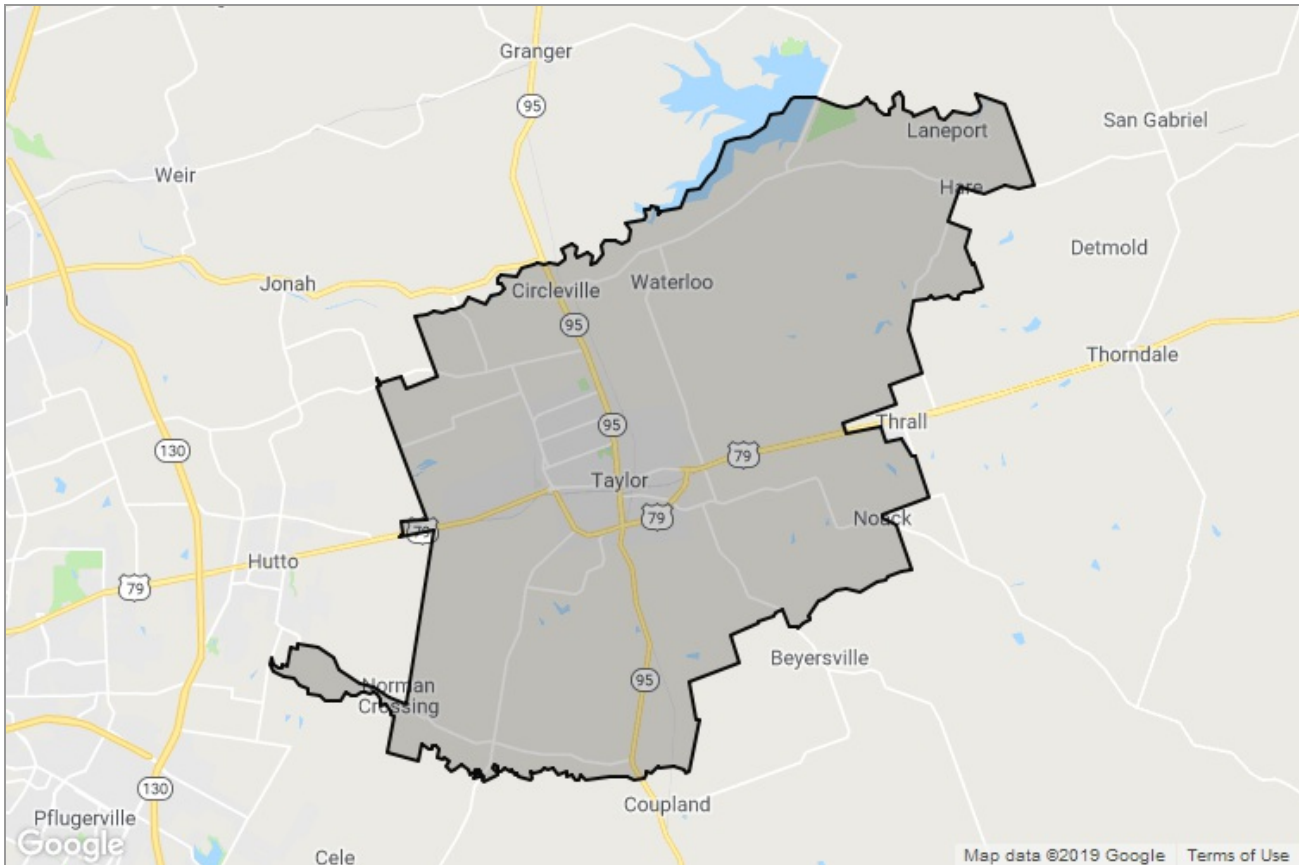




COMMERCIAL TRADE AREA REPORT

Taylor, TX 76574



Presented by

Julie Downs | REALTOR® | GRI

Texas Real Estate License: 352736



(512) 365-8563

Work: (512) 497-3967 | Fax: (512) 365-8563

Main: juliedowns4@gmail.com

RE/MAX Associates Group

906 N. Main
Taylor, TX 76574

Criteria Used for Analysis

Income:
Median Household Income
\$51,514

Age:
Median Age
37.4

Population Stats:
Total Population
19,514

Segmentation:
1st Dominant Segment
Middleburg

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Family Landscapes

Successful younger families in newer housing

Urbanization

Where do people like this usually live?

Semirural

Small town living, families with affordable homes

Top Tapestry Segments

	Middleburg	Traditional Living	Southwestern Families	Green Acres	Hardscrabble Road
% of Households	1,701 (24.5%)	973 (14.0%)	689 (9.9%)	655 (9.4%)	543 (7.8%)
% of Williamson County	4,447 (2.2%)	973 (0.5%)	1,469 (0.7%)	4,843 (2.4%)	767 (0.4%)
Lifestyle Group	Family Landscapes	Hometown	Ethnic Enclaves	Cozy Country Living	Middle Ground
Urbanization Group	Semirural	Metro Cities	Urban Periphery	Rural	Metro Cities
Residence Type	Single Family	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Singles	Married Couples	Married Couples	Singles
Average Household Size	2.73	2.5	3.17	2.69	2.64
Median Age	35.3	34.8	33.8	43	31.7
Diversity Index	46.3	53.1	65	24	74.2
Median Household Income	\$55,000	\$37,000	\$27,000	\$72,000	\$26,000
Median Net Worth	\$89,000	\$29,000	\$14,000	\$226,000	\$12,000
Median Home Value	\$158,000	\$79,000	\$92,000	\$197,000	—
Homeownership	74.3 %	60.1 %	55.3 %	86.7 %	41.2 %
Average Monthly Rent	—	—	—	—	\$690
Employment	Professional or Services	Services, Administration or Professional	Services	Professional or Management	Services or Administration
Education	College Degree	High School Graduate; Some College	No High School Diploma	College Degree	High School Graduate
Preferred Activities	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Go camping; visit the zoo. Eat fast food.	Shop discount, pharmacies. Gamble at casinos; buy lottery tickets.	Are member of veterans' club, fraternal order. Do home improvement projects.	Play basketball, football, volleyball. Shop via sales rep, QVC or HSN.
Financial	Carry some debt; invest for future	Carry credit card balances, student loans	Carry credit card balance	Bank, pay bills online	Invest in retirement savings, stocks, bonds
Media	Watch country, Christian TV channels	Watch QVC, CMT, Game Show Network	Listen to Hispanic radio	Watch TV by satellite	Listen to gospel, rap, hip-hop and R&B music
Vehicle	Own trucks, SUVs	Own 1-2 vehicles	Own 1-2 vehicles	Own truck/SUV	Own 1-2 vehicles

About this segment

Middleburg

This is the

#1

dominant segment
for this area

In this area

24.5%

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

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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 2018. Update Frequency: Annually.

About this segment

Traditional Living

This is the

#2

dominant segment
for this area

In this area

14.0%

of households fall
into this segment

In the United States

1.9%

of households fall
into this segment

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

Who We Are

Residents in the Traditional Living segment reside primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Our Neighborhood

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children; however, there are higher proportions of single-parent and single-person households.
- Average household size is slightly lower at 2.50.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940.
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is slightly shorter.
- Households have one or two vehicles.

Socioeconomic Traits

- Over 70% have completed high school or some college.
- Unemployment is higher at 10.9%; labor force participation is also a bit higher at 64.6%.
- Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance.
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites.
- TV is seen as the most trusted media.

Market Profile

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have student loans and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including QVC, CMT and Game Show Network.
- They're fast-food devotees.
- They enjoy outdoor activities such as camping and taking trips to the zoo.

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 2018. Update Frequency: Annually.

About this segment

Southwestern Families

This is the

#3

dominant segment
for this area

In this area

9.9%

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 Southwest Families neighborhoods are young families that form the foundation of Hispanic life 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. Recent arrivals and older generations are language-isolated. 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, but they do like to gamble (casinos and lottery tickets).

Our Neighborhood

- A family market: Married couples with kids, single parents, and grandparents head these households.
- Average household size is higher than U.S. average at 3.17.
- Many residents were born abroad; many households have residents who speak only Spanish.
- Over 40% of householders 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.
- Over 70% of all households have one or two vehicles available.

Socioeconomic Traits

- While close to 30% have attended or graduated from college, over 40% did not complete high school, which has limited their employment prospects.
- High rate of unemployment is at 12%, and low labor force participation is at 52%.
- Most households receive income from wages or salaries, but over 35% receive contributions from Social Security and over 10% 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.
- Although residents watch their spending, they typically carry balances on credit cards.
- Baby and children's products, such as food, clothing and equipment, are common purchases.
- They shop at pharmacies such as CVS, as well as discount department stores like Marshalls and Sears.
- They listen to Hispanic radio and watch Hispanic programming on television.
- Most households have landlines—used frequently for international calls.
- About 2 out of 3 households are connected, although access to the Internet is used primarily for entertainment.

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 2018. Update Frequency: Annually.

About this segment

Green Acres

This is the

#4

dominant segment
for this area

In this area

9.4%

of households fall
into this segment

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-it-yourselfers, 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 fraternal orders to veterans' clubs.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2018. Update Frequency: Annually.

About this segment

Hardscrabble Road

This is the

#5

dominant segment
for this area

In this area

7.8%

of households fall
into this segment

In the United States

1.2%

of households fall
into this segment

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

Who We Are

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multi-racial and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the U.S. rate), and median household income is half the U.S. median. Almost 1 in 3 households have income below the poverty level.

Approximately 60 percent of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4 unit buildings. This market is struggling to get by.

Our Neighborhood

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents, and multigenerational households.
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2-4 unit buildings.
- Older housing, built before 1960 (62%), with a higher proportion built in the 1940s or earlier.
- Four-fifths of owned homes valued under \$100,000 (more than 3.5 times the U.S.).
- Higher percentage of vacant housing units at 17%.
- Most households with 1 or 2 vehicles (71%), but 18% have no vehicle.

Socioeconomic Traits

- Education completed: 38% with a high school diploma only; 25% with some college or an associate's degree.
- Unemployment rate is higher at 16.6%, almost twice the U.S. rate.
- Labor force participation rate is lower at 57.4%.
- Wages and salaries are the primary source of income for 71% of households, with contributions from Supplemental Security Income for 10% and public assistance for 7%.
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.

Market Profile

- Little extra money to invest in retirement savings plans, stocks, or bonds.
- For those with young children at home, watching Disney Channel, Cartoon Network and Nickelodeon on TV is popular; diapers, baby food and children's clothing are priority expenditures.
- Favor shopping through an in-home sales rep, QVC or HSN.
- Read parenting and health magazines.
- Watch programs on BET, MTV and Game Show Network.
- Prefer to listen to gospel, R&B, rap and hip-hop music.
- Participate in basketball, football and volleyball.

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 2018. Update Frequency: Annually.

Taylor, TX 76574: 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, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



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, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2018, compared with other geographies.

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

Update Frequency: Annually

■ 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

■ 76574



Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

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

Update Frequency: Annually

76574



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, 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
2023 (Projected)



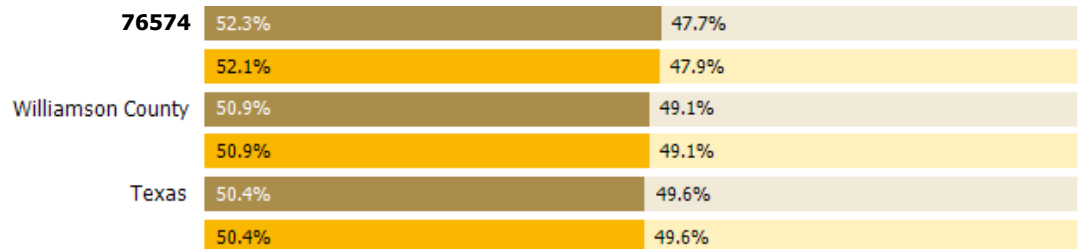
Female / Male Ratio

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, 2018

Update Frequency: Annually

Women 2018
Men 2018
Women 2023 (Projected)
Men 2023 (Projected)



Taylor, TX 76574: 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, 2018

Update Frequency: Annually

2018
2023 (Projected)



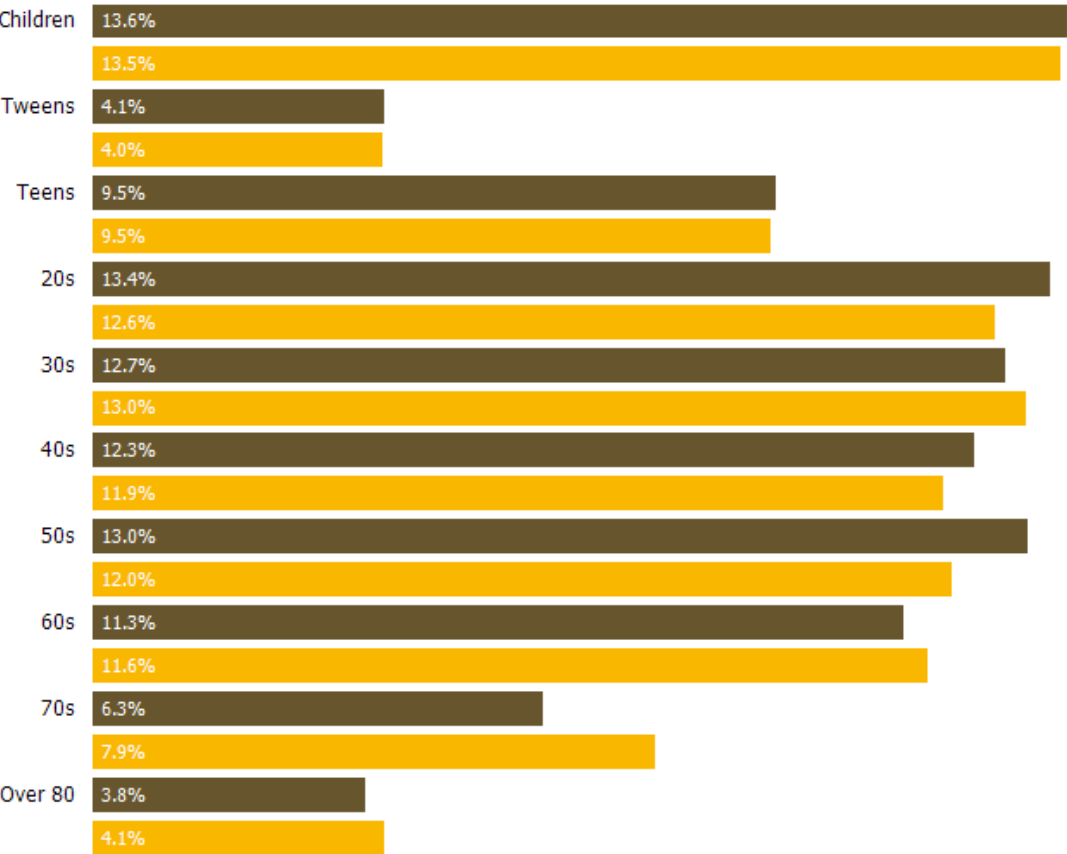
Population by Age

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

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

Update Frequency: Annually

2018
2023 (Projected)



Taylor, TX 76574: Marital Status Comparison

Married / Unmarried Adults Ratio

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

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

Update Frequency: Annually



Married

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

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

Update Frequency: Annually



Never Married

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

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

Update Frequency: Annually



Widowed

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

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

Update Frequency: Annually



Divorced

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

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

Update Frequency: Annually



Taylor, TX 76574: 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, 2018

Update Frequency: Annually

■ 2018
■ 2023 (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, 2018

Update Frequency: Annually

■ 2018
■ 2023 (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, 2018

Update Frequency: Annually

■ 2018
■ 2023 (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, 2018

Update Frequency: Annually



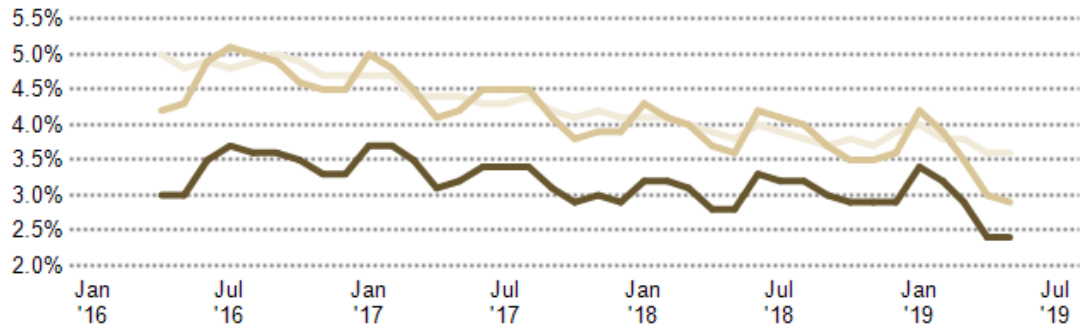
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

■ Williamson County
■ Texas
■ USA

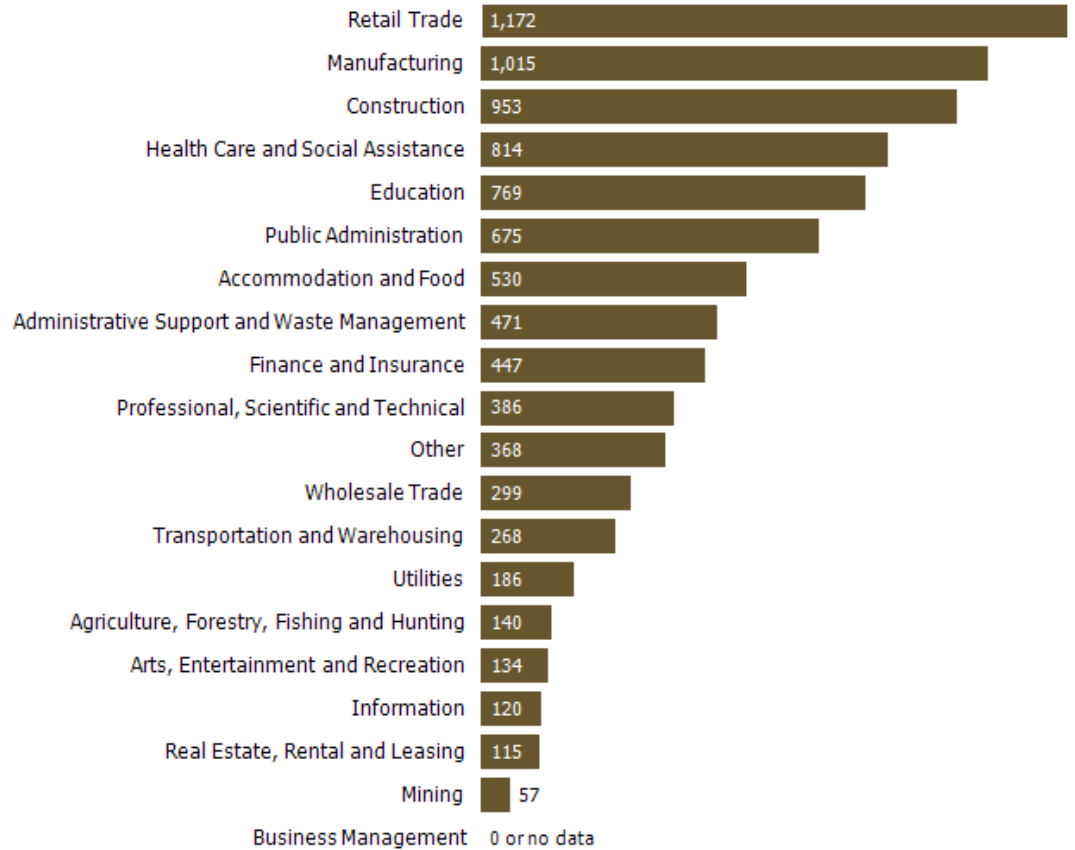


Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2018

Update Frequency: Annually



Taylor, TX 76574: 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, 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



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



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, 2018

Update Frequency: Annually



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, 2018

Update Frequency: Annually



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, 2018

Update Frequency: Annually



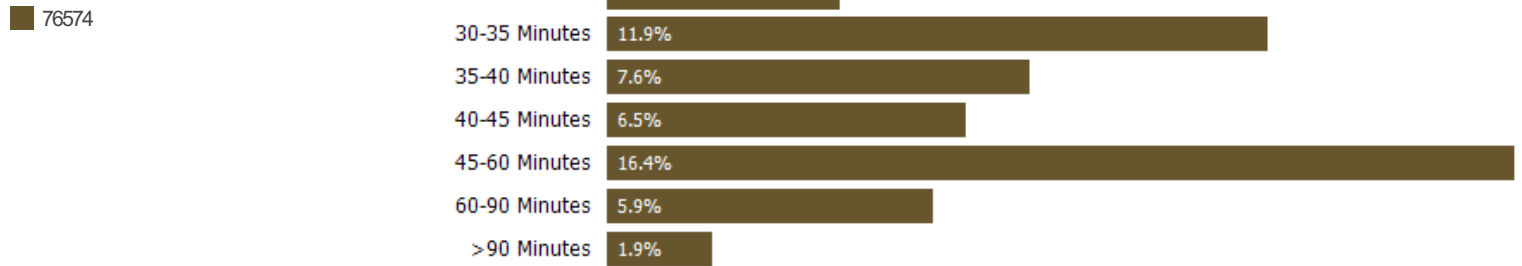
Taylor, TX 76574: Commute Comparison

Average Commute Time

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

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

Update Frequency: Annually



How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

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

Update Frequency: Annually



Taylor, TX 76574: 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-Month 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: On- and off-market listings sources

Update Frequency: Monthly

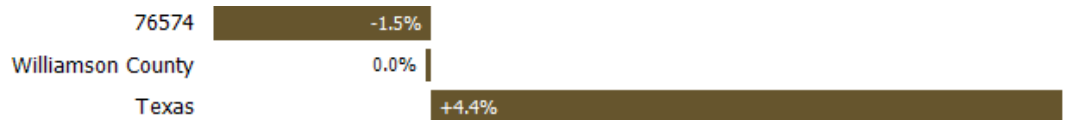


12-Month Change in Median Listing Price

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

Data Source: On- and off-market listings sources

Update Frequency: Monthly

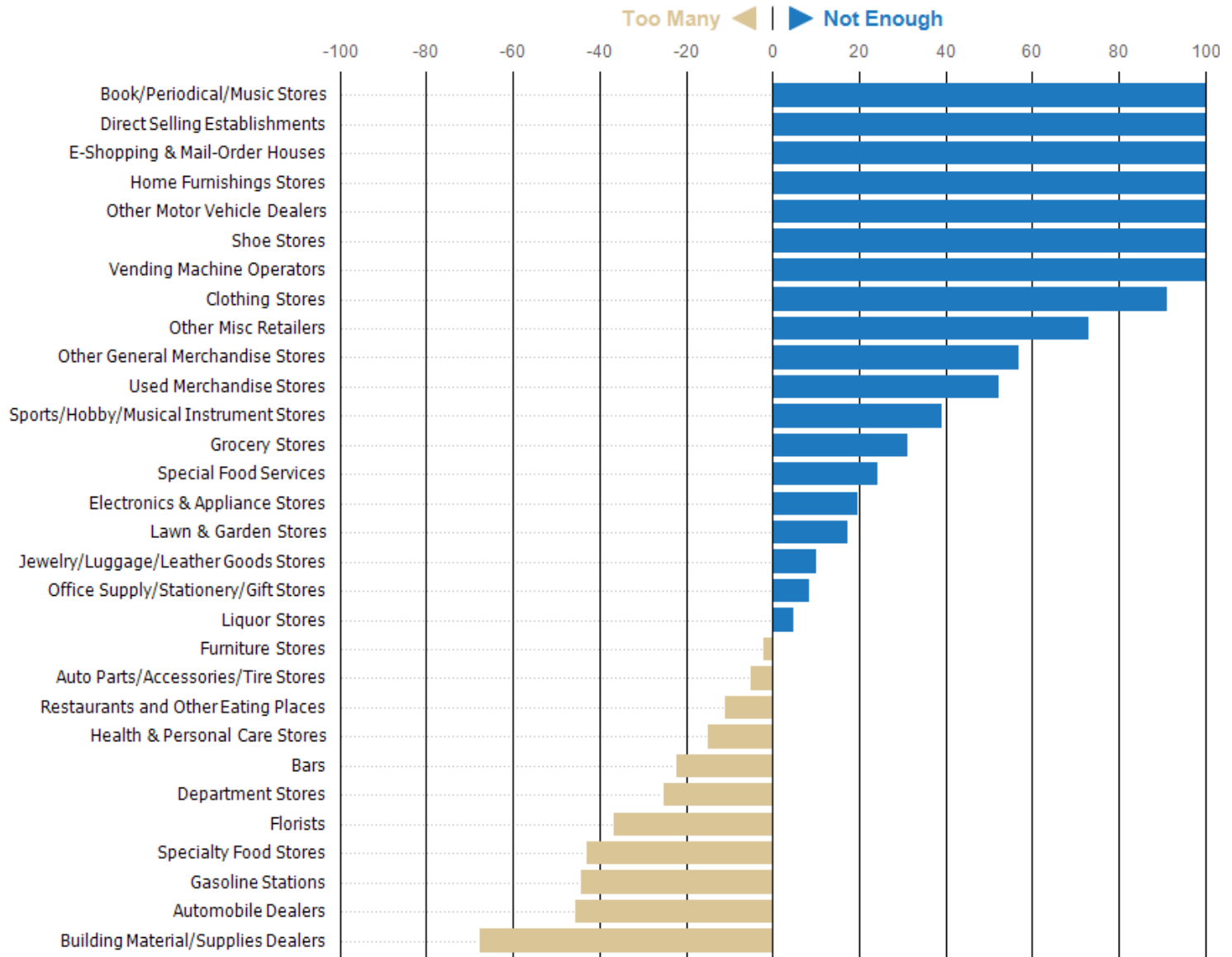


Best Retail Businesses: Taylor, TX 76574

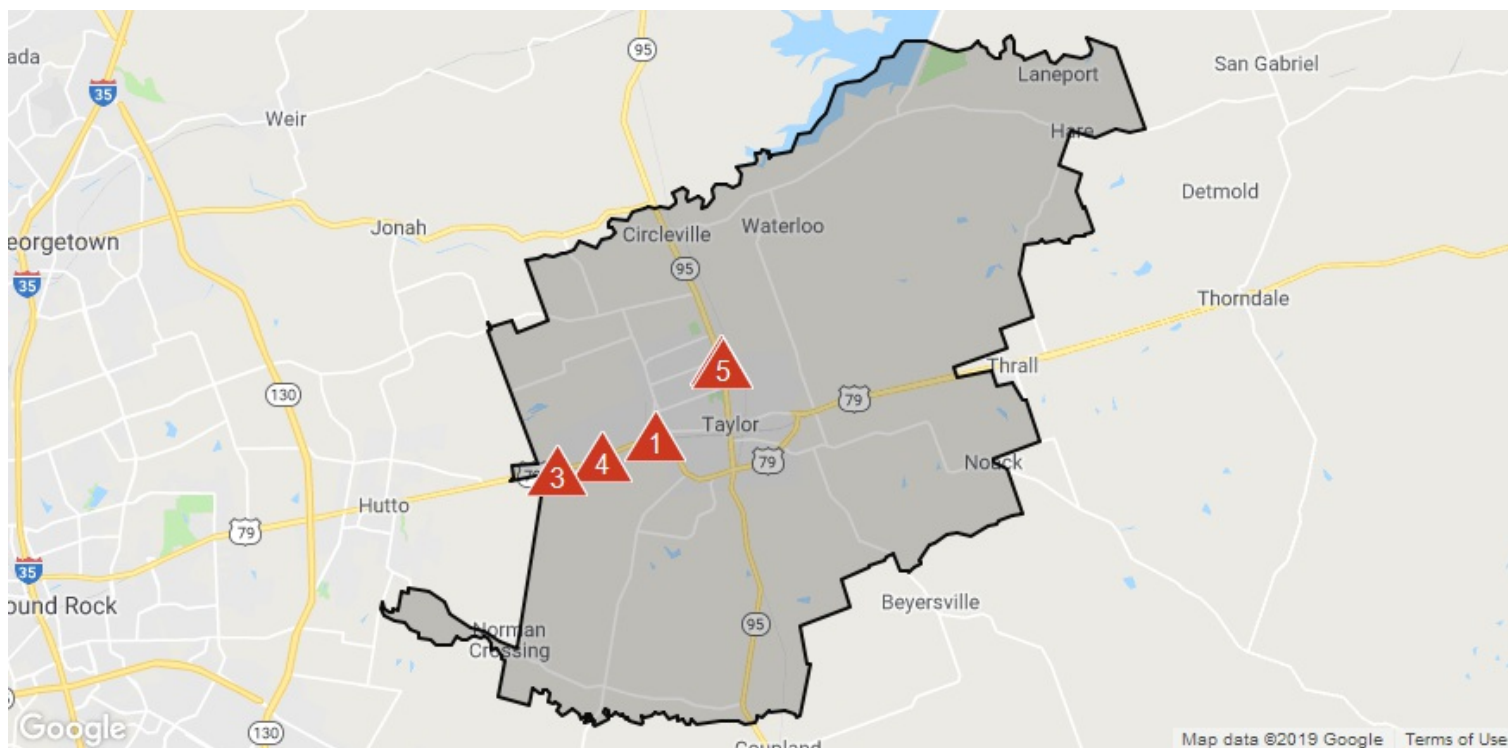
This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing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

Data Source: Retail Marketplace via Esri, 2018

Update Frequency: Annually



Traffic Counts



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

1

21,244

2017 Est. daily traffic counts

Street: W 2nd St
Cross: US Hwy 79
Cross Dir: NE
Dist: 0.05 miles

Historical counts

Year	Count	Type
2013	▲ 19,576	AADT
2010	▲ 19,800	AADT
2009	▲ 21,981	ADT
2005	▲ 19,200	AADT
2002	▲ 18,000	AADT

2

17,245

2009 Est. daily traffic counts

Street: N Main St
Cross: Highland Dr
Cross Dir: S
Dist: 0.03 miles

Historical counts

Year	Count	Type
2013	▲ 19,576	AADT
2010	▲ 19,800	AADT
2009	▲ 21,981	ADT
2005	▲ 19,200	AADT
2002	▲ 18,000	AADT

3

16,172

2017 Est. daily traffic counts

Street: W 2nd St
Cross: FM 3349
Cross Dir: W
Dist: 0.3 miles

Historical counts

Year	Count	Type
2013	▲ 18,742	AADT
2010	▲ 19,700	AADT
2005	▲ 18,380	AADT
2002	▲ 17,300	AADT
2000	▲ 15,300	AADT

4

15,700

2000 Est. daily traffic counts

Street: W 2nd St
Cross: Co Rd 373
Cross Dir: SW
Dist: 0.09 miles

Historical counts

Year	Count	Type
2013	▲ 18,742	AADT
2010	▲ 19,700	AADT
2005	▲ 18,380	AADT
2002	▲ 17,300	AADT
2000	▲ 15,300	AADT

5

15,462

2017 Est. daily traffic counts

Street: N Main St
Cross: Highland Dr
Cross Dir: N
Dist: 0.07 miles

Historical counts

Year	Count	Type
2009	▲ 18,430	ADT
2002	▲ 15,200	AADT
2000	▲ 18,500	AADT
1999	▲ 17,700	ADT
1997	▲ 15,400	AADT

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 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>

