47.6%
Florida	32.1%

Widowed

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

32317	3.6%
Leon County	4.0%
Florida	6.8%

Divorced

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

32317	10.4%
Leon County	10.4%
Florida	13.2%

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Tallahassee, FL 32317: Economic Comparison

Average Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2021

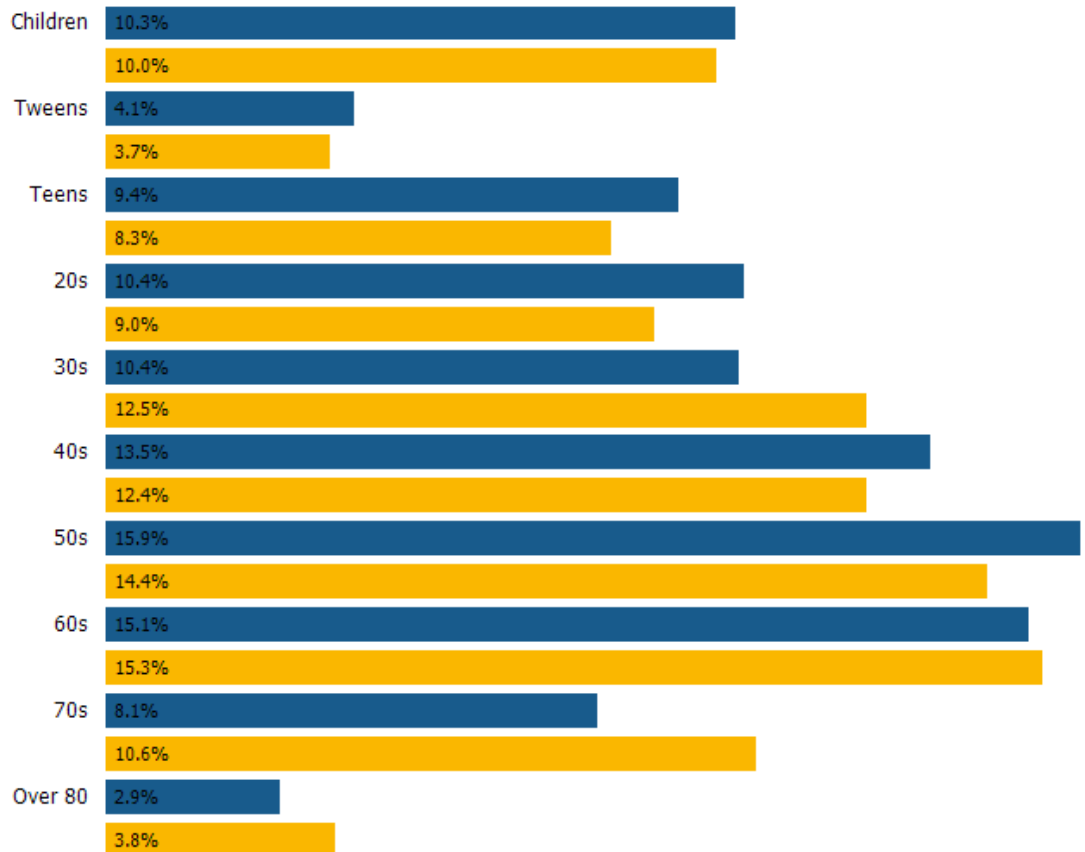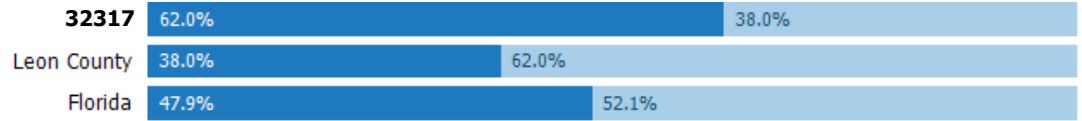Update Frequency: Annually

- 🟦 2021
- 🟧 2025 (Projected)

Geography	2021	2025 (Projected)
32317	$108,966	$122,596
Leon County	$77,733	$89,090
Florida	$83,820	$95,092

Median Household Income

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

- 🟦 2021
- 🟧 2025 (Projected)

Geography	2021	2025 (Projected)
32317	$91,291	$100,558
Leon County	$54,632	$60,841
Florida	$58,462	$65,754

Per Capita Income

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

- 🟦 2021
- 🟧 2025 (Projected)

Geography	2021	2025 (Projected)
32317	$40,006	$44,914
Leon County	$31,173	$35,647
Florida	$32,917	$37,259

Average Disposable Income

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

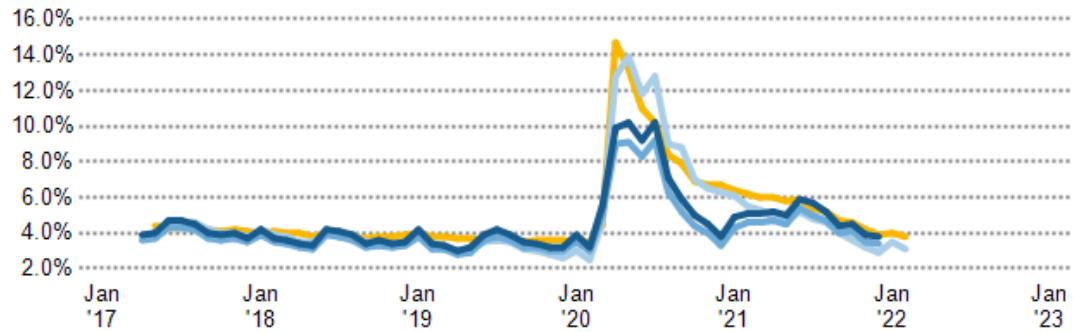| Geography	Value
32317	$88,114
Leon County	$62,529
Florida	$67,260

Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Tallahassee
- Leon County
- Florida
- USA

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2021

Update Frequency: Annually

Industry	Count
Public Administration	1,667
Professional, Scientific and Technical	1,380
Education	1,018
Health Care and Social Assistance	863
Retail Trade	488
Other	422
Construction	304
Finance and Insurance	280
Administrative Support and Waste Management	274
Accommodation and Food	198
Information	181
Wholesale Trade	163
Real Estate, Rental and Leasing	153
Transportation and Warehousing	151
Manufacturing	149
Arts, Entertainment and Recreation	141
Utilities	42
Agriculture, Forestry, Fishing and Hunting	10
Business Management	0 or no data
Mining	0 or no data

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Tallahassee, FL 32317: Education Comparison

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.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

Geography	Percentage
32317	0.5%
Leon County	1.9%
Florida	4.5%

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.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

Geography	Percentage
32317	2.2%
Leon County	4.3%
Florida	7.0%

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.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

Geography	Percentage
32317	3.3%
Leon County	4.0%
Florida	4.3%

High School Graduate

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

Geography	Percentage
32317	14.7%
Leon County	14.5%
Florida	23.9%

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.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

Geography	Percentage
32317	15.0%
Leon County	18.0%
Florida	19.2%

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Associate Degree

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

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

Geography	Percentage
32317	8.2%
Leon County	9.4%
Florida	10.0%

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.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

Geography	Percentage
32317	32.3%
Leon County	26.5%
Florida	19.5%

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.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

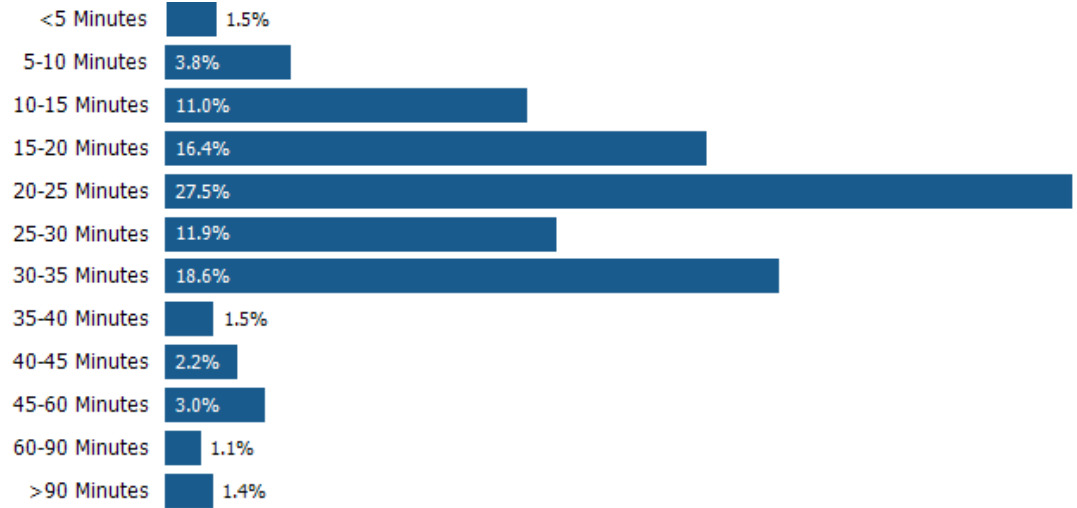| Geography	Percentage
32317	23.8%
Leon County	21.4%
Florida	11.7%

Tallahassee, FL 32317: Commute Comparison

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 32317

Commute Time	Percentage
<5 Minutes	1.5%
5-10 Minutes	3.8%
10-15 Minutes	11.0%
15-20 Minutes	16.4%
20-25 Minutes	27.5%
25-30 Minutes	11.9%
30-35 Minutes	18.6%
35-40 Minutes	1.5%
40-45 Minutes	2.2%
45-60 Minutes	3.0%
60-90 Minutes	1.1%
>90 Minutes	1.4%

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.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ 32317

Transportation	Percentage
Drive Alone	89.8%
Carpool	8.0%
Work at Home	4.8%
Motorcycle	0.9%
Other	0.5%
Walk	0.4%
Bicycle	0.3%
Bus	0.1%
Public Transit	0.1%

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Tallahassee, FL 32317: Home Value Comparison

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.

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

Update Frequency: Monthly

Area	Value
32317	$371,010
Leon County	$265,390
Florida	$368,300

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.

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

Update Frequency: Monthly

Area	Change
32317	+19.5%
Leon County	+16.0%
Florida	+28.6%

Median Listing Price

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

Data Source: On- and off-market listings sources

Update Frequency: Monthly

Area	Value
32317	$435,000
Leon County	$266,000
Florida	$399,000

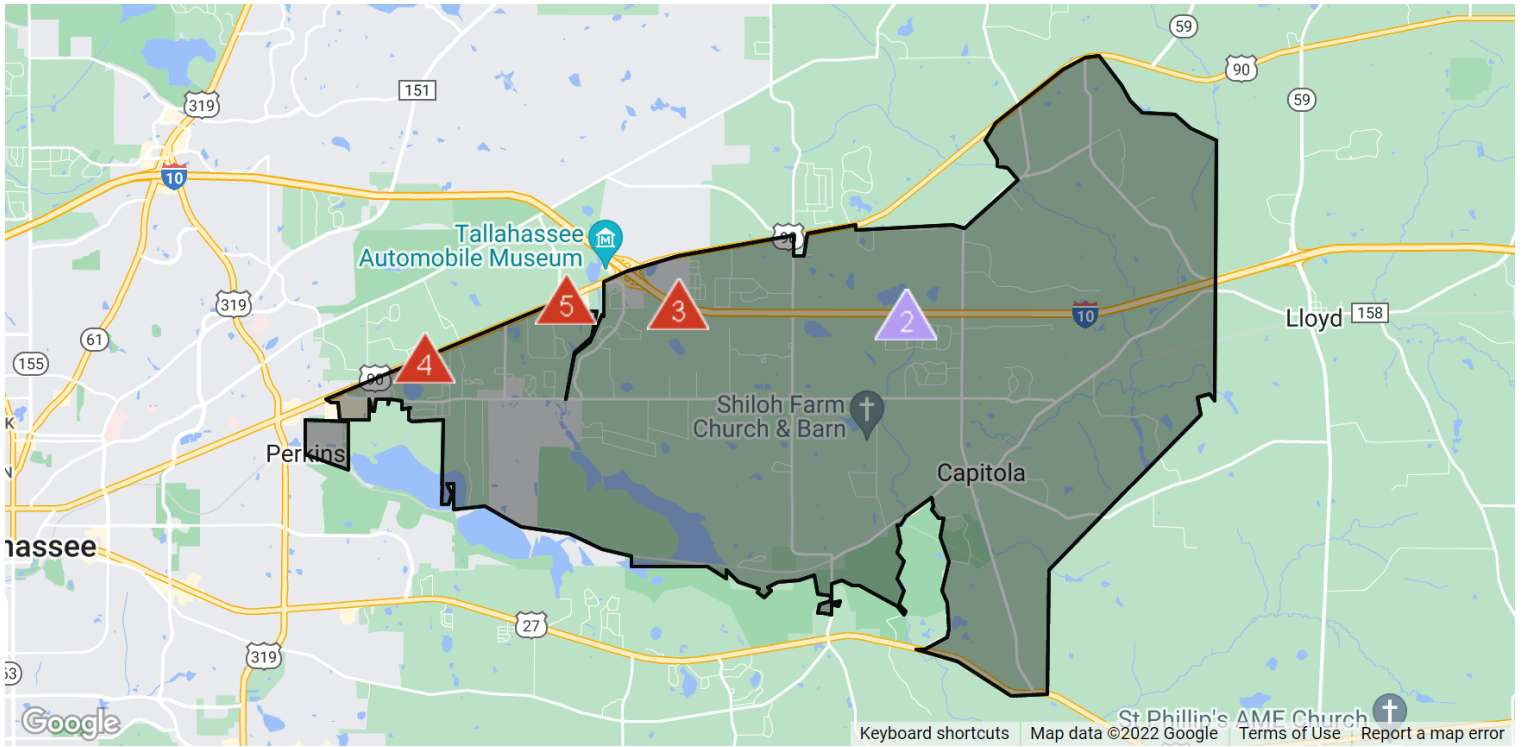## 12 mo. Change in Median Listing Price

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.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

Area	Change
32317	+31.8%
Leon County	+2.3%
Florida	+24.7%

Traffic Counts

Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

▲ 1	▲ 2	▲ 3	▲ 4	▲ 5
31,785	**31,785**	**22,842**	**22,287**	**21,284**
2021 Est. daily traffic counts	2021 Est. daily traffic counts	2021 Est. daily traffic counts	2021 Est. daily traffic counts	2021 Est. daily traffic counts
Street: **Faye Way**	Street: **Faye Way**	Street: **I-10**	Street: **Mahan Drive**	Street: **Mahan Drive**
Cross: **Valentine Rd N**	Cross: **Valentine Rd N**	Cross: **Wb Interstate 10 Ofrp**	Cross: **Canopy Ln**	Cross: **Thornton Rd**
Cross Dir: **SE**	Cross Dir: **SE**	Cross Dir: **NW**	Cross Dir: **NE**	Cross Dir: **W**
Dist: **0.26 miles**	Dist: **0.26 miles**	Dist: **0.34 miles**	Dist: **0.01 miles**	Dist: **0.08 miles**

Historical counts

Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type	Year	Count	Type
2018 ▲	27,000	AADT	2019 ▲	34,500	AADT	2011 ▲	21,500	AADT	2019 ▲	22,000	AADT	2019 ▲	21,000	AADT
			2018 ▲	27,000	AADT	1997 ▲	14,900	AADT	2018 ▲	22,500	AADT	2018 ▲	21,500	AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

5/24/2022

About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.

About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.

Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: https://blog.narrpr.com

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