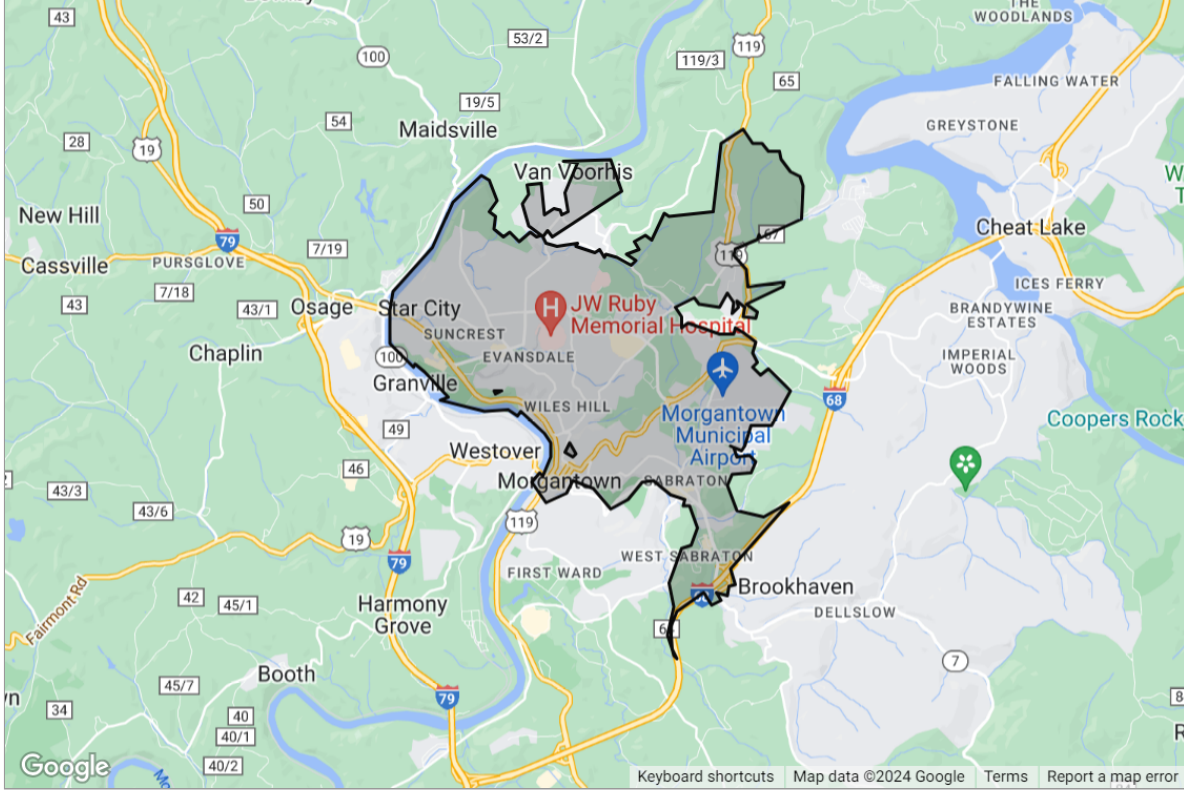




Premier Properties  
By Barbara Alexander  
Barbara Alexander, Broker

TRADE AREA REPORT

# Morgantown, WV 26505



Presented by

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Morgantown, WV 26508



## Criteria Used for Analysis

**Population Density**  
**3,191.3**

**Total Population**  
**40,841**

## Consumer Segmentation

<p>Life Mode</p> <p><b>What are the people like that live in this area?</b></p>	<p><b>Scholars and Patriots</b></p> <p>Highly mobile, recently moved to attend school or serve in military</p>	<p>Urbanization</p> <p><b>Where do people like this usually live?</b></p>	<p><b>Metro Cities</b></p> <p>Affordable city life, including smaller metros, satellite cities</p>
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## Top Tapestry Segments

	College Towns	Dorms to Diplomas	Old and Newcomers	In Style	Emerald City
<b>% of Households</b>	7,158 (40.4%)	6,595 (37.3%)	1,100 (6.2%)	1,024 (5.8%)	706 (4.0%)
<b>% of Monongalia County</b>	9,674 (21.3%)	6,595 (14.5%)	1,940 (4.3%)	4,212 (9.3%)	3,020 (6.7%)
<b>Lifestyle Group</b>	Scholars and Patriots	Scholars and Patriots	Middle Ground	GenXurban	Middle Ground
<b>Urbanization Group</b>	Metro Cities	Metro Cities	Metro Cities	Metro Cities	Metro Cities
<b>Residence Type</b>	Multi-Unit Rentals; Single Family	Multi-Unit Rentals	Single Family; Multi-Units	Single Family	Single Family; Multi-Units
<b>Household Type</b>	Singles	Nonfam HHs w/ 2+ Persons	Singles	Married Couples w/No Kids	Singles
<b>Average Household Size</b>	2.07	2.1	2.11	2.32	2.05
<b>Median Age</b>	22.8	21.7	40.5	43	38.6
<b>Diversity Index</b>	65	66.9	62.3	50.9	57.6
<b>Median Household Income</b>	\$44,400	\$25,300	\$55,400	\$87,800	\$79,600
<b>Median Net Worth</b>	\$13,500	\$9,500	\$63,100	\$243,800	\$112,200
<b>Median Home Value</b>	\$271,400	\$268,200	\$242,900	\$348,500	\$399,800
<b>Homeownership</b>	28.3 %	9.4 %	49.3 %	70.7 %	52.6 %
<b>Employment</b>	Professional or Services	Professional or Services	Professional or Services	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
<b>Education</b>	Bachelor's Degree	Bachelor's Degree	Some College No Degree	Bachelor's Degree	Bachelor's Degree
<b>Preferred Activities</b>	Go out to the movies and out for drinks . Popular activities: backpacking, Pilates, and Frisbee.	Socializing, having fun, and learning new things are valued . Participate in sports go out to bars for drinks.	Strong sense of community volunteer for charities . Food features convenience, frozen and fast food.	Support arts, concerts, theaters, museums . Prefer organic foods, grow their own vegetables.	Place importance on learning new things to keep life fresh and variable. . Buy natural, green, and environmentally friendly products..
<b>Financial</b>	Limited incomes result in thrifty purchases	Carry a balance on credit cards so they can buy what they want	Price aware and coupon clippers, but open to impulse buys	Variety of investments often managed by a financial planner	Contribute to NPR, PBS
<b>Media</b>	Use the Internet for social media, blogging, watch movies and TV.	Use a computer for just about everything	Features the Internet, listening to country music and read the paper	Connected and knowledgeable via smartphones	Read books, magazines and use the web for news
<b>Vehicle</b>	Prefer vehicle with good gas mileage	Vehicles are just a means of transportation	View car as transportation only	Partial to late model SUVs and compact SUVs	Take public transportation

## About this segment

# College Towns

This is the

# #1

dominant segment  
for this area

In this area

# 40.4%

of households fall  
into this segment

In the United States

# 0.9%

of households fall  
into this segment

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

### Who We Are

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment. College Towns residents are all about new experiences, and they seek out variety and adventure in their lives.

### Our Neighborhood

- These are nonfamily households with many students living alone or with roommates for the first time. This segment is a mix of densely developed student housing and dorms with local residences. Off-campus, low rent apartments comprise half of the housing stock. Over three-quarters of the households are renter occupied, with one in ten remaining vacant. One-third of homes are single family; mostly occupied by local residents who own their homes. This market is bike and pedestrian friendly.

### Socioeconomic Traits

- Limited incomes result in thrifty purchases. Dress to impress with the latest fashions of the season. Strong preference for environmentally friendly products and vehicles that get good gas mileage. Heavily influenced by celebrity endorsements and trends in magazines. Most feel anything that can be done online is easier than in person.

### Market Profile

- Own laptops/notebooks and video game systems. Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central. Use the Internet for social media connections, blogging, paying bills, and searching for jobs. Have cell phones only (no landlines) and enjoy customizing them. Popular activities: backpacking, Pilates, and Frisbee. Go out to the movies and out for drinks.

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 2023. Update Frequency: Annually.

About this segment

## Dorms to Diplomas

This is the

# #2

dominant segment  
for this area

In this area

# 37.3%

of households fall  
into this segment

In the United States

# 0.5%

of households fall  
into this segment

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

#### Who We Are

On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the internet, and cell phones.

#### Our Neighborhood

- Mix of dorms, on-campus and off-campus housing cater to young renters. Off-campus householders are commonly students living alone or with roommates; average household size is 2.22. More than 80% of the housing are apartments; many older homes in town have been converted into multifamily living units. With limited parking on campus, many walk, bike, or car pool to class. Less than one in ten homes are owner occupied.

#### Socioeconomic Traits

- This is the youngest market with half of the population aged 20–24. Impulse buyers who experiment with different brands. Often purchase trendy clothes on a budget. Vehicles are just a means of transportation, economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice. Socializing, having fun, and learning new things are valued. Always connected; their cell phone is never out of reach.

#### Market Profile

- Going to the movies, out to bars for drinks and maybe a game of billiards are common activities. With little experience cooking, fast food and frozen dinners are the “go-to” choices. Rely on Internet shopping to express appearance and fashion preferences; hair color and teeth whiteners are commonplace. Mobile devices provide access to all the latest music. Active on and off campus, residents participate in many sports and activities like Frisbee, bowling, weightlifting, jogging, and yoga. Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.

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 2023. Update Frequency: Annually.

About this segment

## Old and Newcomers

This is the

### #3

dominant segment  
for this area

In this area

### 6.2%

of households fall  
into this segment

In the United States

### 2.3%

of households fall  
into this segment

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

#### Who We Are

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

#### Our Neighborhood

- Metropolitan city dwellers. Predominantly single households, with a mix of married couples (no children); average household size lower at 2.12. 55% renter occupied; average rent is lower than the US. 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980. Average vacancy rate at 11%.

#### Socioeconomic Traits

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers. 32% of households are currently receiving income from Social Security. 31% have a college degree, 33% have some college education, 9% are still enrolled in college. Consumers are price aware and coupon clippers, but open to impulse buys. They are attentive to environmental concerns. They are comfortable with the latest technology.

#### Market Profile

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle. They prefer cell phones to landlines. Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper. Vehicles are basically just a means of transportation. Food features convenience, frozen and fast food. They do banking as likely in person as online.

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 2023. Update Frequency: Annually.

## About this segment

# In Style

This is the

# #4

dominant segment for this area

In this area

# 5.8%

of households fall into this segment

In the United States

# 2.2%

of households fall into this segment

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

### Who We Are

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

### Our Neighborhood

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

### Socioeconomic Traits

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

### Market Profile

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

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.



## About this segment Emerald City

This is the

# #5

dominant segment  
for this area

In this area

# 4.0%

of households fall  
into this segment

In the United States

# 1.4%

of households fall  
into this segment

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

### Who We Are

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

### Our Neighborhood

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940. Just over half of all homes are renter occupied. Single-person and nonfamily types make up over half of all households. Median home value and average rent are slightly above the US levels; around half of owned homes are worth \$150,000–\$300,000.

### Socioeconomic Traits

- Consumers research products carefully before making purchases. They buy natural, green, and environmentally friendly products. Very conscious of nutrition, they regularly buy and eat organic foods. Cell phones and text messaging are a huge part of everyday life. They place importance on learning new things to keep life fresh and variable. They are interested in the fine arts and especially enjoy listening to music.

### Market Profile

- Liberal segment that contributes to NPR and PBS. Shop at Trader Joe's and Whole Foods. Budget time, utilize home cleaning services so there's time for yoga. Use the web for professional networking, blogging, making travel plans, shopping, and sports news. Read magazines and books on a tablet, sometimes while exercising at home. Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

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 2023. Update Frequency: Annually.

## Morgantown, WV 26505: 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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (Projected)



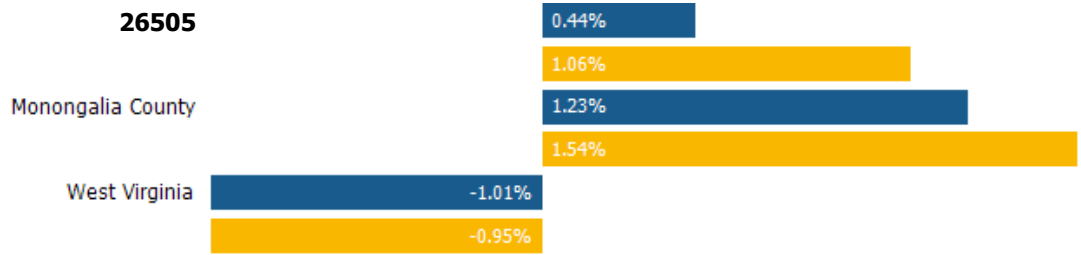
### Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually

■ 26505





## 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, 2023

Update Frequency: Annually

■ 26505



## 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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (Projected)



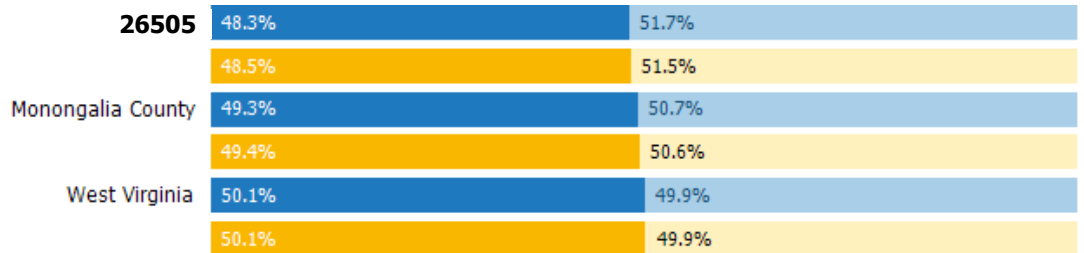
## Female / Male Ratio

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, 2023

Update Frequency: Annually

■ Women 2023  
■ Men 2023  
■ Women 2028 (Projected)  
■ Men 2028 (Projected)



## Morgantown, WV 26505: 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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (Projected)



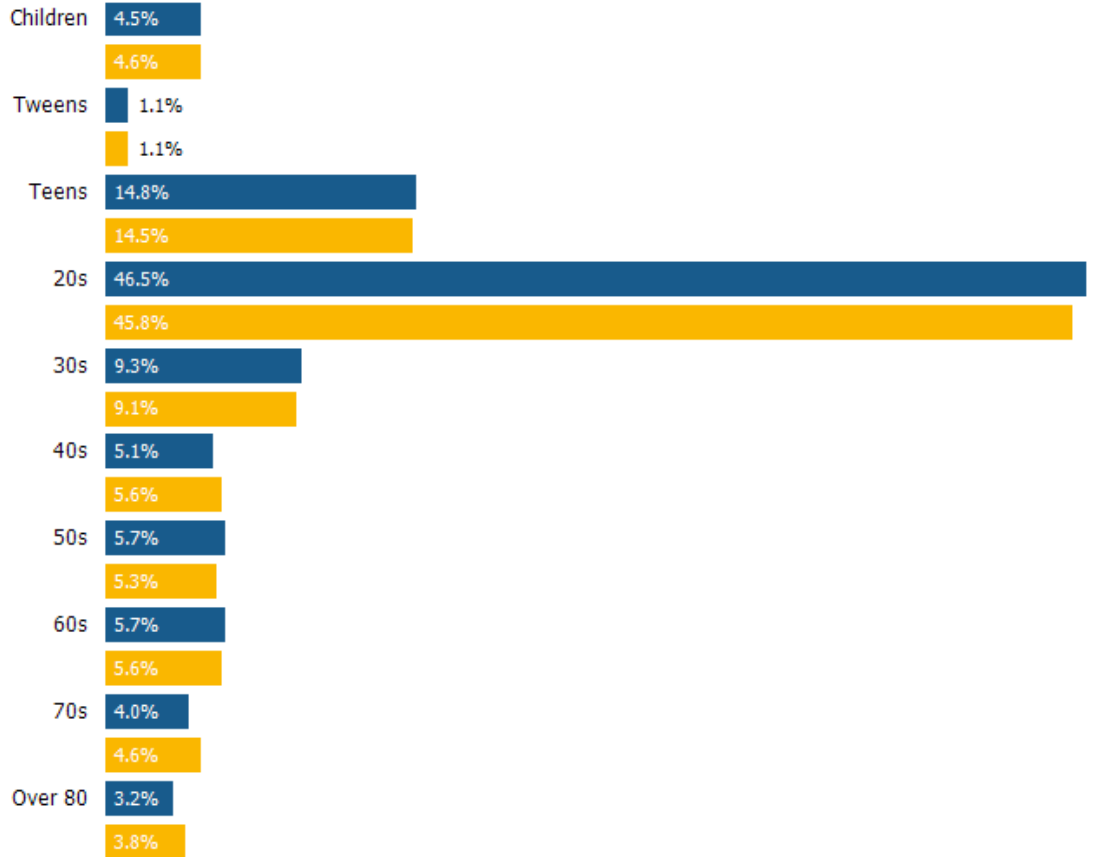
### Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (Projected)



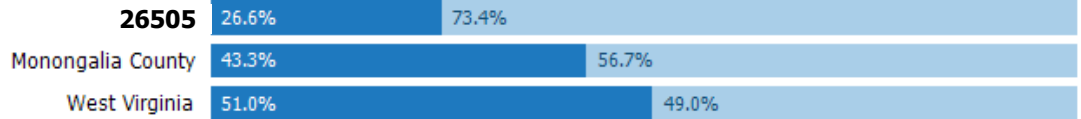
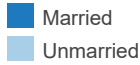
## Morgantown, WV 26505: Marital Status Comparison

### 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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

Update Frequency: Annually



## Morgantown, WV 26505: 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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (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, 2023

Update Frequency: Annually



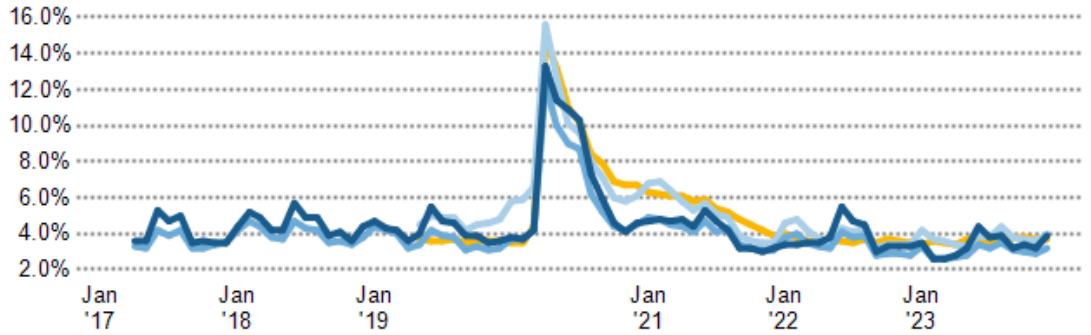
## Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Morgantown
- Monongalia County
- West Virginia
- USA

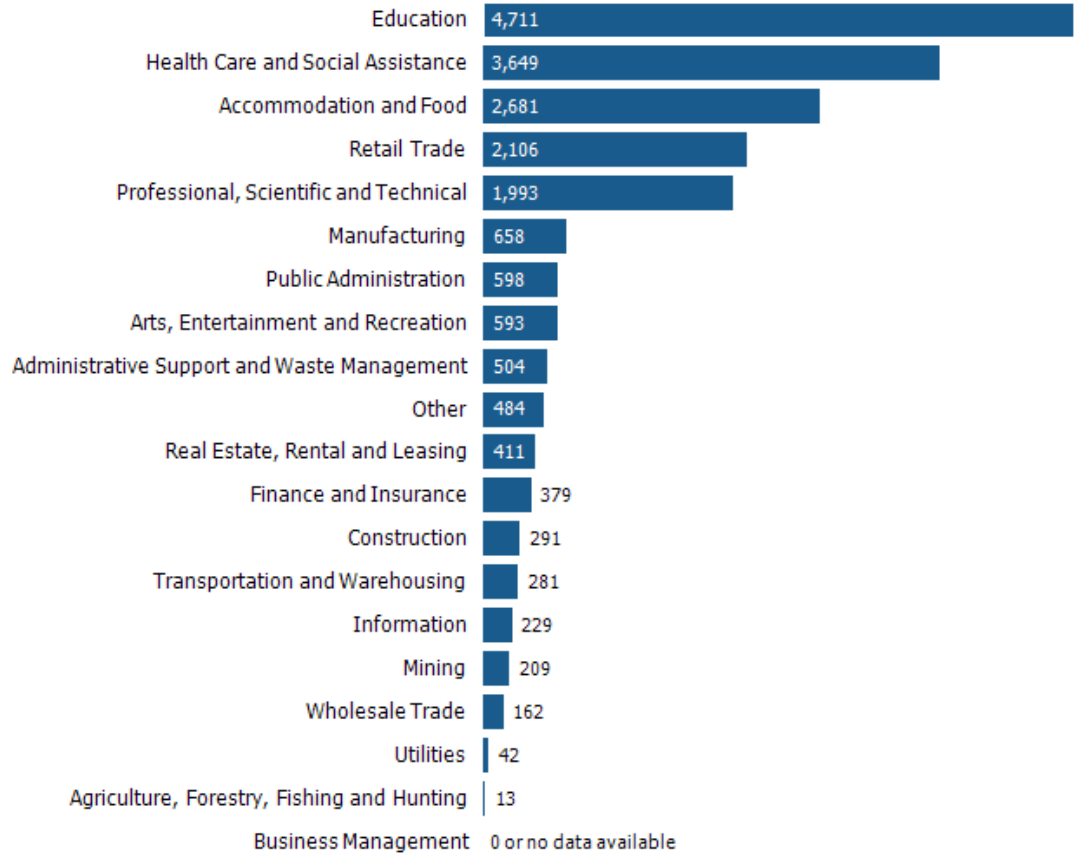


## Employment Count by Industry

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

Data Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually



## Morgantown, WV 26505: 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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

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, 2023

Update Frequency: Annually

## Morgantown, WV 26505: Commute Comparison

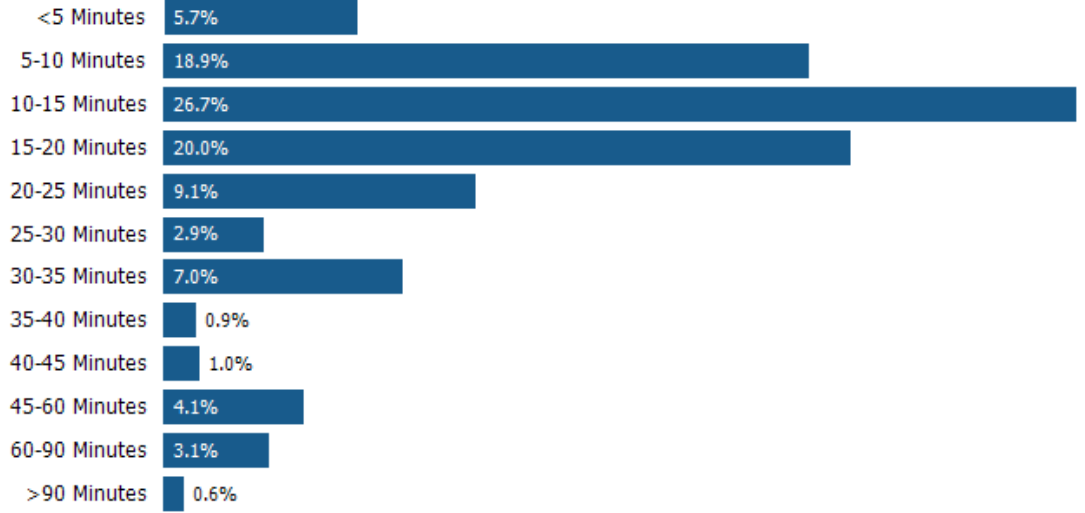
### Average Commute Time

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, 2023

Update Frequency: Annually

■ 26505



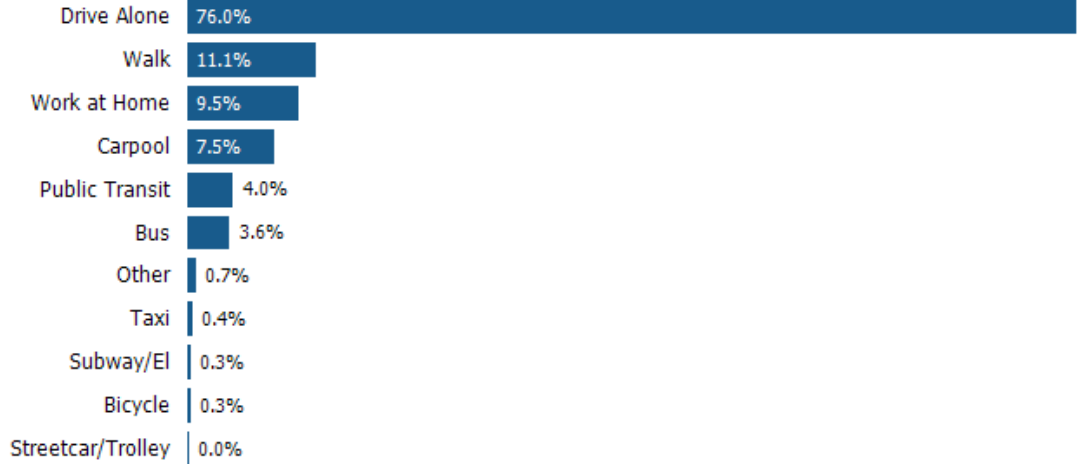
### How People Get to Work

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, 2023

Update Frequency: Annually

■ 26505



## Morgantown, WV 26505: Home Value Comparison

### Median Estimated Home Value



This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

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

Update Frequency: Monthly

### 12 mo. Change in Median Estimated Home Value



This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

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

Update Frequency: Monthly

### Median Listing Price



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

Data Source: Listing data

Update Frequency: Monthly

### 12 mo. Change in Median Listing Price

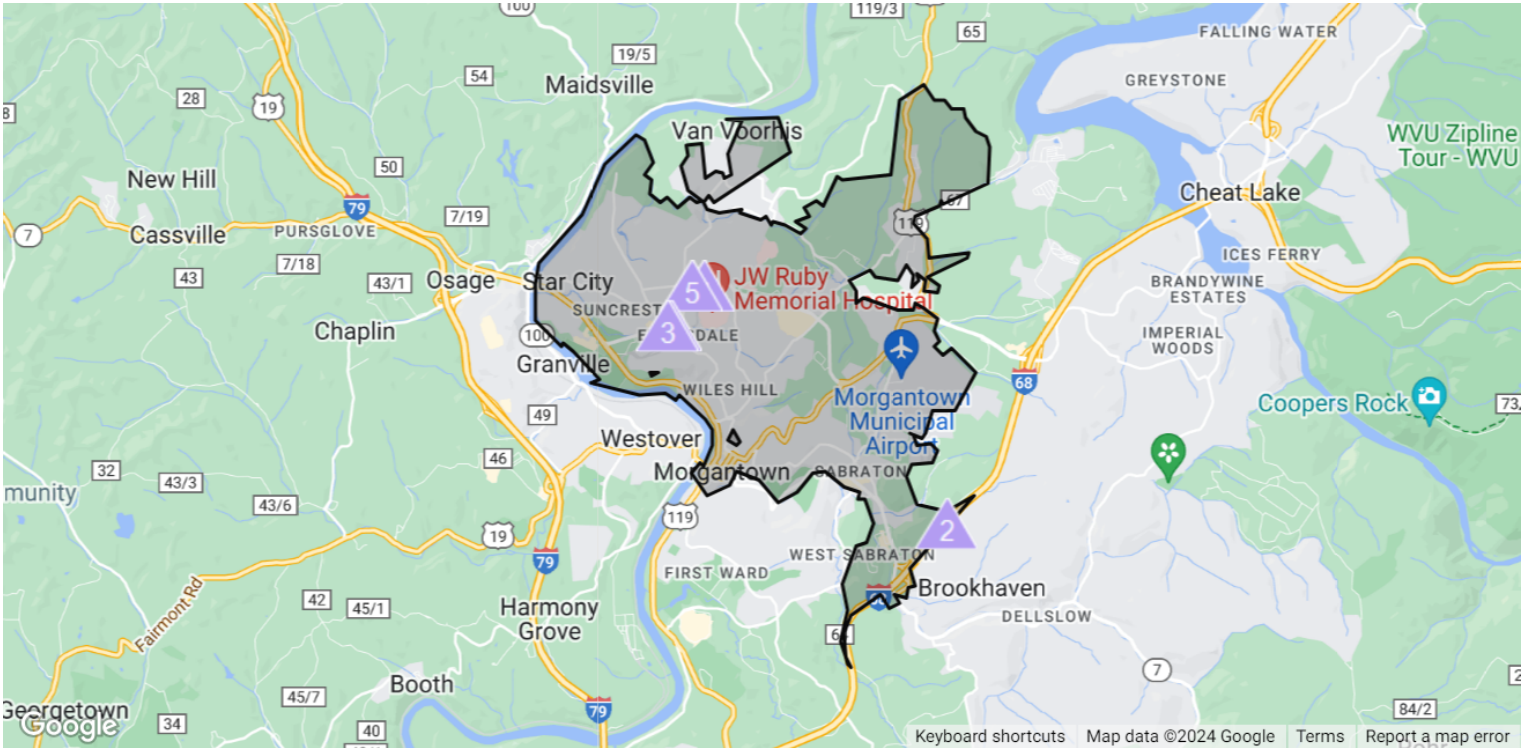


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

## Traffic Counts



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

**1**

### 40,306

2023 Est. daily traffic counts

Street: Van Voorhis Rd  
 Cross: University Ave  
 Cross Dir: W  
 Dist: 0.02 miles

Historical counts

Year	Count	Type
2021	41,328	AADT
2014	38,879	AADT
2012	41,328	AADT
2011	44,342	AADT
2008	34,071	AADT

**2**

### 35,098

2023 Est. daily traffic counts

Street: I- 68  
 Cross: Dug Hill Rd  
 Cross Dir: NE  
 Dist: 0.58 miles

Historical counts

Year	Count	Type
2016	34,974	AADT
2015	33,761	AADT
2014	31,337	AADT
2013	35,792	AADT
2012	35,000	AADT

**3**

### 34,201

2023 Est. daily traffic counts

Street: Pattenon Dr  
 Cross: Rawley Ln  
 Cross Dir: SW  
 Dist: 0.03 miles

Historical counts

Year	Count	Type
2021	34,566	AADT
2015	32,493	AADT
2012	34,566	AADT

**4**

### 34,056

2023 Est. daily traffic counts

Street: Chestnut Ridge Rd  
 Cross: Pineview Dr  
 Cross Dir: E  
 Dist: 0.22 miles

Historical counts

Year	Count	Type
2021	34,176	AADT
2014	33,173	AADT
2013	34,175	AADT

**5**

### 32,601

2023 Est. daily traffic counts

Street: Chestnut Ridge Rd  
 Cross: Van Voorhis Rd  
 Cross Dir: W  
 Dist: 0.04 miles

Historical counts

Year	Count	Type
2021	32,854	AADT
2017	29,294	AADT
2012	32,854	AADT
2011	36,728	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.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



## Update Frequency

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

## Learn more

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



## Barristers Title and Escrow

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*Barristers Title and Escrow is a national leader in title insurance, and in the intricacies of the home buying and selling experience.*

## Howard Hanna Insurance Services



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*Howard Hanna Insurance Services is ranked the #1 real estate insurance company in the country.*

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*Howard Hanna Mortgage Services is ranked one of the top four real estate mortgage companies in the country.*

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