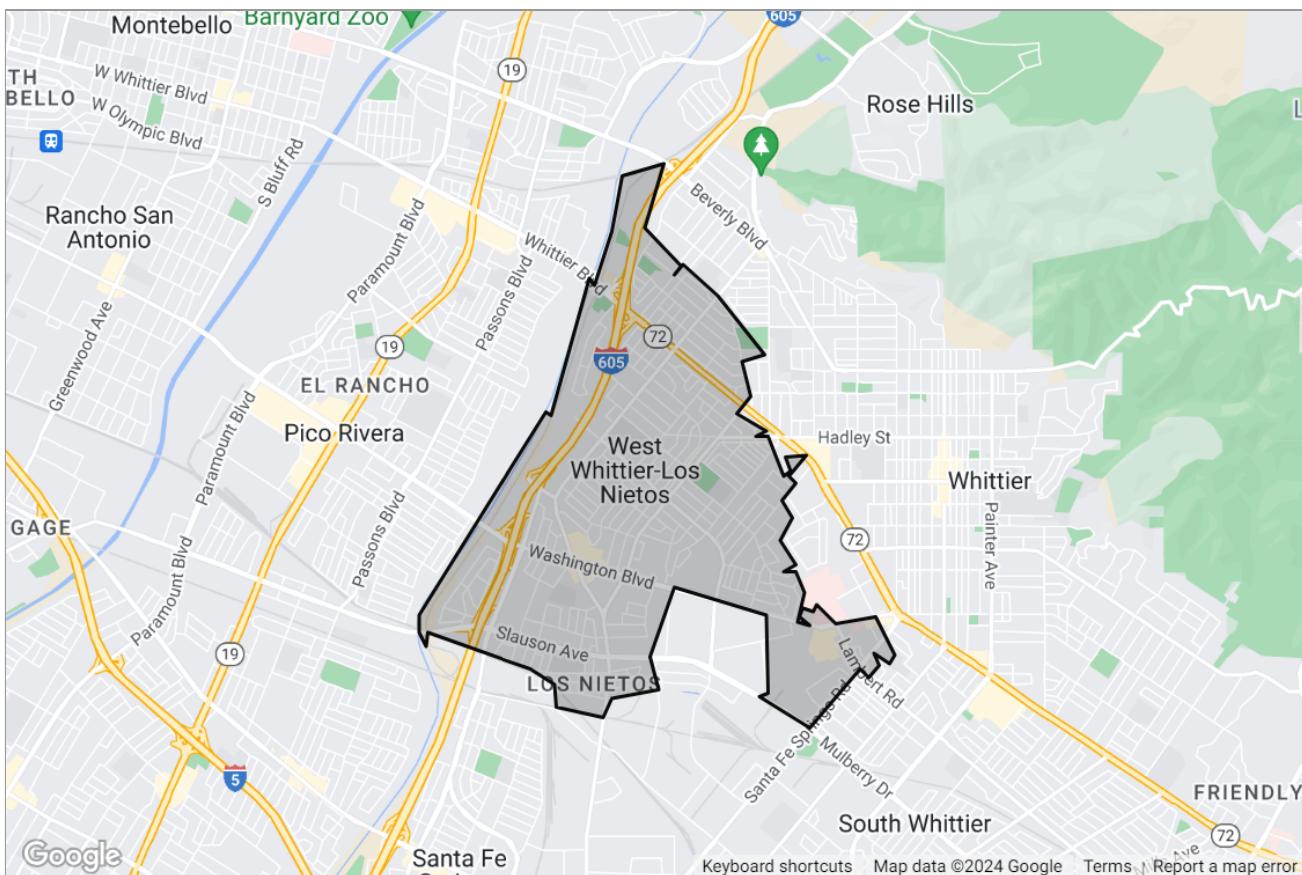


TRADE AREA REPORT

Whittier, CA 90606



Presented by

Alfredo Guzman | REALTOR

California Real Estate License: 01407137



Mobile: (562) 786-5418

Main: AlfredoGuzmanRE@gmail.com
Agent: www.AlfredoGuzman.com

Long Beach
3728 Atlantic Ave
Long Beach, CA 90807

Criteria Used for Analysis

Median Household Income
\$86,188

Median Age
34.9

Total Population
32,698

1st Dominant Segment
Urban Villages

Consumer Segmentation

| | | | |
|--|--------------------------------|---|---|
| Life Mode | Sprouting Explorers | Urbanization | Urban Periphery |
| What are the people like that live in this area? | Young homeowners with families | Where do people like this usually live? | City life for starting families in neighborhoods that fringe major cities |

| Top Tapestry Segments | Urban Villages | Southwestern Families | Family Extensions | Pleasantville |
|--------------------------------|---|---|--|--|
| % of Households | 6,936 (75.1%) | 1,145 (12.4%) | 1,127 (12.2%) | 22 (0.2%) |
| % of Whittier | 6,402 (21.9%) | 560 (1.9%) | 389 (1.3%) | 7,735 (26.5%) |
| Lifestyle Group | Sprouting Explorers | Sprouting Explorers | Next Wave | Upscale Avenues |
| Urbanization Group | Urban Periphery | Urban Periphery | Urban Periphery | Suburban Periphery |
| Residence Type | Single Family | Single Family | Single Family; Multi-Unit Rentals | Single Family |
| Household Type | Married Couples | Married Couples | Married Couples | Married Couples |
| Average Household Size | 3.59 | 2.98 | 3.72 | 2.87 |
| Median Age | 34.6 | 35.2 | 28.9 | 43.3 |
| Diversity Index | 87.4 | 80.5 | 75.9 | 71.7 |
| Median Household Income | \$82,900 | \$40,000 | \$53,400 | \$114,300 |
| Median Net Worth | \$192,900 | \$34,100 | \$23,300 | \$513,200 |
| Median Home Value | \$451,300 | \$124,200 | \$387,500 | \$467,300 |
| Homeownership | 71 % | 55.3 % | 38.1 % | 84.4 % |
| Employment | Services or Professional | Services or Professional | Services or Transport/Material Moving | Professional or Mgmt/Bus/Financial |
| Education | High School Diploma | High School Diploma | High School Diploma | Bachelor's Degree |
| Preferred Activities | Leisure focused on family activities . Fashion matters, spend liberally on new clothes. | Shop at pharmacies, dollar stores and discount departments . Television is a primary source of entertainment. | Follow soccer . Trendy consumers who focus on style. | Enjoy outdoor gardening . Go to the beach, theme parks, museums. |
| Financial | Saving is more limited than spending | Budget-conscious consumers | Savings and debt are minimal | Invest conservatively |
| Media | Media preferences vary | Listen to Hispanic radio, watch Hispanic programming | Favor Spanish-language channels and websites | Use all types of media equally (newspapers, magazines, radio, Internet, TV). |
| Vehicle | Own late model compact cars/SUVs | Own 1-2 vehicles | Take public transportation | Prefer imported SUVs |

About this segment

Urban Villages

This is the

#1

dominant segment
for this area

In this area

75.1%

of households fall
into this segment

In the United States

1.0%

of households fall
into this segment

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

Who We Are

Urban Villages residents are multigenerational and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones, but more likely to shop in person. Their favorite stores are Costco or Trader Joe's, Target or Macy's.

Our Neighborhood

- Older homes (most built before 1970) are found in the urban periphery of large metropolitan markets. Married couples with children, and grandparents; many households are multigenerational. Average household size is 3.78. Homes are older, primarily single family, with a higher median value of \$325,100 and a lower vacancy rate of 4.7%.

Socioeconomic Traits

- This market includes recent immigrants and some language barriers. Education: more than half the population aged 25 or older have a high school diploma or some college. Labor force participation rate higher than the US. Brand conscious but not necessarily brand loyal; open to trying new things. Status-conscious consumers; choices reflect their youth, attention to style and pursuit of trends. Comfortable with technology and interested in the latest innovations.

Market Profile

- Fashion matters to Urban Villages residents, who spend liberally on new clothes for the whole family. Saving is more limited than spending in this young market. They carry credit cards, but banking is basic. They are likely to pay bills in person or online. Media preferences vary. Leisure includes family activities like going to water parks, theme parks, watching movies, and gardening, plus sports like soccer and basketball.

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 2022. Update Frequency: Annually.

About this segment

Southwestern Families

This is the

#2

dominant segment
for this area

In this area

12.4%

of households fall
into this segment

In the United States

0.8%

of households fall
into this segment

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

Who We Are

Residents in these neighborhoods are young families primarily located in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Grandparents are caregivers in some of these households. Many are limited English speaking households. Much of the working-age population is employed in blue-collar occupations, specializing in skilled work, as well as building maintenance and service jobs. Spending is focused on the family and at-home entertainment.

Our Neighborhood

- A family market: Married couples with kids, single parents, and grandparents head these households. Average household size is higher at 3.20. Many residents were born abroad; many households have residents who speak only Spanish. Over 45% of households rent single-family homes within a mix of urban city centers and the suburbs in metropolitan areas. Neighborhoods are older; most of the homes constructed prior to 1970. Nearly 70% of all households have one or two vehicles available.

Socioeconomic Traits

- While close to 32% have attended or graduated from college, nearly 40% did not complete high school, which has limited their employment prospects. Labor force participation is at 52%. Most households receive income from wages or salaries; 35% receive contributions from Social Security; 12% from Supplemental Security Income. While budget-conscious consumers, they are also mindful of quality and attentive to environmental concerns in their purchasing decisions. Often, purchase decisions are based on how a product may improve or organize their lives.

Market Profile

- Television is a primary source of entertainment, and most homes have multiple sets. Residents prefer to pay bills in person, but paying using their mobile devices is growing. Baby and children's products, such as food, clothing, and furniture, are common purchases. Shop at pharmacies such as Walgreens, dollar stores, and discount department stores like JC Penney and Sears. Listen to Hispanic radio and watch Hispanic programming on television. Most households have landlines, used frequently for international calls. About 2 out of 3 have access to the Internet.

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 2022. Update Frequency: Annually.

About this segment

Family Extensions

This is the
#3
dominant segment
for this area

In this area
12.2%
of households fall
into this segment

In the United States
0.7%
of households fall
into this segment

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

Who We Are

Family Extensions is a family-oriented market distinguished by multigenerational households. Their spending reflects their children—baby food and furniture or children's apparel—and convenience—fast-food and family restaurants. Consumer choices also focus on personal style, as well as the latest trends and fashions. Although young and predominantly renters, this market is stable, affected more by immigration from abroad than local moves.

Our Neighborhood

- Older neighborhoods, which can be found in the urban periphery of large metropolitan areas, primarily on the West Coast. Most of the housing built before 1960; 25% built before 1940. Housing a mix of single-family homes (less than half) and apartments, primarily in buildings with 2–4 units. Primarily renter-occupied homes, with an average rent of \$1,067 monthly. Family market, primarily married couples with children, but also a number of multi-generational households; average household size at 4.12.

Market Profile

- Recent purchases reflect personal style, apparel, personal care products like hair coloring and tooth whiteners. Family is reflected in purchases as well, baby products and children's apparel. Banking is done primarily in person; savings and debt are minimal. Media preferences favor Spanish-language channels and websites. Residents are soccer fans.

Socioeconomic Traits

- More than 40% of the population was born abroad; 25% of the households have members who speak only Spanish. Labor force participation is average. Trendy consumers who focus on style. Brand loyalty and environmentally safe products also guide purchasing choices, although these consumers are open to new products. Use, but do not rely on, technology.

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 2022. Update Frequency: Annually.

About this segment

Pleasantville

This is the

#4

dominant segment
for this area

In this area

0.2%

of households fall
into this segment

In the United States

2.1%

of households fall
into this segment

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

Who We Are

Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority--preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

Our Neighborhood

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states. Most homes owned (and mortgaged). Households composed of older married-couple families, more without children under 18, but many with children over 18 years. Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969. One of the lowest percentages of vacant housing units at 4.5%. Suburban households with 3 or more vehicles and a longer travel time to work.

Socioeconomic Traits

- Education: 66% college educated, 37% with a bachelor's degree or higher. Higher labor force participation rate at 67%; higher proportion of HHs with 2 or more workers. Many professionals in finance, information/technology, education, or management. Median household income denotes affluence, with income primarily from salaries, but also from investments or Social Security and retirement income. Not cost-conscious, these consumers willing to spend more for quality and brands they like. Prefer fashion that is classic and timeless as opposed to trendy. Use all types of media equally (newspapers, magazines, radio, Internet, TV).

Market Profile

- Prefer imported SUVs, serviced by a gas station or car dealer. Invest in conservative securities and contribute to charities. Work on home improvement and remodeling projects, but also hire contractors. Have bundled services (TV/Internet/phone). Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases, and track investments. Subscribe to premium channels (HBO, Showtime, or Starz) and use video-on-demand to watch TV shows and movies. Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.

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 2022. Update Frequency: Annually.

Whittier, CA 90606: 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, 2022

Update Frequency: Annually

 2022
 2027 (Projected)

90606 32,698

31,924

Los Angeles County

9,992,643

9,803,648

California

39,770,476

39,648,278

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, 2022

Update Frequency: Annually

 2022
 2027 (Projected)

90606 8,534.5

8,332.5

Los Angeles County

2,444.6

2,398.3

California

251.6

250.8

Population Change Since 2010

90606 0.73%

This chart shows the percentage change in area's population from 2010 to 2022, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually

 2022
 2027 (Projected)

Los Angeles County

1.77%

California

6.76%

Total Daytime Population

90606 32,697

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, 2022

Update Frequency: Annually

 90606

Los Angeles County

10,130,163

California

39,594,223

Daytime Population Density

This chart shows the number of 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, 2022

Update Frequency: Annually

90606



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, 2022

Update Frequency: Annually

2022

2027 (Projected)



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, 2022

Update Frequency: Annually

2022

2027 (Projected)



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, 2022

Update Frequency: Annually

Women 2022

Men 2022

Women 2027 (Projected)

Men 2027 (Projected)



Whittier, CA 90606: 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, 2022

Update Frequency: Annually



2022

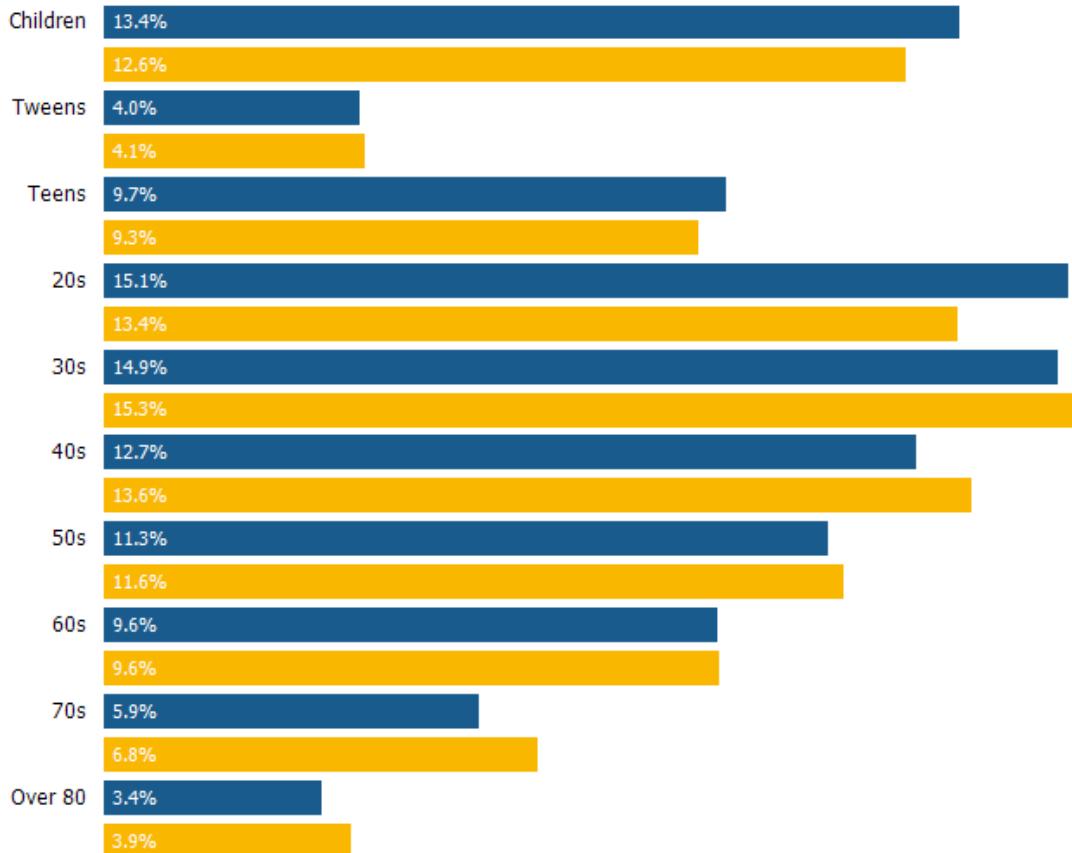
2027 (Projected)

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, 2022

Update Frequency: Annually



Whittier, CA 90606: 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, 2022

Update Frequency: Annually

 2022
 2027 (Projected)



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, 2022

Update Frequency: Annually

 2022
 2027 (Projected)



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, 2022

Update Frequency: Annually

 2022
 2027 (Projected)



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, 2022

Update Frequency: Annually



Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly



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, 2022

Update Frequency: Annually



Whittier, CA 90606: 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, 2022

Update Frequency: Annually



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, 2022

Update Frequency: Annually



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, 2022

Update Frequency: Annually



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, 2022

Update Frequency: Annually



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, 2022

Update Frequency: Annually

90606 18.8%

Los Angeles County 16.9%

California 18.8%

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, 2022

Update Frequency: Annually

90606 8.1%

Los Angeles County 7.7%

California 8.6%

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, 2022

Update Frequency: Annually

90606 12.9%

Los Angeles County 24.5%

California 24.0%

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, 2022

Update Frequency: Annually

90606 4.8%

Los Angeles County 12.5%

California 13.8%

Whittier, CA 90606: 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



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



Median Listing Price

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

Data Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

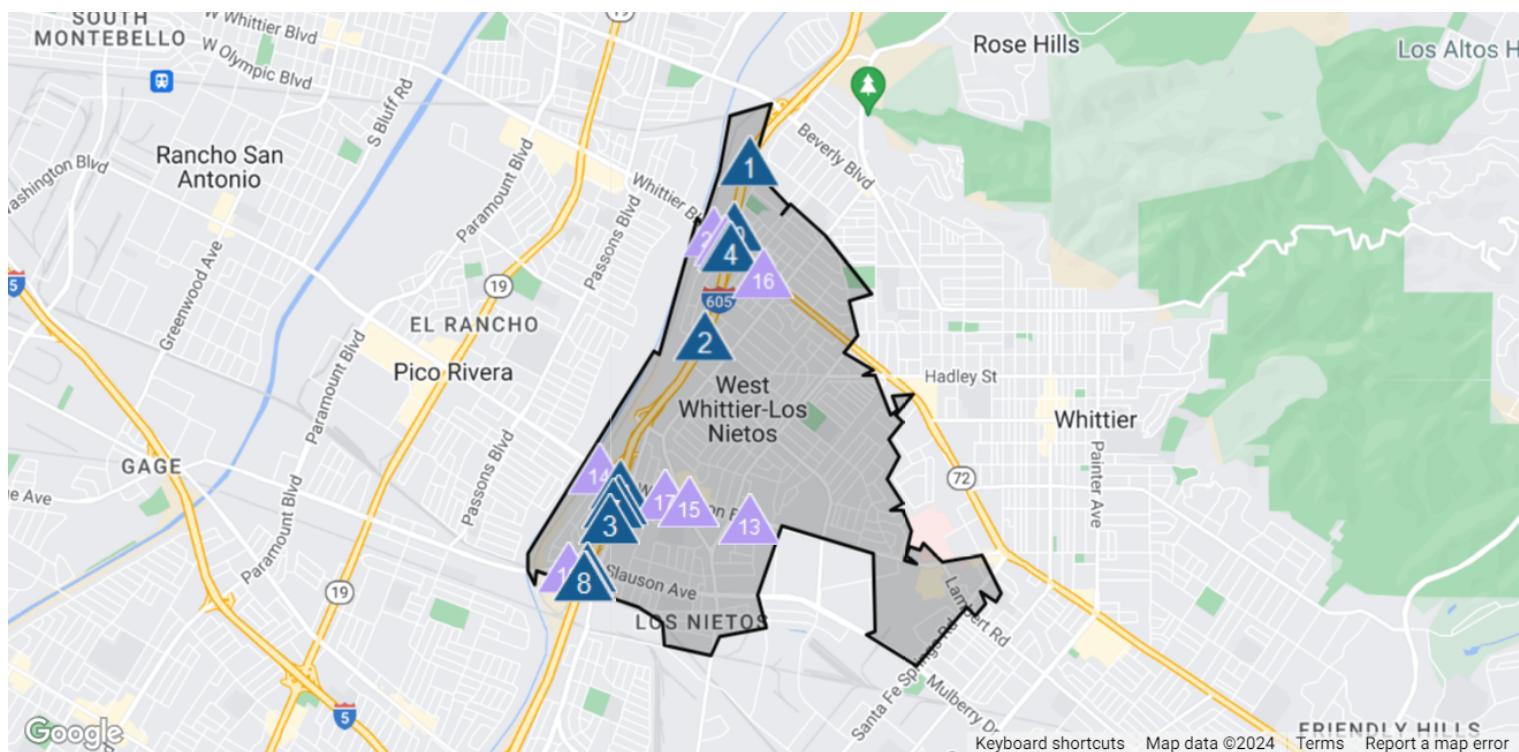
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly



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


267,549

2023 Est. daily traffic counts

 Street: I- 605
 Cross: Obregon St
 Cross Dir: S
 Dist: 0.08 miles

265,951

2023 Est. daily traffic counts

 Street: I- 605
 Cross: Bexley Dr
 Cross Dir: NE
 Dist: 0.15 miles

255,784

2023 Est. daily traffic counts

 Street: I- 605
 Cross: Waddell St
 Cross Dir: SW
 Dist: 0.03 miles

253,061

2023 Est. daily traffic counts

 Street: 605
 Cross: Whittier Blvd
 Cross Dir: NE
 Dist: -

244,897

2023 Est. daily traffic counts

 Street: 605
 Cross: Whittier Blvd
 Cross Dir: NE
 Dist: -

Historical counts

Year Count Type

2013 258,000 AADT

Historical counts

Year Count Type

2013 257,000 AADT

Historical counts

Year Count Type

2013 238,000 AADT

Historical counts

Year Count Type

2018 248,000 AADT

Historical counts

Year Count Type

2018 240,000 AADT

2012 255,000 AADT

2012 252,000 AADT

2012 243,000 AADT

2010 243,000 AADT

2010 248,000 AADT

2010 248,000 AADT

2010 243,000 AADT

2009 246,000 AADT

2009 251,000 AADT

2009 251,000 AADT

2009 246,000 AADT

2005 257,000 AADT

2005 253,000 AADT

2005 246,000 AADT

2005 246,000 AADT

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

Nearby Traffic Details

6
244,897

2023 Est. daily traffic counts

Street: 605
Cross: Ben Avon St
Cross Dir: NW
Dist: 0.07 miles

Historical counts

| Year | Count | Type |
|------|-----------|------|
| 2018 | ▲ 240,000 | AADT |

7
234,693

2023 Est. daily traffic counts

Street: 605
Cross: Oberon St
Cross Dir: NW
Dist: 0.05 miles

Historical counts

| Year | Count | Type |
|------|-----------|------|
| 2018 | ▲ 230,000 | AADT |

8
231,632

2023 Est. daily traffic counts

Street: 605
Cross: Poinciana St
Cross Dir: SW
Dist: 0.05 miles

Historical counts

| Year | Count | Type |
|------|-----------|------|
| 2018 | ▲ 227,000 | AADT |

9
230,449

2023 Est. daily traffic counts

Street: 605
Cross: Poinciana St
Cross Dir: W
Dist: 0.06 miles

Historical counts

| Year | Count | Type |
|------|-----------|------|
| 2018 | ▲ 230,000 | AADT |

10
223,790

2023 Est. daily traffic counts

Street: I 605
Cross: –
Cross Dir: –
Dist: –

Historical counts

| Year | Count | Type |
|------|-----------|------|
| 2021 | ▲ 222,000 | AADT |

11
215,222

2023 Est. daily traffic counts

Street: I 605
Cross: –
Cross Dir: –
Dist: –

Historical counts

| Year | Count | Type |
|------|-----------|------|
| 2021 | ▲ 213,500 | AADT |

12
209,677

2023 Est. daily traffic counts

Street: I 605
Cross: –
Cross Dir: –
Dist: –

Historical counts

| Year | Count | Type |
|------|-----------|------|
| 2021 | ▲ 208,000 | AADT |

13
44,096

2023 Est. daily traffic counts

Street: Washington Blvd
Cross: Westman Ave
Cross Dir: E
Dist: 0.08 miles

Historical counts

| Year | Count | Type |
|------|----------|------|
| 2009 | ▲ 42,643 | ADT |
| 2004 | ▲ 42,610 | ADT |
| 2002 | ▲ 43,260 | ADT |
| 2000 | ▲ 41,337 | ADT |

14
42,194

2023 Est. daily traffic counts

Street: Washington Blvd
Cross: I- 605
Cross Dir: SE
Dist: 0.14 miles

Historical counts

| Year | Count | Type |
|------|----------|------|
| 2013 | ▲ 42,053 | ADT |
| 2002 | ▲ 44,437 | ADT |
| 2000 | ▲ 43,371 | ADT |
| 1999 | ▲ 54,625 | ADT |
| 1996 | ▲ 48,900 | ADT |

15
41,974

2023 Est. daily traffic counts

Street: Washington Blvd
Cross: Vicki Dr
Cross Dir: E
Dist: 0.03 miles

Historical counts

| Year | Count | Type |
|------|----------|------|
| 2009 | ▲ 43,400 | ADT |
| 2004 | ▲ 39,547 | ADT |
| 1997 | ▲ 43,405 | ADT |
| 1995 | ▲ 44,700 | ADT |

16
41,343

2023 Est. daily traffic counts

Street: Whittier Blvd
Cross: Midway Ave
Cross Dir: SE
Dist: 0.03 miles

Historical counts

| Year | Count | Type |
|------|----------|------|
| 2013 | ▲ 41,500 | AADT |
| 2012 | ▲ 41,500 | AADT |
| 2010 | ▲ 41,500 | AADT |
| 2009 | ▲ 40,000 | AADT |

17
36,918

2023 Est. daily traffic counts

Street: Washington Blvd
Cross: Morrill Ave
Cross Dir: E
Dist: 0.03 miles

Historical counts

| Year | Count | Type |
|------|----------|------|
| 2013 | ▲ 36,794 | ADT |
| 1997 | ▲ 52,300 | AADT |

18
36,768

2023 Est. daily traffic counts

Street: Slauson Ave
Cross: Sal Ave
Cross Dir: E
Dist: 0.02 miles

Historical counts

| Year | Count | Type |
|------|----------|------|
| 2012 | ▲ 38,643 | ADT |
| 2009 | ▲ 34,085 | ADT |
| 2002 | ▲ 39,668 | ADT |

19
36,338

2023 Est. daily traffic counts

Street: Whittier Blvd
Cross: Pioneer Blvd
Cross Dir: SW
Dist: 0.01 miles

Historical counts

| Year | Count | Type |
|------|----------|------|
| 2012 | ▲ 33,500 | AADT |
| 2010 | ▲ 33,500 | AADT |
| 2009 | ▲ 34,000 | AADT |
| 2004 | ▲ 47,308 | ADT |

20
35,180

2023 Est. daily traffic counts

Street: Whittier Blvd
Cross: Esperanza Ave
Cross Dir: SE
Dist: 0.02 miles

Historical counts

| Year | Count | Type |
|------|----------|------|
| 2013 | ▲ 33,500 | AADT |
| 2009 | ▲ 32,836 | ADT |
| 2005 | ▲ 38,000 | AADT |
| 2004 | ▲ 37,500 | ADT |

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

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>

