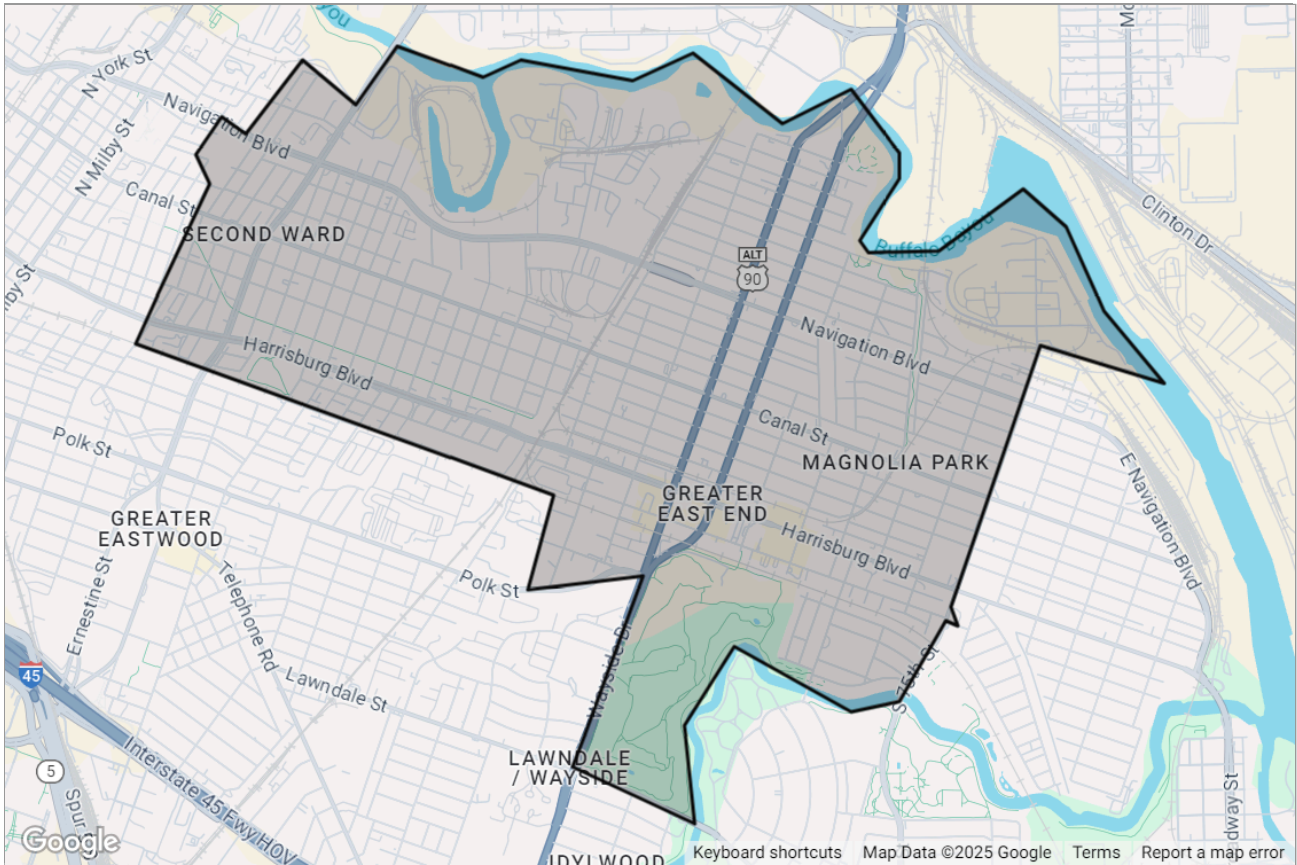




WORTH CLARK
REALTY

TRADE AREA REPORT

Houston, TX 77011



Presented by

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WHY WORTH CLARK?



WE'RE A UNIQUE REAL ESTATE BROKERAGE ENHANCED BY TECHNOLOGY AND DRIVEN BY RELATIONSHIPS. WE PROVIDE INNOVATIVE AND VALUE-DRIVEN SERVICES TO HELP PEOPLE BUY, SELL, AND LEASE REAL ESTATE.



EXPERIENCED

AGENTS ARE BACKED BY KNOWLEDGABLE LOCAL BROKERS AND AGENT SUPPORT TEAM MEMBERS.



INNOVATIVE

OUTSIDE THE BOX MENTALITY. EVERY CLIENT, HOME, AND SITUATION IS UNIQUE.



POWERFUL

MARKETING AND NETWORKING PROWESS ACCELERATE ACHIEVING YOUR REAL ESTATE GOALS FASTER.



FLEXIBLE

WE PROVIDE CLIENTS WITH MORE OPTIONS AND MORE VALUE THAN TRADITIONAL COMPANIES.

WORTH CLARK REALTY

ACHIEVEMENTS



REALTRENDS 500 X3

- TOP 0.5% OF ALL REAL ESTATE BROKERAGES IN U.S.
- 39TH LARGEST INDEPENDENT BROKERAGE IN U.S.



T360 MEGA 1000 X3

- TOP 1,000 REAL ESTATE BROKERAGES IN U.S.



INC 5000 X8

- FASTEST GROWING PRIVATE U.S. COMPANIES

\$8B+

SALES VOLUME

1.2K+

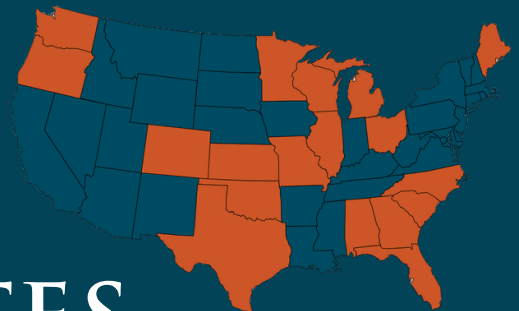
LICENSED AGENTS

30K+

SOLD HOMES

18 STATES

AL, CO, FL, GA, IL, KS, ME, MI, MN,
MO, NC, OH, OK, OR, SC, TX, WA, WI





Criteria Used for Analysis

Median Household Income
\$36,768

Median Age
33.4

Total Population
16,631

1st Dominant Segment
Southwestern Families

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Sprouting Explorers
Young homeowners with families

Urbanization

Where do people like this usually live?

Urban Periphery

City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments

	Southwestern Families	Forging Opportunity	NeWest Residents
% of Households	4,022 (66.7%)	1,339 (22.2%)	673 (11.2%)
% of Houston	39,429 (4.2%)	73,766 (7.9%)	110,875 (11.9%)
Lifestyle Group	Sprouting Explorers	Sprouting Explorers	Next Wave
Urbanization Group	Urban Periphery	Urban Periphery	Principal Urban Centers
Residence Type	Single Family	Single Family	Multi-Unit Rentals
Household Type	Married Couples	Married Couples	Married Couples w/ Kids
Average Household Size	2.96	3.36	2.95
Median Age	35.5	29.8	27.8
Diversity Index	80.6	83.4	85.5
Median Household Income	\$40,500	\$52,600	\$44,300
Median Net Worth	\$35,200	\$69,500	\$13,100
Median Home Value	\$142,700	\$167,300	\$216,300
Homeownership	55.8 %	62 %	18.9 %
Employment	Services or Professional	Services or Transport/Material Moving	Services or Construction/Extraction
Education	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Shop at pharmacies, dollar stores and discount departments . Television is a primary source of entertainment.	Shop at discount and department stores . Subscribe to satellite TV to watch their favorite programs.	Automotive enthusiasts . Most of income goes toward baby and children.
Financial	Budget-conscious consumers	Balance their budgets carefully by spending only on necessities	Pay with cash, choose not to obtain a credit card
Media	Listen to Hispanic radio, watch Hispanic programming	Magazines are extremely popular sources of news and information	Prefer watching Spanish language channels
Vehicle	Own 1-2 vehicles	Own 1-2 vehicles; carpool	Like used, fun-to-drive vehicles



About this segment

Southwestern Families

This is the

#1

dominant segment
for this area

In this area

66.7%

of households fall
into this segment

In the United States

0.8%

of households fall
into this segment

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

Who We Are

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

Our Neighborhood

- A family market: Married couples with kids, single parents, and grandparents head these households.
- Average household size is higher at 3.20.
- Many residents were born abroad; many households have residents who speak only Spanish.
- Over 45% of 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.
- Nearly 70% of all households have one or two vehicles available.

Socioeconomic Traits

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

Market Profile

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

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



About this segment

Forging Opportunity

This is the

#2

dominant segment
for this area

In this area

22.2%

of households fall
into this segment

In the United States

1.0%

of households fall
into this segment

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

Who We Are

Family is central within these communities, bringing rich traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

Our Neighborhood

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher at 3.62.
- While most residents live in single-family homes, almost 10% of householders reside in mobile home parks.
- Homes are owner occupied, with slightly higher monthly costs but fewer mortgages.
- Most are older homes, nearly 60% built from 1950 to 1989.
- Most households have one or two vehicles; many commuters car pool or walk to work.
- Forging Opportunity residents live within the urban periphery of larger metropolitan areas across the South and West.

Market Profile

- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products.
- Many households subscribe to satellite television to watch their favorite programs.
- Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.

Socioeconomic Traits

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

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

NeWest Residents

This is the

#3

dominant segment
for this area

In this area

11.2%

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

NeWest Residents households are new to America and their careers, often with new, young families. Many are new to the English language; nearly one-third of households are linguistically isolated. As residents adopt the American way of life, many pursue risky employment opportunities for the benefit of their extended families. Long hours in blue-collar jobs, primarily in the service industry, are common. Skilled workers steer toward construction and manufacturing sectors. Female labor force participation is somewhat low.

Our Neighborhood

- Concentrated in larger metropolitan areas (over half a million people) in the South and West.
- Reside in mostly renter-occupied apartments in older, mid- to high-rise buildings. Over 80% of housing units were built before 1990. Rental rates are below the US average.
- Half of all households have children, in either married-couple or single- parent families.
- With average household size exceeding three, presence of children less than 5 years old is high compared to the US average. Dependent children represent approximately one-third of the population.

Market Profile

- NeWest Residents prefer watching Spanish language channels over watching sports on TV, or listening to popular music. Fast food dining is a big hit.
- NeWest Residents consumers love their caffeine; drinking coffee, sodas, sports, and energy drinks.
- A large portion of their income goes toward baby and children products, disposable diapers, baby food, furniture and equipment, and vitamin supplements.
- They prefer to use cash; debit card ownership is low. New immigrants often choose not to obtain a credit card.

Socioeconomic Traits

- Female labor participation is slightly lower than the US average, partially attributable to the language barrier in this diverse foreign-born market.
- Male labor force participation is compulsory for these new families.
- Working full-time in blue collar jobs, this market works hard and dreams big. They seek adventure and take risks for the betterment of their families.
- They are automotive enthusiasts; if they had the savings, they would buy a used, but bold, fun-to-drive vehicle.

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.



Houston, TX 77011: 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

■ 77011





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

77011



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

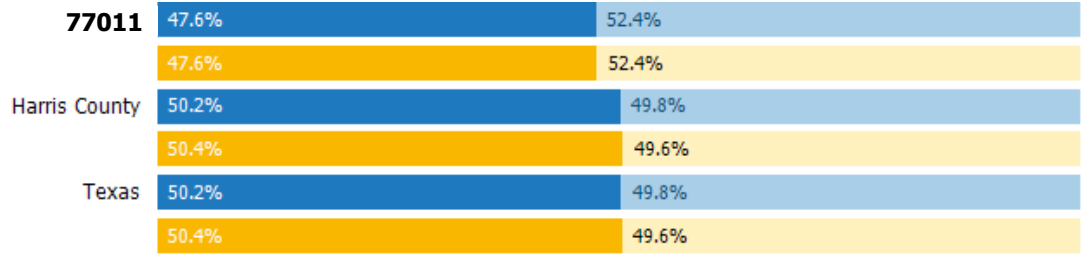
Update Frequency: Annually

Women 2023 2023

Men 2023 2023

Women 2028 (Projected) 2028
(Projected)

Men 2028 (Projected) 2028 (Projected)





Houston, TX 77011: 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)



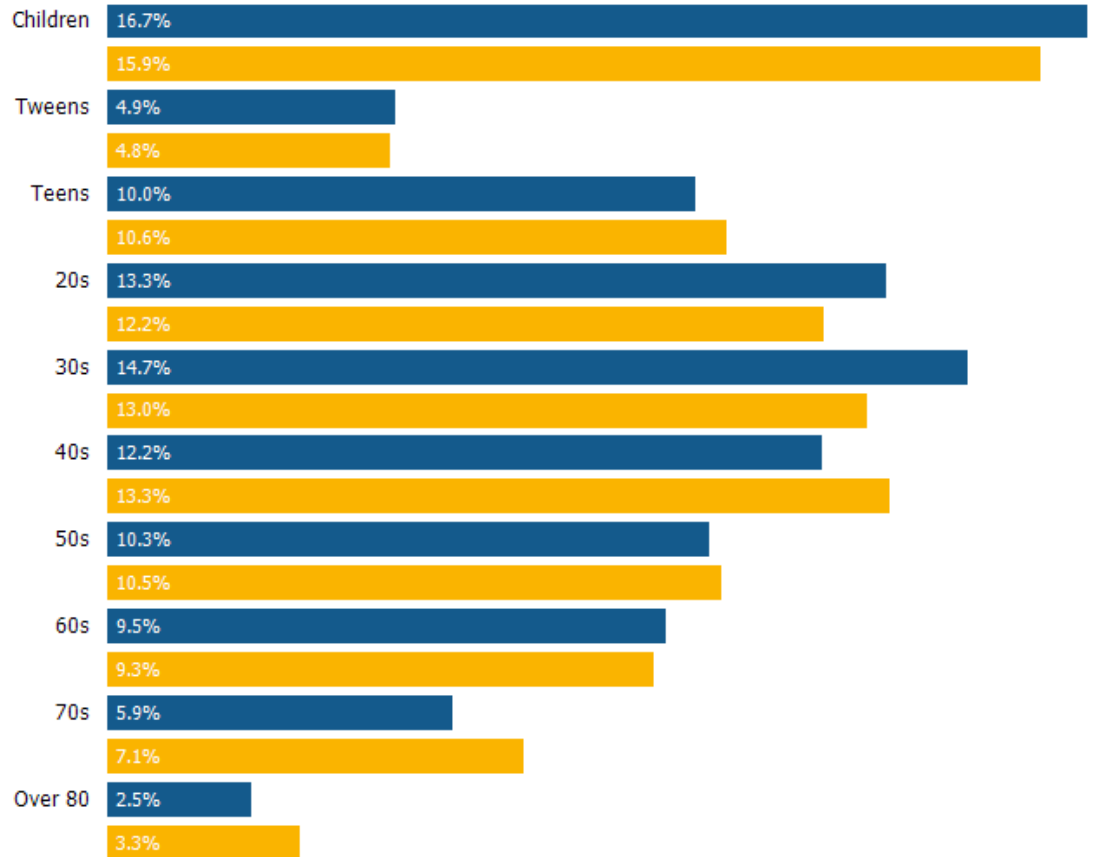
Population by Age

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)





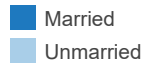
Houston, TX 77011: Marital Status Comparison

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





Houston, TX 77011: 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



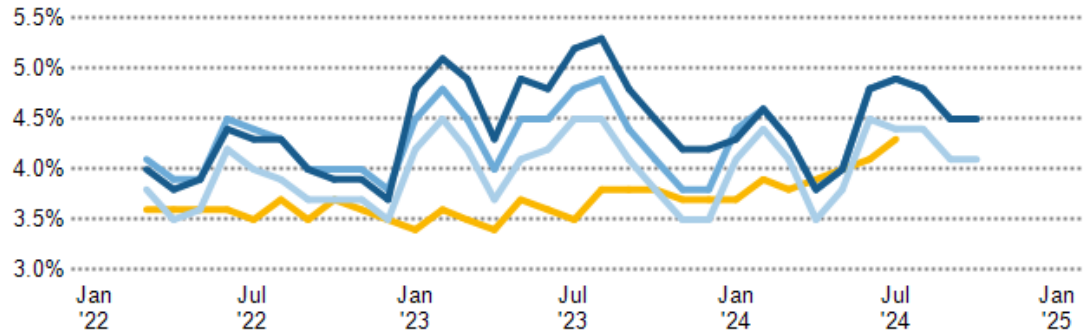
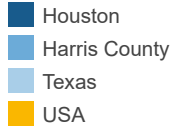


Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

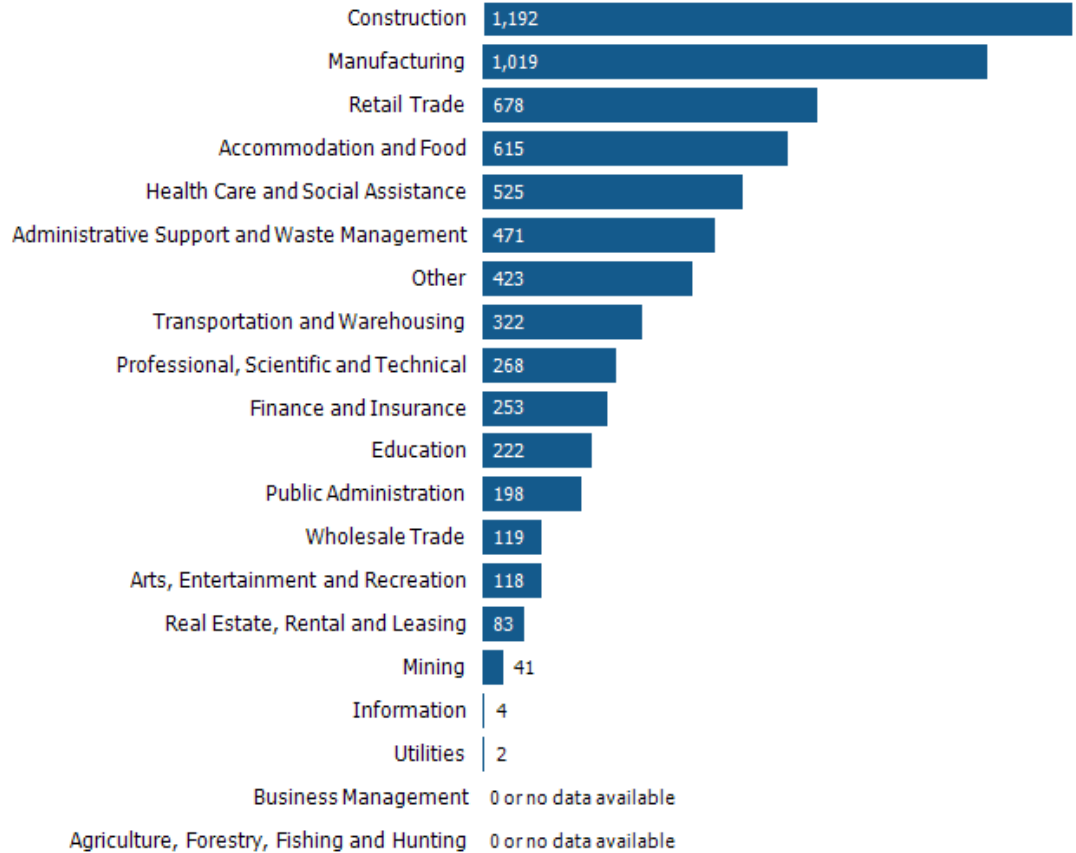


Employment Count by Industry

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





Houston, TX 77011: 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





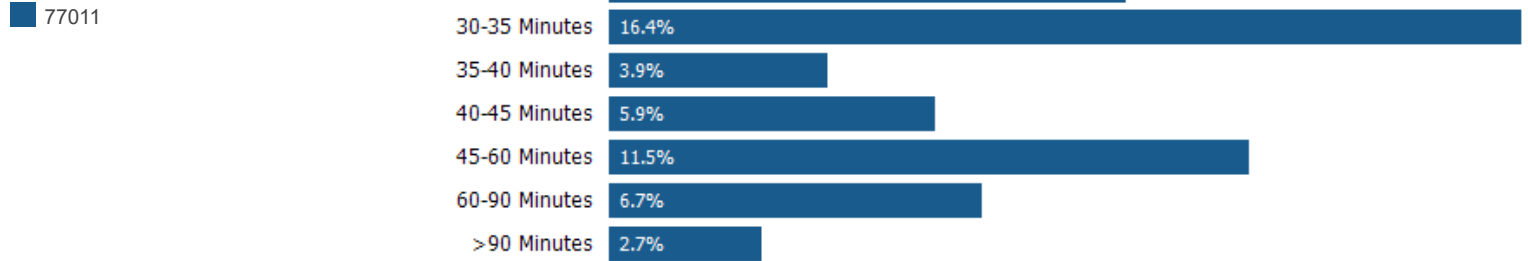
Houston, TX 77011: Commute Comparison

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

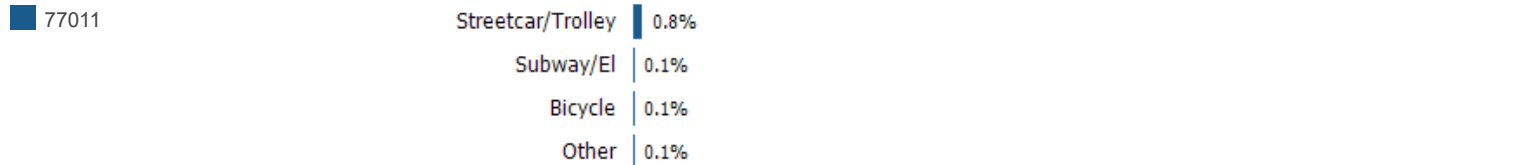


How People Get to Work

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





Houston, TX 77011: 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.

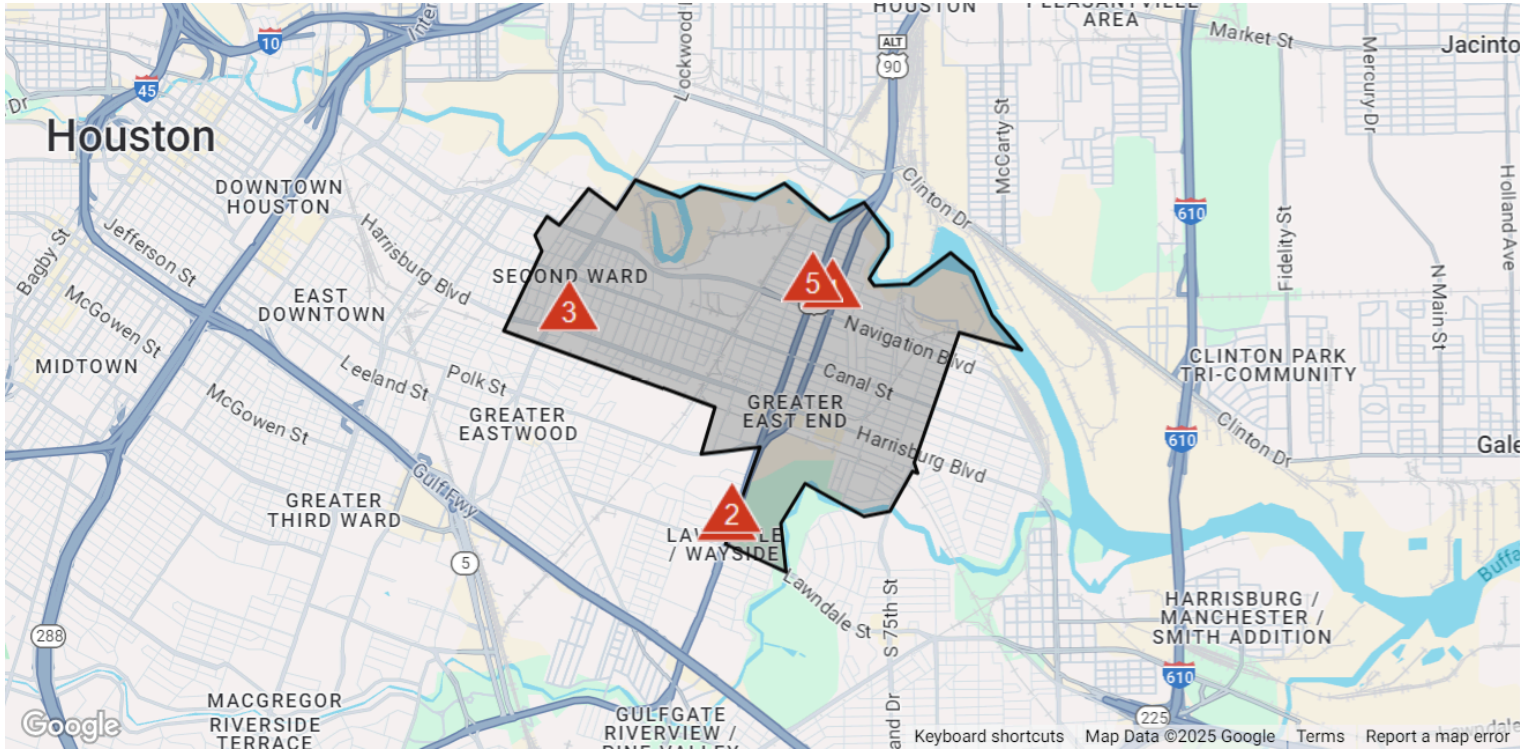
Data Source: Listing data

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

23,022

2024 Est. daily
traffic counts

Street: South Wayside Drive
Cross: Lawndale St
Cross Dir: SW
Dist: –

Historical counts

Year	Count	Type
2019	22,769	AADT

2

22,339

2024 Est. daily
traffic counts

Street: S Wayside Dr
Cross: Lawndale St
Cross Dir: SW
Dist: –

Historical counts

Year	Count	Type
2011	21,700	ADT
1997	26,324	ADT
1990	31,375	ADT

3

21,410

2024 Est. daily
traffic counts

Street: Harrisburg Blvd
Cross: Stiles St
Cross Dir: W
Dist: –

Historical counts

Year	Count	Type
2006	21,090	ADT
1991	14,752	ADT

4

20,790

2024 Est. daily
traffic counts

Street: 69th St
Cross: Ave N
Cross Dir: N
Dist: –

Historical counts

Year	Count	Type
2011	13,420	ADT
2009	11,488	ADT
2006	35,220	ADT
2001	17,475	AADT
1996	34,840	ADT

5

16,980

2024 Est. daily
traffic counts

Street: N Wayside Dr
Cross: Ave O
Cross Dir: W
Dist: –

Historical counts

Year	Count	Type
2009	16,419	ADT
2001	17,475	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>

