

FOR SALE



5262-5264 US-74 HWY W, WHITTIER, NC 28789

MULTIPLE INCOME STREAMS AND GROWTH POTENTIAL



This 18.04+/- acre property is located on well-traveled US-74 and features excellent visibility with 600 FT of road frontage and 24,000 vehicles passing per day. Current rental income generated by 32 self-storage units, 13 flea market shops and 1 billboard. The back portion of the property has 15.04+/- acres with graded public R/W, allowing for residential use and additional income potential for building/selling single family homes. Site features ample parking, multiple access points for easy ingress/egress and signage along a busy highway. Lots of value-add potential through expanded advertising or redevelopment. Whittier is located in the Great Smoky Mountains along the Tuckasegee River between Bryson City and Dillsboro and features some of the best outdoor activities the area has to offer. Property on shared well and own septic; located in a 500 year flood plain.

We obtained the information above from sources we believe to be reliable. However, we have not verified its accuracy and make no guarantee, warranty or representation about it. It is submitted subject to the possibility of errors, omissions, change of price, rental or other conditions, prior sale, lease or financing, or withdrawal without notice. We include projections, opinions, assumptions or estimates for example only, and they may not represent current or future performance of the property. You and your tax and legal advisors should conduct your own investigation of the property and transaction.

LIST PRICE	\$1,490,000
LOT SIZE	± 18.04 ACRES
BUILDING SIZE	4,717 SF
CURRENT USES	YEAR-ROUND FLEA MARKET, SELF STORAGE, BILLBOARD

PROPERTY DETAILS

- LOCATED ON US-74 HIGHWAY WITH 24,000 VPD, MULTIPLE ACCESS POINTS FOR EASY INGRESS/EGRESS, GREAT VISIBILITY & 600 FT OF ROAD FRONTAGE
- NO TRADITIONAL ZONING - CONDUCIVE FOR AN ARRAY OF POTENTIAL USES
- CURRENT RENTAL INCOME GENERATED BY 32 SELF-STORAGE UNITS, 13 FLEA MARKET SHOPS AND 2-SIDED BILLBOARD

CARLA BARNARD Broker

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MULTIPLE INCOME STREAMS AND GROWTH POTENTIAL



Lot Lines Are For
Graphic
Purposes Only
And Do Not
Represent A
Legal Survey



5262 - 5264 US 72 Highway W Whitter, NC 28789
Miscellaneous Property Information

CURRENT USES

Retail Flea Market, Self Storage (Open Year Round)

ZONING

None - Jackson County.

The area where this property is located, there is not traditional zoning. [Jackson County development related ordinances](#) will apply, such as, Multi-Family, Subdivision, Mountain and Hillside Development (steep slope), campground, etc. Most “uses” would be allowed by right; however, specific uses such as adult establishments and industrial developments may have a more difficult path to approval due to setbacks.

Mountain and Hillside Development Ordinance does regulate density of residential dwellings on steep slopes - See [slope analysis reports](#) for both properties.

5262 US 74 Highway -

- 39% Property Slope
- 3.15 Acres per Dwelling Unit or Subdivided Lot

5264 US 74 Highway -

- 36% Property Slope
- 2.24 Acres per Dwelling Unit or Subdivided Lot

PARCEL INFORMATION -

Both lots must be purchased together. Owner will not sell partial lots.

PIN	ADDRESS	ACRES
7622-05-9205	5262 US 74 Highway W Whitter, NC 28789	8.92+/- Acres 1.5+/- Acres for Commercial Use 7.42+/- Acres for Residential Use
7622-05-7562	5264 US 74 Highway W Whitter, NC 28789	9.12+/- Acres 1.5+/- Acres for Commercial Use 7.62+/- Acres for Residential Use
Total		18.04+/- Acres



LOCATION

Only 1.1 miles from I-26

- 1 Hour to Asheville, NC
- 2.75 Hours to Charlotte, NC
- 2 Hours to Knoxville, TN
- 1.75 Hours to Greenville, SC
- 2.50 Hours to Atlanta, GA
- 3 Hours to Chattanooga, TN

BUILDING INFORMATION

- **5262 US 74 Highway W**
 - Retail Store / Flea Market
 - Metal/Stucco Building - 10,198 SF/ (based on Jackson County property records. Unable to access due to Tenant-occupied units.)
 - Year Built - 1991
- **5264 US 72 Highway W**
 - Self Storage Portion of Retail Store / Flea Market
 - Metal Building - 4,141 SF (based on Jackson County property records. Unable to access due to Tenant-occupied units.)
 - Metal Building - 1,620 SF (based on Jackson County property records. Unable to access due to Tenant-occupied units.)
 - Year Built - 1991

SELF STORAGE UNIT BREAKDOWN

- 24 Large Units
 - 12 X 10
 - \$75.00/monthly
- 8 Medium Units
 - 10 X 10
 - \$45.00/monthly
- Average Rented - 70%
- Pay by: Check, cash, money order (some pay yearly but most pay monthly)
- Advertise: Sign on property & word of mouth

FLEA MARKET UNIT BREAKDOWN

- 13 Total Units
 - 1 Large Unit
 - \$1,600.00/monthly (vacant currently)
 - 6 Medium Units
 - \$300.00/monthly



- 6 Small Units
 - \$200.00/monthly
 - 2 small units occupied by Property Manager at no charge
- Currently Rented - 9
- Pay by: Check, cash. money order (all pay monthly)
- Advertise: Sign on property & word of mouth

BILLBOARD

- 2 x Billboard Leased through Allison Signs
- \$3,000/annual

WELL

- Water (well pump) shared with Fallin's RV Center on adjoining lot (5426 US-74)
 - Monthly average is \$20.00 (Total average is \$40.00 and Aunt Fannies Investments, LLC is responsible for payment. Owner collects half from Fallin's RV Center at the end of the year)
 - Yearly average is \$240.00
 - Pump is electric and the monthly bill is paid to Duke Power
 - No permit found on file

SEPTIC

[2 septic permits found](#)

- J97161 Improvements Permit dated 5.24.1990
 - Approved for 3,000 SF Storage (360)
 - 1000 SZ Tank
 - 1000 SZ Chamber
- J117571 Improvements Permit dated 8.15.1991
 - Approved for 10,000 SF Commercial Building
 - 120 Gallon
 - 900 SZ. Tank

ELECTRIC

Electric Duke Energy

- Monthly average is \$345.00
- Yearly average is \$4,140.00

HEAT/AC

None.

No Permanent heat source.



TRASH

[Helping Hands Service Co., Whittier](#)

- Regular Trash Bins, No Dumpsters
- Quarterly average is \$195.00
- Annual average is \$780.00

GAS

None

TAX BILLS

- [5262 US- 74 W - \\$2,085.86/YR](#)
- [5264 US-74 W - \\$1,467.49/YR](#)

PROPERTY INSURANCE PREMIUM

\$5,695.00/Annual

EASEMENTS

The Purple Martin loop is an easement, all weather right of way to access upper 15 acre woodland. There is a possibility of residential development on the woodland at the top.

Duke Energy Transmission Lines run through the property.

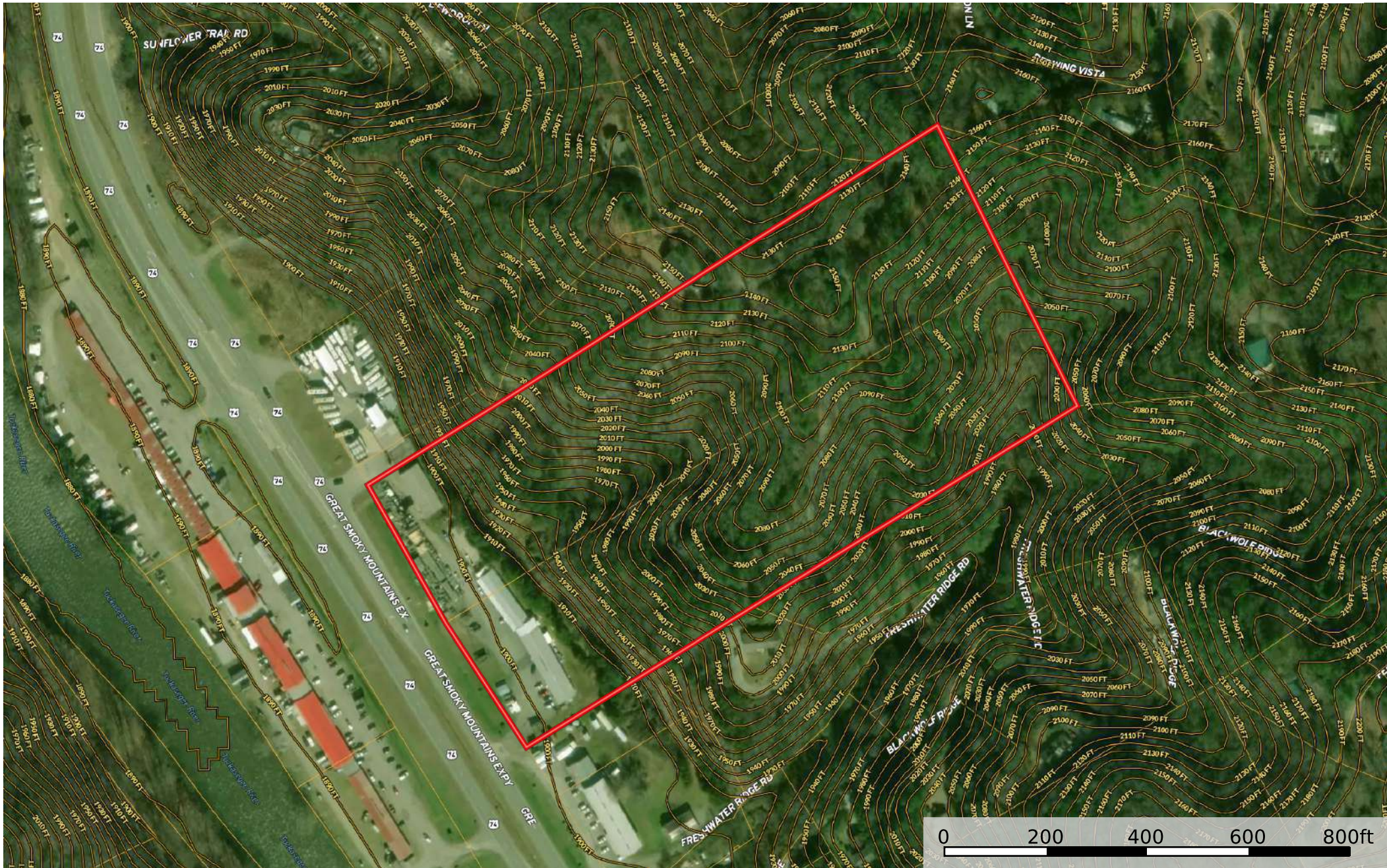
FLOOD ZONE

Small portion of the property is located in the 500 YR Flood plain.

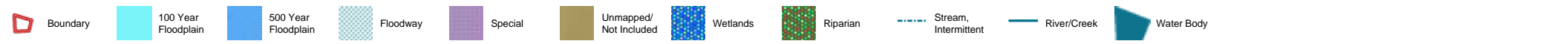
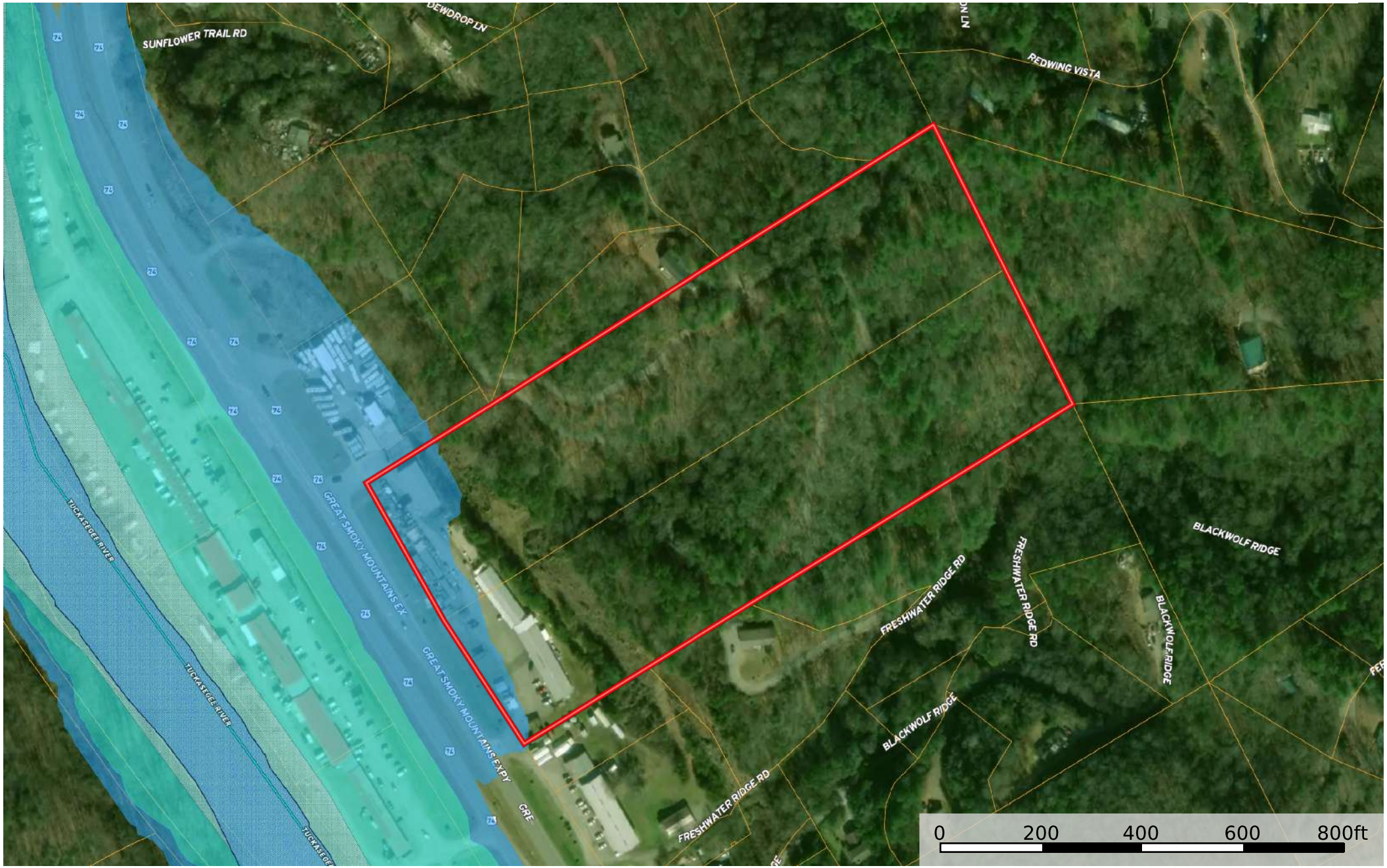
ITEMS THAT WILL NOT CONVEY

Please refer to the Listing Agent.

All Tenant owned Personal Property will not convey.



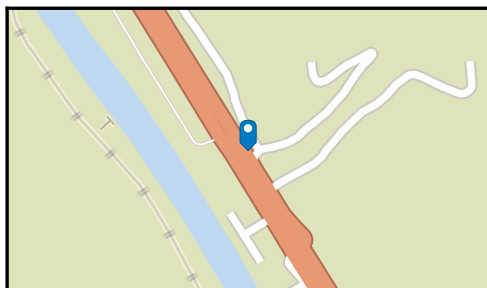
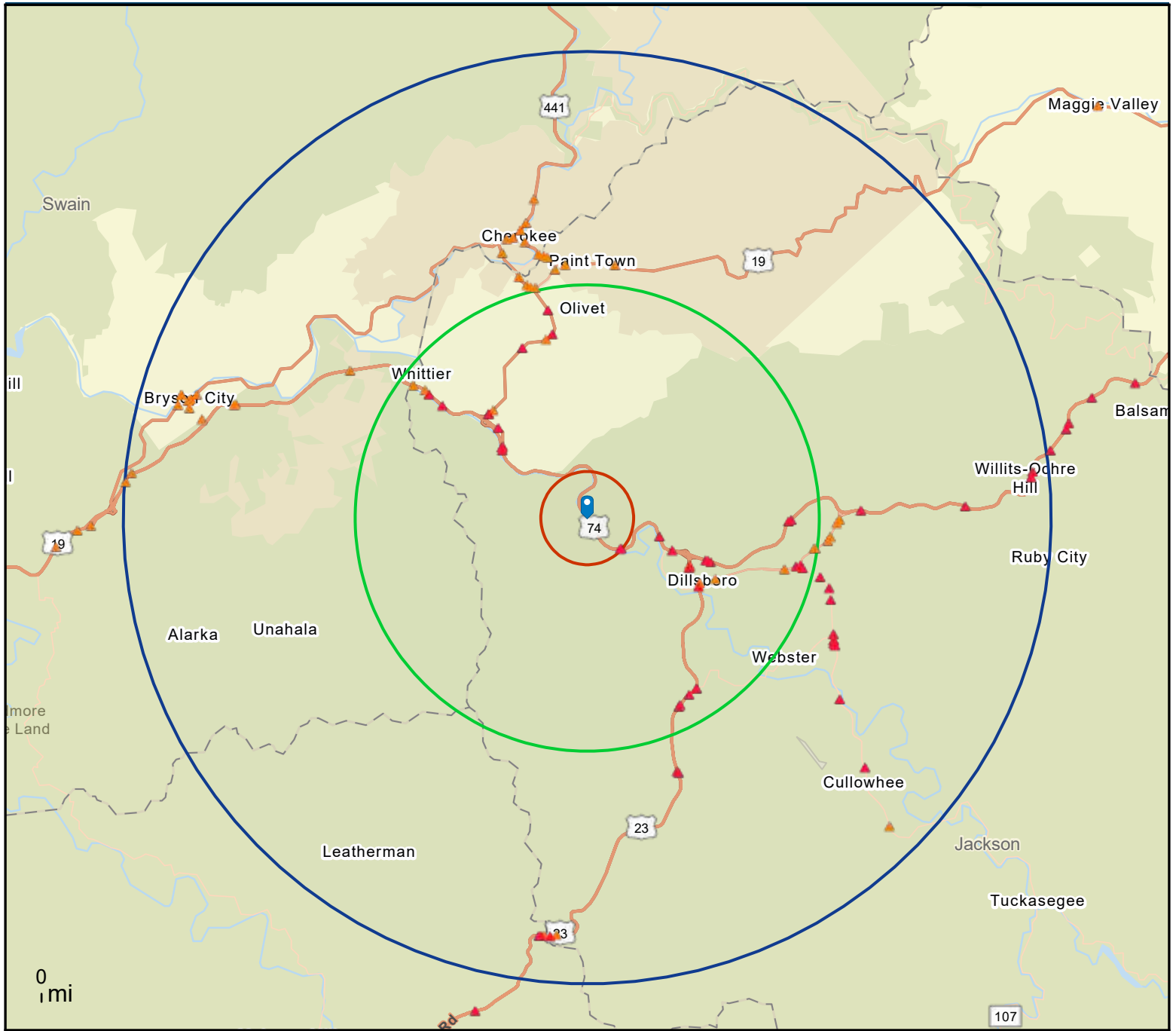
Boundary



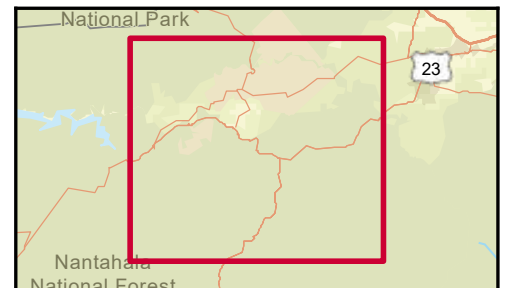
Traffic Count Map

5262 US-74 W, Whittier, North Carolina, 28789
Rings: 1, 5, 10 mile radii

Prepared by Esri
Latitude: 35.38996
Longitude: -83.29458



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2023 Kalibrate Technologies (Q4 2023).

March 27, 2024

Key Facts

5262 US-74 W, Whittier, North Carolina, 28789 (5 miles)

5262 US-74 W, Whittier, North Carolina, 28789

Ring of 5 miles

Prepared by Esri

Latitude: 35.38996

Longitude: -83.29458

Key Facts

5262 US-74 W, Whittier, North Carolina, 28789
Ring of 5 miles

KEY FACTS

10,694

Population



Average Household Size



Median Age

\$46,231

Median Household Income

EDUCATION



No High School Diploma



31.4%

High School Graduate



28.0%

Some College/
Associate's Degree



27.0%

Bachelor's/Grad/
Prof Degree

BUSINESS



631

Total Businesses



5,306

Total Employees

EMPLOYMENT



50.7%

White Collar



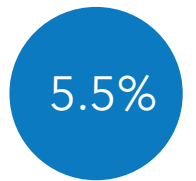
18.4%

Blue Collar



30.8%

Services



Unemployment Rate

INCOME



\$46,231

Median Household Income



\$32,732

Per Capita Income



\$84,736

Median Net Worth

2023 Households by income (Esri)

The largest group: \$50,000 - \$74,999 (16.6%)

The smallest group: \$150,000 - \$199,999 (3.1%)

Indicator ▲	Value	Diff		
<\$15,000	15.1%	+0.7%		
\$15,000 - \$24,999	11.9%	+2.1%		
\$25,000 - \$34,999	12.3%	+1.4%		
\$35,000 - \$49,999	13.2%	-2.3%		
\$50,000 - \$74,999	16.6%	-0.8%		
\$75,000 - \$99,999	10.9%	-0.7%		
\$100,000 - \$149,999	9.9%	-3.1%		
\$150,000 - \$199,999	3.1%	+0.5%		
\$200,000+	7.0%	+2.2%		

Bars show deviation from Jackson County

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023). © 2024 Esri

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023).

Business Summary

5262 US-74 W, Whittier, North Carolina, 28789
Rings: 1, 5, 10 mile radii

Prepared by Esri
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Data for all businesses in area		1 mile		5 miles		10 miles						
Total Businesses:		24		631		1,804						
Total Employees:		120		5,306		19,398						
Total Residential Population:		446		10,694		43,973						
Employee/Residential Population Ratio (per 100 Residents)		27		50		44						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	4.2%	4	3.3%	14	2.2%	67	1.3%	39	2.2%	147	0.8%
Construction	3	12.5%	24	20.0%	34	5.4%	200	3.8%	97	5.4%	490	2.5%
Manufacturing	0	0.0%	1	0.8%	18	2.9%	271	5.1%	37	2.1%	895	4.6%
Transportation	2	8.3%	7	5.8%	19	3.0%	64	1.2%	50	2.8%	496	2.6%
Communication	0	0.0%	0	0.0%	1	0.2%	7	0.1%	9	0.5%	78	0.4%
Utility	0	0.0%	0	0.0%	3	0.5%	41	0.8%	7	0.4%	72	0.4%
Wholesale Trade	0	0.0%	0	0.0%	8	1.3%	40	0.8%	33	1.8%	229	1.2%
Retail Trade Summary	6	25.0%	25	20.8%	137	21.7%	1,117	21.1%	425	23.6%	4,285	22.1%
Home Improvement	0	0.0%	1	0.8%	8	1.3%	37	0.7%	20	1.1%	96	0.5%
General Merchandise Stores	0	0.0%	0	0.0%	8	1.3%	119	2.2%	17	0.9%	527	2.7%
Food Stores	1	4.2%	2	1.7%	15	2.4%	138	2.6%	44	2.4%	566	2.9%
Auto Dealers & Gas Stations	1	4.2%	4	3.3%	15	2.4%	86	1.6%	49	2.7%	326	1.7%
Apparel & Accessory Stores	0	0.0%	1	0.8%	4	0.6%	14	0.3%	17	0.9%	68	0.4%
Furniture & Home Furnishings	0	0.0%	1	0.8%	6	1.0%	16	0.3%	15	0.8%	41	0.2%
Eating & Drinking Places	1	4.2%	11	9.2%	41	6.5%	549	10.3%	136	7.5%	2,185	11.3%
Miscellaneous Retail	2	8.3%	6	5.0%	42	6.7%	158	3.0%	129	7.2%	475	2.4%
Finance, Insurance, Real Estate Summary	2	8.3%	7	5.8%	57	9.0%	287	5.4%	142	7.9%	815	4.2%
Banks, Savings & Lending Institutions	1	4.2%	4	3.3%	11	1.7%	67	1.3%	25	1.4%	168	0.9%
Securities Brokers	0	0.0%	0	0.0%	6	1.0%	11	0.2%	12	0.7%	24	0.1%
Insurance Carriers & Agents	0	0.0%	0	0.0%	10	1.6%	78	1.5%	21	1.2%	190	1.0%
Real Estate, Holding, Other Investment Offices	1	4.2%	3	2.5%	31	4.9%	131	2.5%	84	4.7%	434	2.2%
Services Summary	8	33.3%	45	37.5%	250	39.6%	2,480	46.7%	727	40.3%	9,606	49.5%
Hotels & Lodging	2	8.3%	15	12.5%	23	3.6%	133	2.5%	103	5.7%	781	4.0%
Automotive Services	1	4.2%	2	1.7%	16	2.5%	35	0.7%	41	2.3%	87	0.4%
Movies & Amusements	1	4.2%	7	5.8%	22	3.5%	208	3.9%	42	2.3%	1,090	5.6%
Health Services	1	4.2%	3	2.5%	42	6.7%	894	16.8%	100	5.5%	2,755	14.2%
Legal Services	0	0.0%	1	0.8%	15	2.4%	65	1.2%	19	1.1%	77	0.4%
Education Institutions & Libraries	0	0.0%	0	0.0%	7	1.1%	267	5.0%	66	3.7%	2,219	11.4%
Other Services	3	12.5%	18	15.0%	125	19.8%	877	16.5%	356	19.7%	2,597	13.4%
Government	1	4.2%	6	5.0%	50	7.9%	712	13.4%	121	6.7%	2,221	11.4%
Unclassified Establishments	1	4.2%	0	0.0%	39	6.2%	20	0.4%	115	6.4%	63	0.3%
Totals	24	100.0%	120	100.0%	631	100.0%	5,306	100.0%	1,804	100.0%	19,398	100.0%

Source: Copyright 2023 Data Axle, Inc. All rights reserved. Esri Total Residential Population forecasts for 2023.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

Business Summary

5262 US-74 W, Whittier, North Carolina, 28789
Rings: 1, 5, 10 mile radii

Prepared by Esri
Latitude: 35.38996
Longitude: -83.29458

by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.8%	7	1.1%	19	0.4%	17	0.9%	46	0.2%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.1%	2	0.0%
Utilities	0	0.0%	0	0.0%	2	0.3%	38	0.7%	5	0.3%	47	0.2%
Construction	3	12.5%	25	20.8%	38	6.0%	235	4.4%	105	5.8%	565	2.9%
Manufacturing	0	0.0%	1	0.8%	19	3.0%	276	5.2%	40	2.2%	906	4.7%
Wholesale Trade	0	0.0%	0	0.0%	8	1.3%	40	0.8%	32	1.8%	220	1.1%
Retail Trade	4	16.7%	14	11.7%	90	14.3%	536	10.1%	273	15.1%	2,007	10.3%
Motor Vehicle & Parts Dealers	0	0.0%	2	1.7%	8	1.3%	45	0.8%	27	1.5%	207	1.1%
Furniture & Home Furnishings Stores	0	0.0%	1	0.8%	3	0.5%	5	0.1%	7	0.4%	13	0.1%
Electronics & Appliance Stores	0	0.0%	0	0.0%	1	0.2%	5	0.1%	4	0.2%	17	0.1%
Building Material & Garden Equipment & Supplies Dealers	0	0.0%	1	0.8%	8	1.3%	37	0.7%	20	1.1%	96	0.5%
Food & Beverage Stores	1	4.2%	2	1.7%	17	2.7%	137	2.6%	41	2.3%	523	2.7%
Health & Personal Care Stores	0	0.0%	0	0.0%	5	0.8%	29	0.5%	15	0.8%	95	0.5%
Gasoline Stations & Fuel Dealers	1	4.2%	3	2.5%	7	1.1%	42	0.8%	23	1.3%	126	0.6%
Clothing, Clothing Accessories, Shoe and Jewelry Stores	0	0.0%	1	0.8%	5	0.8%	20	0.4%	27	1.5%	91	0.5%
Sporting Goods, Hobby, Book, & Music Stores	1	4.2%	5	4.2%	24	3.8%	68	1.3%	83	4.6%	269	1.4%
General Merchandise Stores	0	0.0%	1	0.8%	12	1.9%	147	2.8%	27	1.5%	569	2.9%
Transportation & Warehousing	1	4.2%	7	5.8%	15	2.4%	61	1.1%	41	2.3%	436	2.2%
Information	0	0.0%	5	4.2%	9	1.4%	81	1.5%	30	1.7%	402	2.1%
Finance & Insurance	0	0.0%	4	3.3%	27	4.3%	156	2.9%	60	3.3%	385	2.0%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	4	3.3%	11	1.7%	68	1.3%	26	1.4%	172	0.9%
Securities & Commodity Contracts	0	0.0%	0	0.0%	6	1.0%	11	0.2%	12	0.7%	24	0.1%
Funds, Trusts & Other Financial Vehicles	0	0.0%	0	0.0%	10	1.6%	78	1.5%	21	1.2%	190	1.0%
Real Estate, Rental & Leasing	1	4.2%	2	1.7%	34	5.4%	123	2.3%	98	5.4%	409	2.1%
Professional, Scientific & Tech Services	1	4.2%	4	3.3%	42	6.7%	199	3.8%	95	5.3%	438	2.3%
Legal Services	0	0.0%	1	0.8%	16	2.5%	67	1.3%	20	1.1%	79	0.4%
Management of Companies & Enterprises	0	0.0%	1	0.8%	2	0.3%	15	0.3%	3	0.2%	27	0.1%
Administrative, Support & Waste Management Services	1	4.2%	3	2.5%	15	2.4%	100	1.9%	43	2.4%	290	1.5%
Educational Services	0	0.0%	0	0.0%	8	1.3%	256	4.8%	62	3.4%	2,106	10.9%
Health Care & Social Assistance	1	4.2%	7	5.8%	54	8.6%	1,248	23.5%	143	7.9%	3,682	19.0%
Arts, Entertainment & Recreation	1	4.2%	6	5.0%	20	3.2%	204	3.8%	50	2.8%	1,316	6.8%
Accommodation & Food Services	3	12.5%	26	21.7%	65	10.3%	692	13.0%	243	13.5%	3,011	15.5%
Accommodation	2	8.3%	15	12.5%	23	3.6%	133	2.5%	103	5.7%	781	4.0%
Food Services & Drinking Places	1	4.2%	11	9.2%	41	6.5%	559	10.5%	140	7.8%	2,230	11.5%
Other Services (except Public Administration)	3	12.5%	6	5.0%	85	13.5%	285	5.4%	227	12.6%	816	4.2%
Automotive Repair & Maintenance	1	4.2%	2	1.7%	14	2.2%	32	0.6%	31	1.7%	70	0.4%
Public Administration	1	4.2%	6	5.0%	51	8.1%	720	13.6%	121	6.7%	2,225	11.5%
Unclassified Establishments	1	4.2%	0	0.0%	39	6.2%	20	0.4%	115	6.4%	63	0.3%
Total	24	100.0%	120	100.0%	631	100.0%	5,306	100.0%	1,804	100.0%	19,398	100.0%

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Retail Market Potential

5262 US-74 W, Whittier, North Carolina, 28789
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.38996
 Longitude: -83.29458

Demographic Summary	2023	2028
Population	10,694	10,648
Population 18+	8,629	8,630
Households	4,544	4,546
Median Household Income	\$46,231	\$52,520

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought Men`s Clothing/12 Mo	5,416	62.8%	102
Bought Women`s Clothing/12 Mo	4,415	51.2%	99
Bought Shoes/12 Mo	6,327	73.3%	98
Bought Fine Jewelry/12 Mo	1,586	18.4%	90
Bought Watch/12 Mo	1,172	13.6%	98
Automobiles (Households)			
HH Owns or Leases Any Vehicle	4,286	94.3%	103
HH Bought or Leased New Vehicle/12 Mo	444	9.8%	97
Automotive Aftermarket (Adults)			
Bought Gasoline/6 Mo	7,992	92.6%	102
Bought or Changed Motor Oil/12 Mo	4,852	56.2%	109
Had Vehicle Tune-Up/12 Mo	2,090	24.2%	98
Beverages (Adults)			
Drank Non-Diet (Regular) Cola/6 Mo	3,196	37.0%	100
Drank Beer or Ale/6 Mo	3,289	38.1%	96
Cameras (Adults)			
Own Digital Point and Shoot Camera/Camcorder	1,062	12.3%	112
Own Digital SLR Camera or Camcorder	900	10.4%	97
Printed Digital Photos/12 Mo	2,378	27.6%	102
Cell Phones (Adults/Households)			
Bought Cell Phone/12 Mo	3,015	34.9%	100
Have a Smartphone	7,970	92.4%	99
Have Android Phone (Any Brand) Smartphone	3,724	43.2%	112
Have Apple iPhone Smartphone	4,270	49.5%	88
HH Owns 1 Cell Phone	1,441	31.7%	104
HH Owns 2 Cell Phones	1,987	43.7%	112
HH Owns 3+ Cell Phones	1,025	22.6%	78
HH Has Cell Phone Only (No Landline Telephone)	3,145	69.2%	101
Computers (Households)			
HH Owns Computer	3,809	83.8%	98
HH Owns Desktop Computer	1,885	41.5%	104
HH Owns Laptop or Notebook	3,079	67.8%	96
HH Owns Apple/Mac Brand Computer	835	18.4%	76
HH Owns PC/Non-Apple Brand Computer	3,331	73.3%	103
HH Purchased Most Recent Home Computer at Store	1,804	39.7%	102
HH Purchased Most Recent Home Computer Online	1,227	27.0%	98
HH Spent \$1-499 on Most Recent Home Computer	833	18.3%	116
HH Spent \$500-999 on Most Recent Home Computer	991	21.8%	107
HH Spent \$1K-1499 on Most Recent Home Computer	490	10.8%	89
HH Spent \$1500-1999 on Most Recent Home Computer	166	3.7%	79
HH Spent \$2K+ on Most Recent Home Computer	178	3.9%	73

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Retail Market Potential

5262 US-74 W, Whittier, North Carolina, 28789
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.38996
 Longitude: -83.29458

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at C-Store/6 Mo	5,687	65.9%	103
Bought Brewed Coffee at C-Store/30 Days	1,128	13.1%	108
Bought Cigarettes at C-Store/30 Days	575	6.7%	109
Bought Gas at C-Store/30 Days	3,895	45.1%	114
Spent \$1-19 at C-Store/30 Days	605	7.0%	95
Spent \$20-39 at C-Store/30 Days	812	9.4%	95
Spent \$40-50 at C-Store/30 Days	699	8.1%	104
Spent \$51-99 at C-Store/30 Days	491	5.7%	93
Spent \$100+ at C-Store/30 Days	2,104	24.4%	117
Entertainment (Adults)			
Attended Movie/6 Mo	2,939	34.1%	92
Went to Live Theater/12 Mo	489	5.7%	83
Went to Bar or Night Club/12 Mo	1,287	14.9%	92
Dined Out/12 Mo	4,555	52.8%	101
Gambled at Casino/12 Mo	811	9.4%	88
Visited Theme Park/12 Mo	809	9.4%	81
Viewed Movie (Video-on-Demand)/30 Days	805	9.3%	84
Viewed TV Show (Video-on-Demand)/30 Days	532	6.2%	81
Used Internet to Download Movie/30 Days	481	5.6%	93
Downloaded Individual Song/6 Mo	1,627	18.9%	94
Used Internet to Watch Movie/30 Days	2,563	29.7%	87
Used Internet to Watch TV Program/30 Days	1,620	18.8%	85
Played (Console) Video or Electronic Game/12 Mo	1,010	11.7%	91
Played (Portable) Video or Electronic Game/12 Mo	554	6.4%	97
Financial (Adults)			
Have 1st Home Mortgage	3,187	36.9%	97
Used ATM or Cash Machine/12 Mo	5,232	60.6%	96
Own Any Stock	1,197	13.9%	93
Own U.S. Savings Bonds	489	5.7%	80
Own Shares in Mutual Fund (Stocks)	1,145	13.3%	97
Own Shares in Mutual Fund (Bonds)	730	8.5%	99
Have Interest Checking Account	3,562	41.3%	105
Have Non-Interest Checking Account	3,389	39.3%	103
Have Savings Account	6,381	73.9%	100
Have 401(k) Retirement Savings Plan	1,777	20.6%	84
Own or Used Any Credit/Debit Card/12 Mo	8,031	93.1%	100
Avg \$1-110 Monthly Credit Card Expenditures	1,140	13.2%	115
Avg \$111-225 Monthly Credit Card Expenditures	688	8.0%	104
Avg \$226-450 Monthly Credit Card Expenditures	727	8.4%	91
Avg \$451-700 Monthly Credit Card Expenditures	708	8.2%	89
Avg \$701-1000 Monthly Credit Card Expenditures	685	7.9%	97
Avg \$1001-2000 Monthly Credit Card Expenditures	943	10.9%	93
Avg \$2001+ Monthly Credit Card Expenditures	890	10.3%	93
Did Banking Online/12 Mo	5,043	58.4%	100
Did Banking by Mobile Device/12 Mo	3,964	45.9%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH Used Bread/6 Mo	4,314	94.9%	100
HH Used Chicken (Fresh or Frozen)/6 Mo	3,144	69.2%	99
HH Used Turkey (Fresh or Frozen)/6 Mo	750	16.5%	112
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,729	60.1%	100
HH Used Fresh Fruit or Vegetables/6 Mo	4,008	88.2%	100
HH Used Fresh Milk/6 Mo	3,848	84.7%	103
HH Used Fish or Seafood (Fresh or Frozen)/6 Mo	2,729	60.1%	86
Health (Adults)			
Exercise at Home 2+ Times/Wk	3,991	46.3%	94
Exercise at Club 2+ Times/Wk	761	8.8%	75
Visited Doctor/12 Mo	6,947	80.5%	101
Used Vitamins or Dietary Supplements/6 Mo	5,733	66.4%	101
Home (Households)			
HH Did Home Improvement/12 Mo	1,932	42.5%	108
HH Used Maid/Prof Cln Svc (+ Furn/Carpet)/12 Mo	1,360	29.9%	98
HH Purchased Low Ticket HH Furnishing/12 Mo	1,072	23.6%	96
HH Purchased Big Ticket HH Furnishing/12 Mo	1,316	29.0%	102
HH Bought Small Kitchen Appliance/12 Mo	1,136	25.0%	96
HH Bought Large Kitchen Appliance/12 Mo	751	16.5%	101
Insurance (Adults/Households)			
Currently Carry Life Insurance	4,489	52.0%	102
Personally Carry Any Med/Hosp/Accident Insur	7,370	85.4%	100
Homeowner Carries Home/Personal Property Insurance	5,739	66.5%	108
Renter Carries Home/Pers Property Insurance	916	10.6%	89
HH Has 1 Vehicle Covered w/Auto Insurance	1,303	28.7%	94
HH Has 2 Vehicles Covered w/Auto Insurance	1,507	33.2%	101
HH Has 3+ Vehicles Covered w/Auto Insurance	1,407	31.0%	117
Pets (Households)			
HH Owns Cat	1,417	31.2%	135
HH Owns Dog	2,174	47.8%	121
Psychographics (Adults)			
Represents adults who "completely agree" with the statement:			
Am Interested in How to Help Env: 4-Agr Cmpl	1,391	16.1%	87
Buying American Is Important: 4-Agr Cmpl	3,328	38.6%	120
Buy Based on Quality Not Price: 4-Agr Cmpl	1,221	14.1%	94
Buy on Credit Rather Than Wait: 4-Agr Cmpl	943	10.9%	86
Only Use Coupons Brands Usually Buy: 4-Agr Cmpl	1,018	11.8%	107
Will Pay More for Env Safe Prods: 4-Agr Cmpl	916	10.6%	87
Buy Based on Price Not Brands: 4-Agr Cmpl	2,377	27.5%	101
Am Interested in How to Help Env: 4-Agr Cmpl	1,391	16.1%	87
Reading (Adults)			
Bought Digital Book/12 Mo	1,665	19.3%	102
Bought Hardcover Book/12 Mo	2,438	28.3%	104
Bought Paperback Book/12 Mo	2,946	34.1%	100
Read Daily Newspaper (Paper Version)	1,310	15.2%	99
Read Digital Newspaper/30 Days	3,863	44.8%	88
Read Magazine (Paper/Electronic Vers)/6 Mo	7,400	85.8%	99

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

5262 US-74 W, Whittier, North Carolina, 28789
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.38996
 Longitude: -83.29458

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to Family Restrnt/SteakHse/6 Mo	5,710	66.2%	100
Went to Family Restrnt/SteakHse 4+ Times/30 Days	1,761	20.4%	99
Went to Fast Food/Drive-In Restaurant/6 Mo	7,914	91.7%	101
Went to Fast Food/Drive-In Rest 9+ Times/30 Days	3,199	37.1%	95
Ordered Eat-In Fast Food/6 Mo	1,843	21.4%	104
Ordered Home Delivery Fast Food/6 Mo	959	11.1%	83
Take-Out/Drive-Thru/Curbside Fast Food/6 Mo	5,344	61.9%	106
Ordered Take-Out/Walk-In Fast Food/6 Mo	1,623	18.8%	84
Television & Electronics (Adults/Households)			
Own Tablet	4,982	57.7%	98
Own E-Reader	1,248	14.5%	101
Own E-Reader/Tablet: Apple iPad	2,817	32.6%	88
HH Owns Internet Connectable TV	1,969	43.3%	101
Own Portable MP3 Player	990	11.5%	103
HH Owns 1 TV	846	18.6%	102
HH Owns 2 TVs	1,312	28.9%	102
HH Owns 3 TVs	1,070	23.5%	103
HH Owns 4+ TVs	965	21.2%	94
HH Subscribes to Cable TV	1,288	28.3%	84
HH Subscribes to Fiber Optic TV	132	2.9%	55
HH Owns Portable GPS Device	1,147	25.2%	121
HH Purchased Video Game System/12 Mo	229	5.0%	63
HH Owns Internet Video Device for TV	2,249	49.5%	94
Travel (Adults)			
Took Domestic Trip in Continental U.S./12 Mo	4,632	53.7%	100
Took 3+ Domestic Non-Business Trips/12 Mo	1,217	14.1%	101
Spent \$1-999 on Domestic Vacations/12 Mo	1,117	12.9%	95
Spent \$1K-1499 on Domestic Vacations/12 Mo	536	6.2%	98
Spent \$1500-1999 on Domestic Vacations/12 Mo	305	3.5%	93
Spent \$2K-2999 on Domestic Vacations/12 Mo	353	4.1%	103
Spent \$3K+ on Domestic Vacations/12 Mo	578	6.7%	101
Used Intrnt Travel Site for Domestic Trip/12 Mo	410	4.8%	85
Took Foreign Trip (Incl Alaska & Hawaii)/3 Yrs	2,327	27.0%	81
Took 3+ Foreign Trips by Plane/3 Yrs	408	4.7%	65
Spent \$1-999 on Foreign Vacations/12 Mo	569	6.6%	85
Index: Spent \$1K-2999 on Foreign Vacations/12 Mo	207	2.4%	78
Spent \$3K+ on Foreign Vacations/12 Mo	265	3.1%	72
Used General Travel Site: Foreign Trip/3 Yrs	393	4.6%	72
Spent Night at Hotel or Motel/12 Mo	3,818	44.2%	98
Took Cruise of More Than One Day/3 Yrs	821	9.5%	94
Member of Frequent Flyer Program	2,027	23.5%	85
Member of Hotel Rewards Program	2,391	27.7%	96

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average. **Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by MRI-Simmons in a nationally representative survey of U.S. households. Esri forecasts for 2023 and 2028.

Executive Summary - Call Outs

5262 US-74 W, Whittier, North Carolina, 28789 (5 miles)
5262 US-74 W, Whittier, North Carolina, 28789
Ring of 5 miles

Prepared by Esri
Latitude: 35.38996
Longitude: -83.29458

5262 US-74 W, Whittier, North Carolina, 28789
Ring of 5 miles

Old and Newcomers

Dominant Tapestry Segment

KEY FACTS


10,694
Total Population


\$235,549
Median Home Value


631
Businesses



11,385
Daytime Population


44.4
Median Age

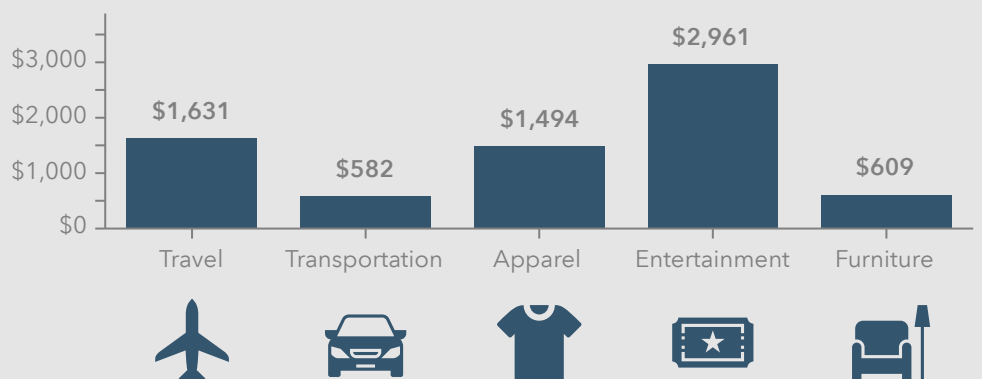

0.34%
2020-2023
Pop Growth Rate


\$32,732
Per Capita Income


2.3
Avg Household Size


\$46,231
Median Household Income

KEY SPENDING FACTS



Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023).

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Spending facts are average annual dollars per household

Source: This infographic contains data provided by Esri (2023, 2028), Esri-Data Axle (2023), Esri-U.S. BLS (2023).

5262 US-74 W, Whittier, North Carolina, 28789
 Ring: 5 mile radius

Prepared by Esri
 Latitude: 35.38996
 Longitude: -83.29458

Summary	Census 2010	Census 2020	2023	2028
Population	10,256	10,575	10,694	10,648
Households	4,510	4,497	4,544	4,546
Families	2,877	2,839	2,758	2,745
Average Household Size	2.25	2.30	2.30	2.29
Owner Occupied Housing Units	3,093	3,087	3,052	3,091
Renter Occupied Housing Units	1,417	1,410	1,492	1,455
Median Age	41.3	42.5	44.4	46.2

Trends: 2023-2028 Annual Rate	Area	State	National
Population	-0.09%	0.53%	0.30%
Households	0.01%	0.68%	0.49%
Families	-0.09%	0.60%	0.44%
Owner HHs	0.25%	0.78%	0.66%
Median Household Income	2.58%	3.37%	2.57%

Households by Income	2023		2028	
	Number	Percent	Number	Percent
<\$15,000	688	15.1%	613	13.5%
\$15,000 - \$24,999	543	11.9%	478	10.5%
\$25,000 - \$34,999	560	12.3%	512	11.3%
\$35,000 - \$49,999	600	13.2%	559	12.3%
\$50,000 - \$74,999	755	16.6%	775	17.0%
\$75,000 - \$99,999	494	10.9%	526	11.6%
\$100,000 - \$149,999	448	9.9%	548	12.1%
\$150,000 - \$199,999	139	3.1%	179	3.9%
\$200,000+	316	7.0%	356	7.8%

Median Household Income	\$46,231	\$52,520
Average Household Income	\$77,932	\$88,292
Per Capita Income	\$32,732	\$37,257

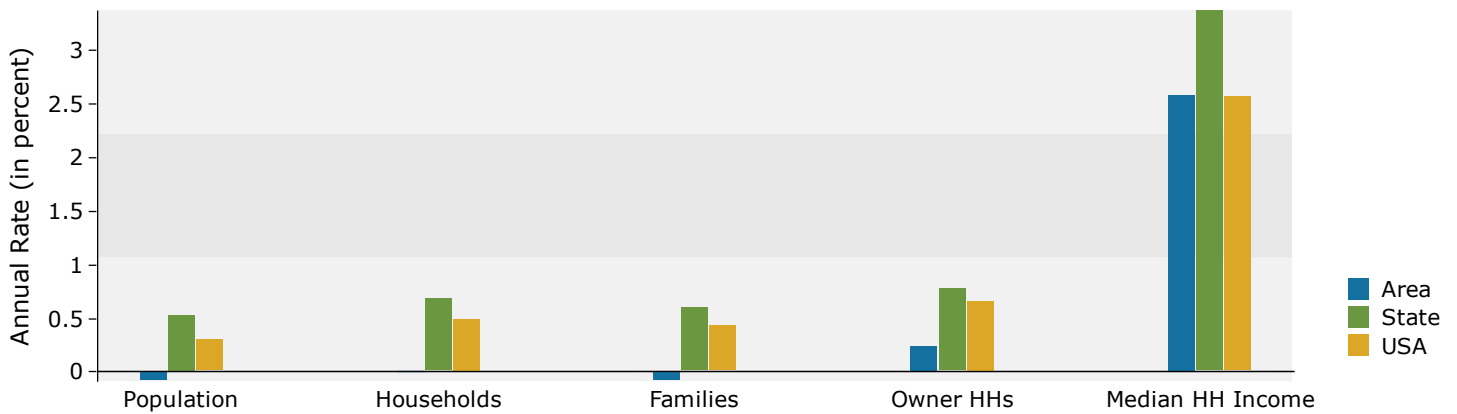
Population by Age	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	642	6.3%	594	5.6%	544	5.1%	517	4.9%
5 - 9	588	5.7%	600	5.7%	593	5.5%	561	5.3%
10 - 14	559	5.5%	666	6.3%	622	5.8%	603	5.7%
15 - 19	580	5.7%	563	5.3%	525	4.9%	578	5.4%
20 - 24	630	6.1%	604	5.7%	488	4.6%	500	4.7%
25 - 34	1,302	12.7%	1,305	12.3%	1,283	12.0%	1,018	9.6%
35 - 44	1,280	12.5%	1,261	11.9%	1,375	12.9%	1,376	12.9%
45 - 54	1,426	13.9%	1,239	11.7%	1,273	11.9%	1,389	13.0%
55 - 64	1,514	14.8%	1,487	14.1%	1,446	13.5%	1,380	13.0%
65 - 74	1,014	9.9%	1,310	12.4%	1,514	14.2%	1,403	13.2%
75 - 84	525	5.1%	716	6.8%	770	7.2%	1,007	9.5%
85+	196	1.9%	231	2.2%	260	2.4%	315	3.0%

Race and Ethnicity	Census 2010		Census 2020		2023		2028	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	8,433	82.2%	7,993	75.6%	7,951	74.4%	7,720	72.5%
Black Alone	100	1.0%	132	1.2%	133	1.2%	133	1.2%
American Indian Alone	1,175	11.5%	1,262	11.9%	1,329	12.4%	1,393	13.1%
Asian Alone	96	0.9%	140	1.3%	157	1.5%	182	1.7%
Pacific Islander Alone	0	0.0%	2	0.0%	3	0.0%	3	0.0%
Some Other Race Alone	206	2.0%	337	3.2%	362	3.4%	398	3.7%
Two or More Races	246	2.4%	708	6.7%	759	7.1%	820	7.7%
Hispanic Origin (Any Race)	456	4.4%	664	6.3%	715	6.7%	783	7.4%

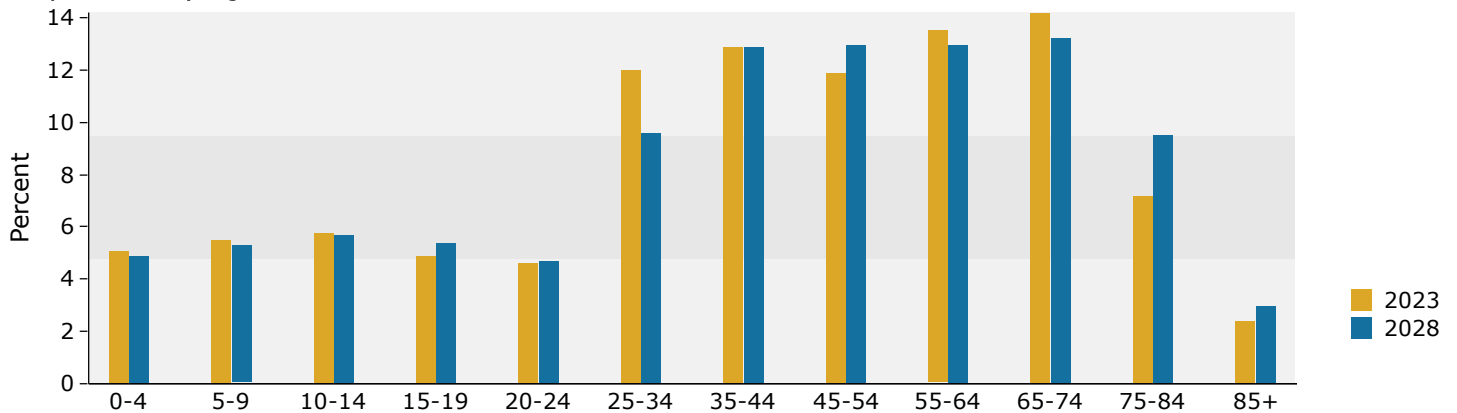
Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.

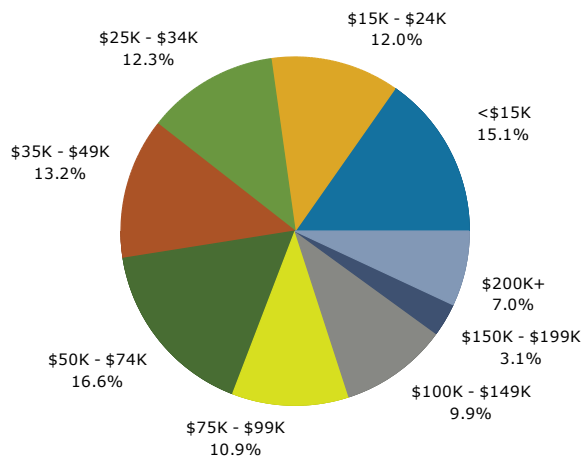
Trends 2023-2028



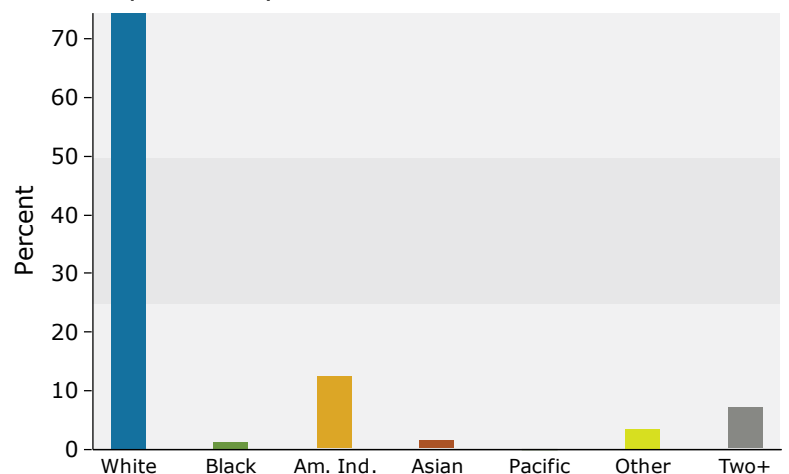
Population by Age



2023 Household Income



2023 Population by Race



2023 Percent Hispanic Origin: 6.7%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



Carla & Company has a new name!

Over the past few years, our team has grown and evolved. We've welcomed new team members, moved into a new office space, and cultivated a community of enthusiastic and like-minded clients and associates.

The name "Likewise" was chosen as a reflection of our collaborative dynamic and our commitment to mutual success.

Despite our brand's new look and company name, we want to assure you that nothing else is changing. Carla Barnard remains our firm's CEO & Broker-In-Charge, and our admin team is happy to assist, should you have any questions.

To learn more about this exciting change, check out our website at likewisecommercial.com or get in touch with one of our amazing agents.



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