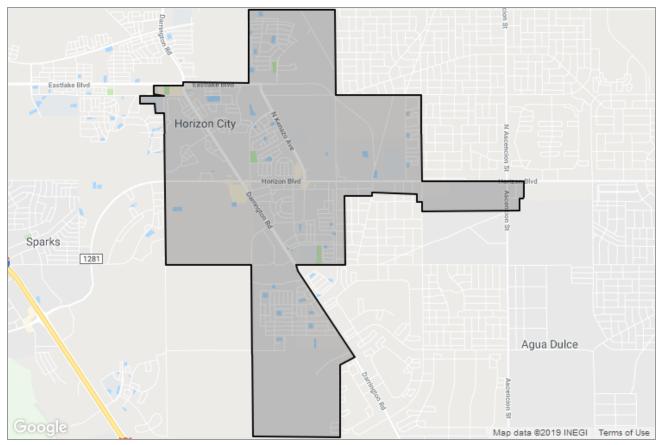


COMMERCIAL TRADE AREA REPORT

Horizon City, Texas





Presented by Lee Mullen | REALTOR® Texas Real Estate License: 0666188



Work: (915) 490-3387 | Mobile: (915) 490-3387

Main: leemullenhorizon@gmail.com Agent: LeeMHomes.com| Other: listingmanager.costar.com/my-listings/list?pa=1&ps=10

Home Pros Real Estate Group

1035 Belvidere #200 El Paso, TX 79912





Criteria Used for Analysis

Segmentation: 1st Dominant Segment Up and Coming I
Total Population

Consumer Segmentation

Life Mode	
What are the	Ethnic Enclaves
people like that	Established diversity-young, Hispanic homeowners
live in this area?	with families

Families

Suburban Periphery Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments	Up and Coming Families	American Dreamers	Urban Families	Soccer Moms	Green Acres
% of Households	2,117 (39.1%)	1,093 (20.2%)	951 (17.6%)	662 (12.2%)	584 (10.8%)
% of El Paso County	36,688 (13.2%)	16,580 (5.9%)	21,388 (7.7%)	4,957 (1.8%)	584 (0.2%)
Lifestyle Group	Ethnic Enclaves	Ethnic Enclaves	Ethnic Enclaves	Family Landscapes	Cozy Country Living
Urbanization Group	Suburban Periphery	Urban Periphery	Urban Periphery	Suburban Periphery	Rural
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.1	3.16	3.59	2.96	2.69
/ledian Age	30.7	31.8	28.3	36.6	43
Diversity Index	72.4	83.3	80.3	48.3	24
Median Household Income	\$64,000	\$48,000	\$36,000	\$84,000	\$72,000
ledian Net Worth	\$96,000	\$53,000	\$22,000	\$252,000	\$226,000
/ledian Home Value	\$174,000	\$130,000	\$92,000	\$226,000	\$197,000
lomeownership	74.1 %	65 %	60.9 %	85.5 %	86.7 %
Employment	Professional or Services	Services or Administration	Services	Professional or Management	Professional or Management
Education	College Degree	High School Graduate	No High School Diploma	College Degree	College Degree
Preferred Activities	Visit theme parks, zoos. Contract for home and landscaping services.	Own feature-rich cell phones. Pay bills, socialize online.	Buy discount for children's products. Read magazines.	Go jogging, biking, target shooting. Visit theme parks, zoos.	Are member of veterans' club, fraternal order. Do home improvement projects
inancial	Hold student loans, mortgages	Spend money carefully; buy necessities	Own no retirement savings	Carry high level of debt	Bank, pay bills online
N edia	Go online to shop, bank, for entertainment	Listen to urban or Hispanic radio	Listen to Hispanic radio	Shop, bank online	Watch TV by satellite
Vehicle	Own late-model compact car, SUV	One or two vehicles	Own 1-2 vehicles; carpool	Own 2+ vehicles (minivans, SUVs)	Own truck/SUV

Urbanization Where do people

live?

like this usually





About this segment Up and Coming Families

Thisisthe

#1

dominant segment for this area

39.1% of households fall

into this segment

In this area

In the United States

2.4%

of households fall into this segment

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

Who We Are

Up and Coming Families is a market in transition--residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

Our Neighborhood

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$174,000 and a lower vacancy rate.
- The price of affordable housing: longer commute times.

Socioeconomic Traits

- Education: 66% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% and low unemployment at 7%.
- Most households (63%) have two or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

Market Profile

- Rely on the Internet for entertainment, information, shopping and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports, from backpacking and baseball to weight lifting and yoga.

The demographic segmentation show n 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 2018. Update Frequency: Annually.







About this segment American Dreamers

Thisisthe

#2 dominant segment for this area In this area 20.2% of households fall

into this segment

In the United States

1.5%

of households fall into this segment

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

Who We Are

Located throughout the South and West, most American Dreamers residents own their own homes, primarily single-family housing--farther out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

Our Neighborhood

- American Dreamers residents are family-centric and diverse. Most are married couples with children of all ages or single parents, multigenerational homes are common.
- Average household size is higher than U.S. average at 3.16.
- Residents tend to live further out from urban centers-more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 65% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs.
- Three quarters of all housing were built since 1970.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work

Socioeconomic Traits

- While nearly 16% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.
- Unemployment is higher at 10.7%; labor force participation is also higher at 67%.
- Most American Dreamers residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market.
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

Market Profile

- When dining out, these residents favor fastfood dining places such as Taco Bell or Wendy's, as well as family-friendly restaurants like Olive Garden, Denny's or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, Cartoon Network, and Disney, as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

The demographic segmentation show n 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 2018. Update Frequency: Annually.







About this segment Urban Families

Thisisthe

#3 dominant segment for this area In this area

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

Family is central within these diverse communities. Hispanics make up more than 70 percent of the residents. More than one in four are foreign born, bringing rich cultural traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction or retail trade sectors.

Our Neighborhood

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher than U.S. average at 3.59.
- While most residents live in single-family homes, almost 10% of householders reside in mobile home parks.
- Homes are owner occupied, with slightly higher monthly costs but fewer mortgages.
- Most are older homes, more than 60% built from 1950 to 1989.
- Most households have one or two vehicles, many commuters car pool or walk to work.
- Urban Family residents live within the urban periphery of larger metropolitan areas across the South and West.

Socioeconomic Traits

- While a majority finished high school, over 40% have not.
- Unemployment is higher at 12% (Index 135); labor force participation is slightly lower at 61%.
- Nearly one in four households is below the poverty level.
- Residents balance their budgets carefully by spending only on necessities and limiting activities like dining out.
- Many have no financial investments or retirement savings, but they have their homes.

Market Profile

- Residents shop at discount department stores for baby and children's products.
- Many households subscribe to satellite television to watch their favorite Hispanic programs.
- Magazines are extremely popular sources of news and the latest trends, including baby, bridal and parenthood types of magazines.
- Typical of this diverse segment, Hispanic programming dominates the radio dials.

The demographic segmentation show n 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 2018. Update Frequency: Annually.







About this segment Soccer Moms

Thisisthe #4

dominant segment

In this area

of households fall

into this segment

In the United States

2.9%

of households fall into this segment

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

Who We Are

Soccer Moms is an affluent, familyoriented 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 familyoriented pursuits.

Our Neighborhood

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74%, and low rate vacancy at 5%.
- Median home value is \$226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

Socioeconomic Traits

- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets-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.
- Cany a higher level of debt, including first and second mortgages and auto loans

Market Profile

- Most households own at least two 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, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

The demographic segmentation show n 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 2018. Update Frequency: Annually.







About this segment Green Acres

Thisisthe

#5 dominant segment for this area 10.8% of households fall

into this segment

In this area

In the United States

3.2%

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. They are avid do-ityourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Our Neighborhood

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in
- the past 10 years.
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: 60% are college educated.
- Unemployment is low at 6%; labor force participation rate is high at 67.4%.
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% 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 fratemal orders to veterans' clubs.

The demographic segmentation show n 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 2018. Update Frequency: Annually.







Horizon City, Texas: Population Comparison

Total Population	Horizon City	19,322
This chart shows the total population in		20,656
an area, compared with other geographies.	El Paso County	870,855
Data Source: U.S. Census American		909,836
Community Survey via Esri, 2018 Update Frequency: Annually	Texas	28,954,616
_		31,430,767
2018		
2023 (Projected)		

Population Density	Horizon City	2,216.1
This chart shows the number of people per square mile in an area, compared		2,369.1
with other geographies.	El Paso County	857.7
Data Source: U.S. Census American Community Survey via Esri, 2018	_	896.1
Update Frequency: Annually	Texas	108.5
2018		117.8
2023 (Projected)		
Population Change Since 2010	Horizon City	15.46%
		C 000/

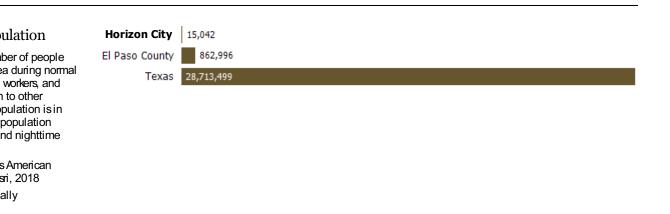
- F		
This chart shows the percentage change		6.90%
in area's population from 2010 to 2018, compared with other geographies.	El Paso County	8.77%
Data Source: U.S. Census American		4.48%
Community Survey via Esri, 2018	Texas	15.15%
Update Frequency: Annually		8.55%
2018		
2023 (Projected)		

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, 2018 Update Frequency: Annually

Horizon City







Daytime Population Density	Horizon City	1,725.2	
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 Esi, 2018 Update Frequency: Annually	El Paso County Texas	850.0	
Horizon City Average Household Size	Horizon City	3.53	
This chart shows the average household size in an area, compared with other geographies.	El Paso County	3.53 3.06	

Texas 2.78

17,855

19,097

Texas 23,868,426

762,523

797,711

Horizon City

El Paso County

Data Source: U.S. Census American Community Survey via Esti, 2018

Update Frequency: Annually

2018 2023 (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, 2018 Update Frequency: Annually

2018

Female / Male Ratio

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

Data Source: U.S. Census American Community Survey via Esri, 2018 Update Frequency: Annually

2023 (Projected)

geographies.

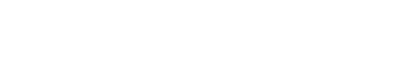
Horizon City	50.6%	49.4%
	50.4%	49.6%
El Paso County	51.4%	48.6%
	51.2%	48.8%
Texas	50.4%	49.6%
	50.4%	49.6%

合

Women 2018 Men 2018

Women 2023 (Projected)

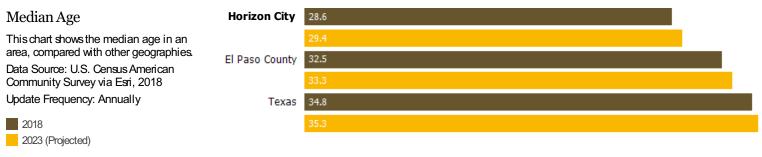
Men 2023 (Projected)







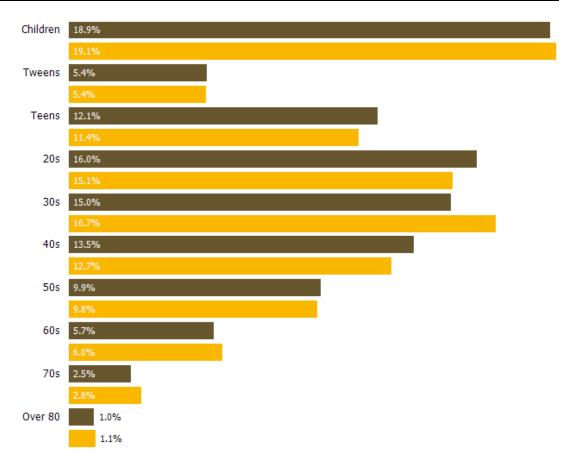
Horizon City, Texas: Age Comparison



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, 2018 Update Frequency: Annually

2018 2023 (Projected)







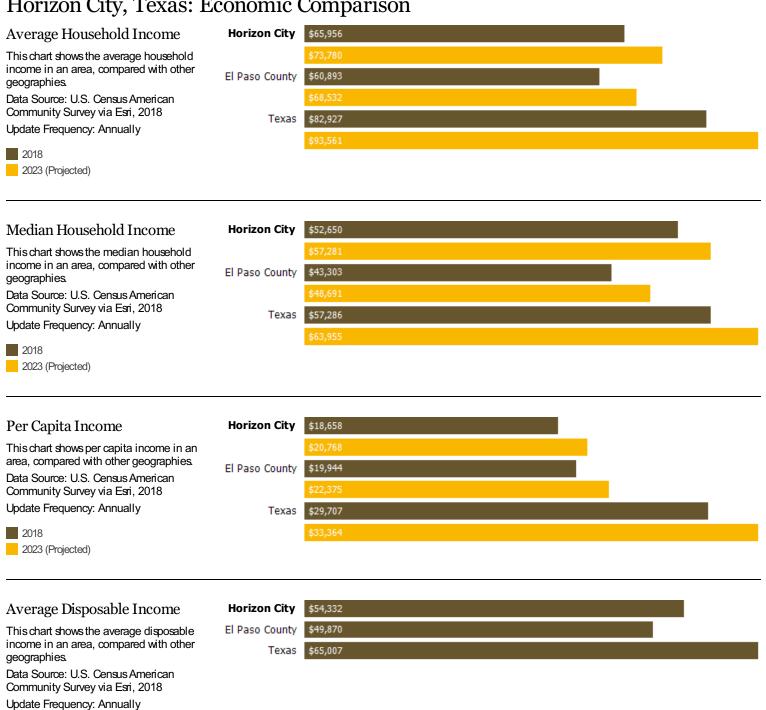
University Toxage Marital Status Comparison

Horizon City, Texas: N	larital Sta	atus Comparison
Married / Unmarried Adults	Horizon City	58.4% 41.6%
Ratio	El Paso County	49.3% 50.7%
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, 2018 Update Frequency: Annually	Texas	51.0% 49.0%
_		
Married Unmarried		
Married	Horizon City	58.4%
This chart shows the number of people in	El Paso County	49.3%
an area who are married, compared with other geographies.	Texas	51.0%
Data Source: U.S. Census American Community Survey via Esri, 2018		
Update Frequency: Annually		
Never Married	Horizon City	31.9%
This chart shows the number of people in	El Paso County	35.1%
an area who have never been married, compared with other geographies.	Texas	33.4%
Data Source: U.S. Census American Community Survey via Esi, 2018		
Update Frequency: Annually		
Widowed	Horizon City	2.5%
This chart shows the number of people in	El Paso County	5.4%
an area who are widowed, compared with other geographies.	Texas	5.1%
Data Source: U.S. Census American Community Survey via Esri, 2018		
Update Frequency: Annually		
Divorced	Horizon City	7.2%
This chart shows the number of people in	El Paso County	10.2%
an area who are divorced, compared with other geographies.	Texas	10.5%
Data Source: U.S. Census American Community Survey via Esri, 2018 Update Frequency: Annually		

仓



Horizon City, Texas: Economic Comparison



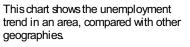




Jan

'20

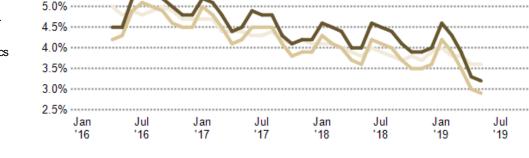
Unemployment Rate



Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly





Employment Count by Education 1,360 Industry Health Care and Social Assistance 1.091 This chart shows industries in an area Transportation and Warehousing 924 and the number of people employed in Retail Trade 821 each category. Data Source: Bureau of Labor Statistics Construction via Esri. 2018 Manufacturing 628 Update Frequency: Annually Public Administration 585 Accommodation and Food 496 Administrative Support and Waste Management 394 Professional, Scientific and Technical 259 Other Finance and Insurance Wholesale Trade Agriculture, Forestry, Fishing and Hunting 81 Information 72 Arts, Entertainment and Recreation 65 Real Estate, Rental and Leasing 54 Utilities 42 Mining 41 Business Management 0 or no data





Horizon City, Texas: Education Comparison

Horizon City

El Paso County

Horizon City

El Paso County

Horizon City

El Paso County

Texas

Texas

Texas

8.1%

13.7%

8.4%

6.2%

8.8%

8.3%

6.9% 5.4%

4 3%

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, 2018

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, 2018

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, 2018

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, 2018

Update Frequency: Annually

Horizon City 20.4% El Paso County 19.0% Texas 20.8%

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, 2018

Update Frequency: Annually



Texas 21.6%





ᢙ





educational achievement is a graduate or professional degree, compared with

Data Source: U.S. Census American Community Survey via Esri, 2018 Update Frequency: Annually

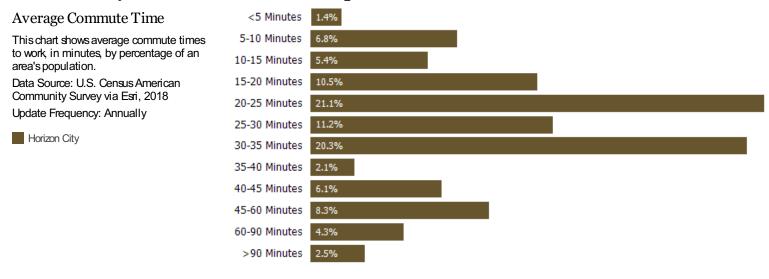
other geographies.

Associate Degree	Horizon City	7.2%	
This chart shows the percentage of	El Paso County	7.9%	
people in an area whose highest educational achievement is an associate degree, compared with other geographies.	Texas	7.2%	
Data Source: U.S. Census American Community Survey via Esri, 2018			
Update Frequency: Annually			
Bachelor's Degree	Horizon City	15.2%	
This chart shows the percentage of	El Paso County	15.7%	
people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.	Texas	19.2%	
Data Source: U.S. Census American Community Survey via Esri, 2018			
Update Frequency: Annually			
Grad/Professional Degree	Horizon City	4.6%	
, 0	El Paso County		
This chart shows the percentage of people in an area whose highest			
advational achievement is a andusta	Texas	10.2%	

仓

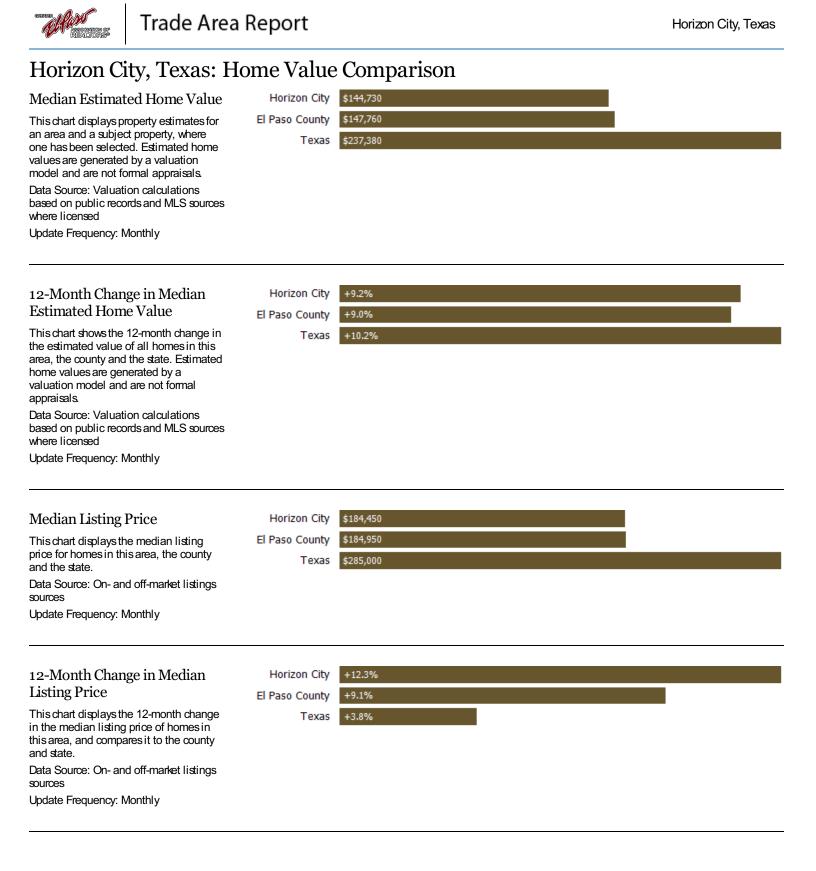


Horizon City, Texas: Commute Comparison



How People Get to Work	Drive Alone	85.0%
This chart shows the types of	Carpool	12.0%
transportation that residents of the area you searched use for their commute, by	Work at Home	4.9%
percentage of an area's population.	Other	1.5%
Data Source: U.S. Census American Community Survey via Esri, 2018	Walk	1.1%
Update Frequency: Annually	Bus	0.4%
Horizon City	Public Transit	0.4%



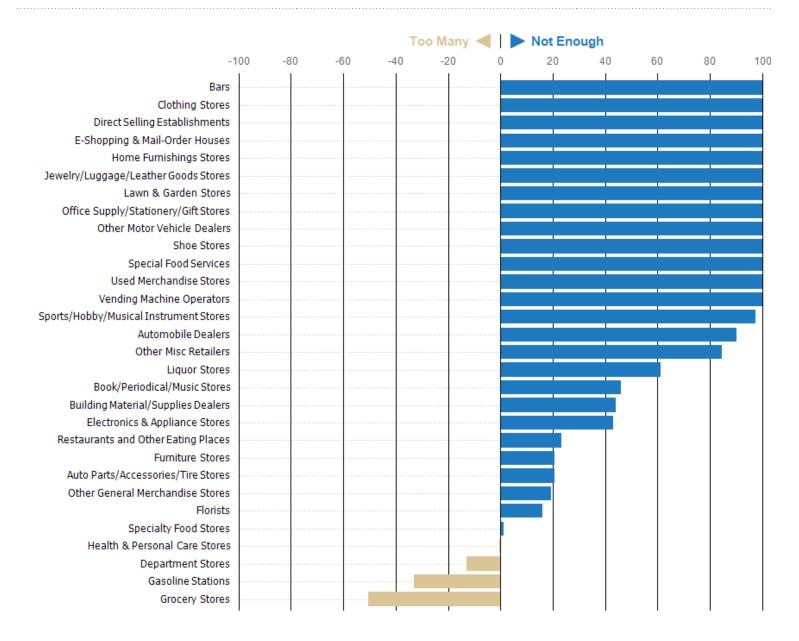


Best Retail Businesses: Horizon City, Texas

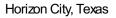
This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2018

Update Frequency: Annually



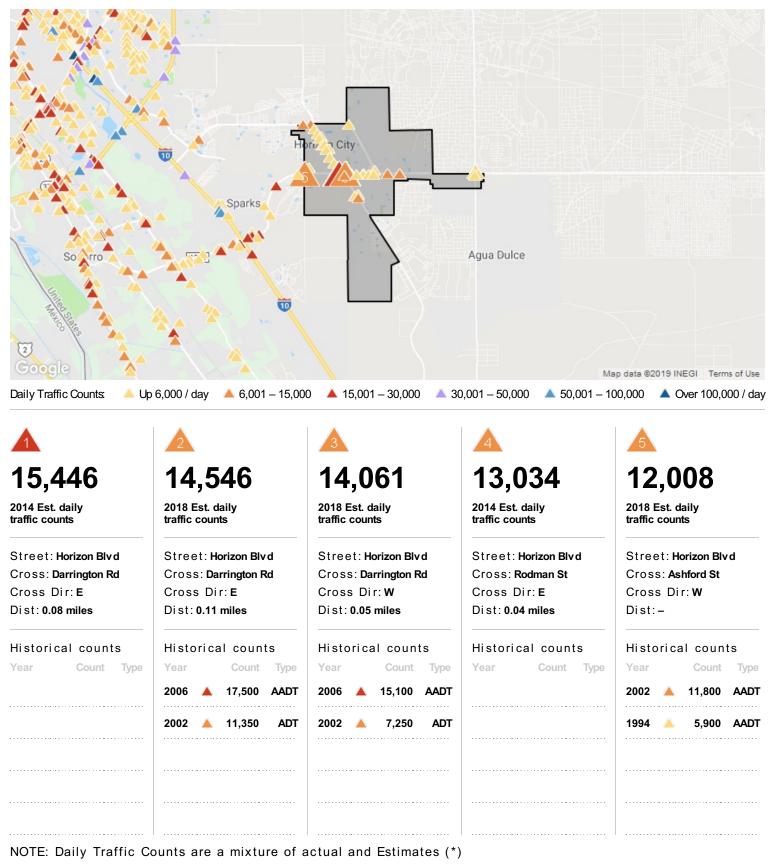








Traffic Counts



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 and RealtyTrac.
- 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: http://blog.narrpr.com



合



Estimated Val

Median List

an Sale

e 12-Mont

ANALYTICS



