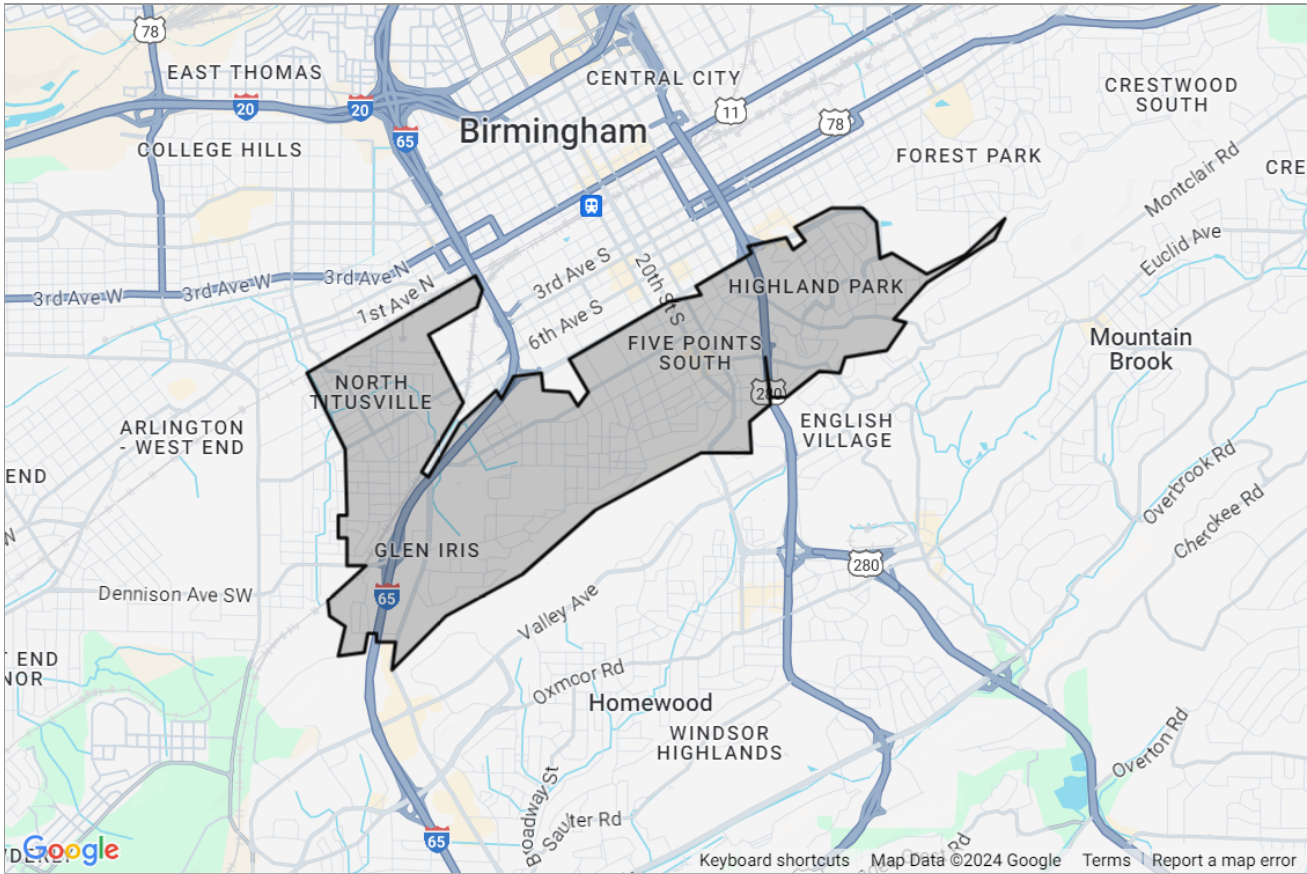


TRADE AREA REPORT

Birmingham, AL 35205



Presented by

Phyllis Bolena

Alabama Real Estate License: 108934

Work: 205-240-8066 | Mobile: 205-240-8066 | Fax: 205-605-1001 | Fax: 205-605-1001 | Fax: 205-605-1001

Main: pbolena@kw.com | Other 1: dohanlon@kw.com | Main: pbolena@kw.com
Agent: <http://pbolena1.kw.com> | Office: <http://pbolena1.kw.com>

Keller Williams Realty Metro South
224 1st St
Alabaster, AL 35007

Criteria Used for Analysis

Median Household Income
\$44,534

Median Age
32.0

Total Population
20,888

1st Dominant Segment
Metro Renters

Consumer Segmentation

<p>Life Mode</p> <p>What are the people like that live in this area?</p>	<p>Uptown Individuals</p> <p>Younger, urban singles in the city</p>	<p>Urbanization</p> <p>Where do people like this usually live?</p>	<p>Principal Urban Centers</p> <p>Young, mobile population in metros of 2.5 + million people</p>
---	--	---	---

Top Tapestry Segments

	Metro Renters	Young and Restless	Modest Income Homes	Urban Chic	City Commons
% of Households	3,596 (34.8%)	3,498 (33.8%)	594 (5.7%)	536 (5.2%)	456 (4.4%)
% of Birmingham	6,653 (7.4%)	6,153 (6.8%)	23,475 (25.9%)	2,177 (2.4%)	3,324 (3.7%)
Lifestyle Group	Uptown Individuals	Midtown Singles	Hometown	Upscale Avenues	Midtown Singles
Urbanization Group	Principal Urban Centers	Metro Cities	Urban Periphery	Suburban Periphery	Metro Cities
Residence Type	Multi-Unit Rentals	Multi-Unit Rentals	Single Family	Single Family	Multi-Unit Rentals; Single Family
Household Type	Singles	Singles	Singles	Married Couples	Single Parents
Average Household Size	1.69	2.03	2.43	2.42	2.48
Median Age	33.7	30.8	38.1	43.9	29.6
Diversity Index	69.2	81.5	46.8	59	58.9
Median Household Income	\$89,000	\$53,500	\$30,900	\$134,000	\$27,100
Median Net Worth	\$51,100	\$15,200	\$14,400	\$535,900	\$10,900
Median Home Value	\$511,400	\$262,200	\$86,500	\$818,400	\$108,400
Homeownership	22.2 %	16.5 %	46.7 %	69.3 %	25.5 %
Employment	Professional or Mgmt/Bus/Financial	Services or Professional	Services or Professional	Professional or Mgmt/Bus/Financial	Services or Professional
Education	Bachelor's Degree	Bachelor's Degree	High School Diploma	Bachelor's Degree	High School Diploma
Preferred Activities	Socializing and social status very important. . Participate in yoga, Pilates, and skiing.	Like to read magazines about news, fashion and music . Go dancing; play basketball and pool; buy organic food.	Enjoy playing and watching basketball . Shop at warehouse clubs and low-cost retailers.	Maintain a "green" lifestyle. . Travel extensively domestically and internationally.	Shop primarily at warehouse clubs . Buy baby/children's products.
Financial	Spend a large portion of wages on rent, clothes and technology	Careful shoppers are aware of prices, little brand loyalty	Live for today, saving only for specific purposes	Financially shrewd with healthy portfolios	Nearly 1/4 receive Social Security and public assistance
Media	Active on Facebook, Twitter, YouTube, LinkedIn	Most of their information comes from the Internet and TV	Favor TV as their media of choice	Use PCs extensively for staying current.	Magazines are popular sources of news/trends
Vehicle	Public transportation, taxis, walking and biking	Take public transportation	Carpool, walk, bike or public transportation	Choose luxury imports	Take public transportation

About this segment

Metro Renters

This is the

#1

dominant segment for this area

In this area

34.8%

of households fall into this segment

In the United States

1.8%

of households fall into this segment

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

Who We Are

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest-growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. Metro Renters residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. Metro Renters residents live close to their jobs and usually walk or take a taxi to get around the city.

Our Neighborhood

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67. Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses. Renters occupy close to 80% of all households. Public transportation, taxis, walking, and biking are popular ways to navigate the city.

Socioeconomic Traits

- Well-educated consumers, many currently enrolled in college. Very interested in the fine arts and strive to be sophisticated; value education and creativity. Willing to take risks and work long hours to get to the top of their profession. Become well informed before purchasing the newest technology. Prefer environmentally safe products. Socializing and social status very important.

Market Profile

- Enjoy wine at bars and restaurants. Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods. Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies. Favorite websites: Facebook, Twitter, YouTube, and LinkedIn. Use a tablet for reading newspapers and magazines. Participate in leisure activities including yoga, Pilates, and downhill skiing. Shop for clothes at Banana Republic, The Gap, and Nordstrom.

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

Young and Restless

This is the

#2

dominant segment for this area

In this area

33.8%

of households fall into this segment

In the United States

1.8%

of households fall into this segment

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

Who We Are

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost one in five residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US. Smartphones are a way of life, and they use the internet extensively. Young and Restless consumers typically live in densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

Our Neighborhood

- One of the youngest markets: More than half the householders under age 35; median age 29.8. Primarily single-person households with some shared households. Highly mobile market, beginning careers and changing addresses frequently. One of the top 5 renter markets. Apartment rentals popular: 44% in 5–19 unit buildings, 27% in 20+ unit buildings. Majority of housing built in 1970 or later (84%).

Socioeconomic Traits

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college. Labor force participation rate is exceptionally high at 75.0%. These careful shoppers are aware of prices, and demonstrate little brand loyalty. Like to be the first to try new products, but prefer to do research before buying the latest electronics. Most of their information comes from the Internet and TV, rather than traditional media. Carry their cell phone everywhere they go.

Market Profile

- No landline telephone for majority of householders, preferring a cell phone only. Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information. Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows. Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong. Listen to contemporary hits, jazz, rap, hip hop, and dance music. Purchase natural/organic food, but frequent fast-food restaurants. Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

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

Modest Income Homes

This is the

#3

dominant segment
for this area

In this area

5.7%

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

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. Rents are relatively low (Index 70), public transportation is available, and Medicaid assists families in need.

Our Neighborhood

- Households are single person or single parent (usually female householders). Multigenerational families are also present. Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago. Over half of the homes are renter occupied; average rent is lower than the US average. Most households have one car (or no vehicle); nearly a third rely on carpooling, walking, biking or public transportation.

Socioeconomic Traits

- Almost a quarter of adults aged 25 or more have no high school diploma. Labor force participation is 50%. Income is less than half of the US median income. Consumers in this market consider traditional gender roles and religious faith very important. This market lives for today, choosing to save only for a specific purpose. Consumers favor TV as their media of choice and will purchase a product with a celebrity endorsement.

Market Profile

- Consumers shop at warehouse clubs and low-cost retailers. Unlikely to own a credit card, pay bills in person. This market supports multigenerational families; are often primary caregivers for elderly family members. Listen to gospel and R&B music. Enjoy playing and watching basketball.

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
Urban Chic

This is the

#4

dominant segment
for this area

In this area

5.2%

of households fall
into this segment

In the United States

1.3%

of households fall
into this segment

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

Who We Are

Urban Chic residents are professionals who live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families, and about 30 percent are singles. These are busy, well-connected and well-educated consumers--avid readers and moviegoers, environmentally active and financially stable. This market is a bit older, with a median age of almost 43 years, and growing slowly, but steadily.

Our Neighborhood

- More than half of Urban Chic households include married couples; nearly 30% are singles. Average household size is slightly lower at 2.39. Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures. Two-thirds of homes are owner occupied. Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast. Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common.

Market Profile

- Shop at Trader Joe's, Costco, or Whole Foods. Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee. Travel extensively (domestically and internationally). Prefer to drive luxury imports and shop at upscale establishments. Embrace city life by visiting museums, art galleries, and movie theaters for a night out. Avid book readers of both digital and audio formats. Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate. In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

Socioeconomic Traits

- Well educated, more than 65% of residents hold a bachelor's degree or higher. Labor force participation is higher at 68%. Residents are employed in white collar occupations—in managerial, technical, and legal positions. Nearly 40% of households receive income from investments. Environmentally aware, residents actively recycle and maintain a "green" lifestyle. These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current, a top market for Apple computers.

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

City Commons

This is the

#5

dominant segment for this area

In this area

4.4%

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

This segment is one of Tapestry Segmentation's youngest markets. It is primarily composed of single-parent and single-person households living within large metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within office and administrative Support.

Our Neighborhood

- Single parents, primarily female, and singles head these young households. Average household size is slightly higher than the US at 2.67. City Commons are found in large metropolitan cities, where most residents rent apartments in midrise buildings. Neighborhoods are older, built before 1960. Typical of the city, many households own either one vehicle or none, and use public transportation or taxis

Socioeconomic Traits

- Although some have college degrees, nearly a quarter have not graduated from high school. Labor force participation is low at 53%. Most households receive income from wages or salaries, with nearly one in four that receive contributions from Social Security and public assistance. Consumers endeavor to keep up with the latest fashion trends. Many families prefer the convenience of fast-food restaurants to cooking at home.

Market Profile

- Baby and children's products, like food and clothing, are the primary purchases. Shop primarily at warehouse clubs like Sam's Club, WalMart Super Centers, and discount department stores such as Old Navy and Burlington. While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid. Subscribe to cable TV; children-oriented programs are popular, as are game shows and movie channels. Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines. Enjoy listening to urban radio.

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.

Birmingham, AL 35205: 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

■ 35205



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

■ 35205



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)



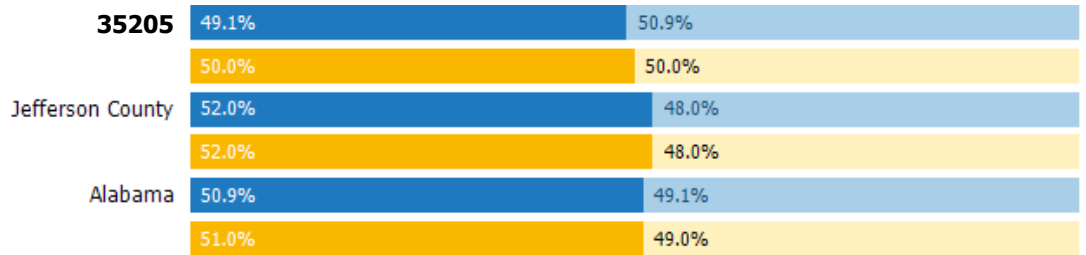
Female / Male Ratio

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)



Birmingham, AL 35205: 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)



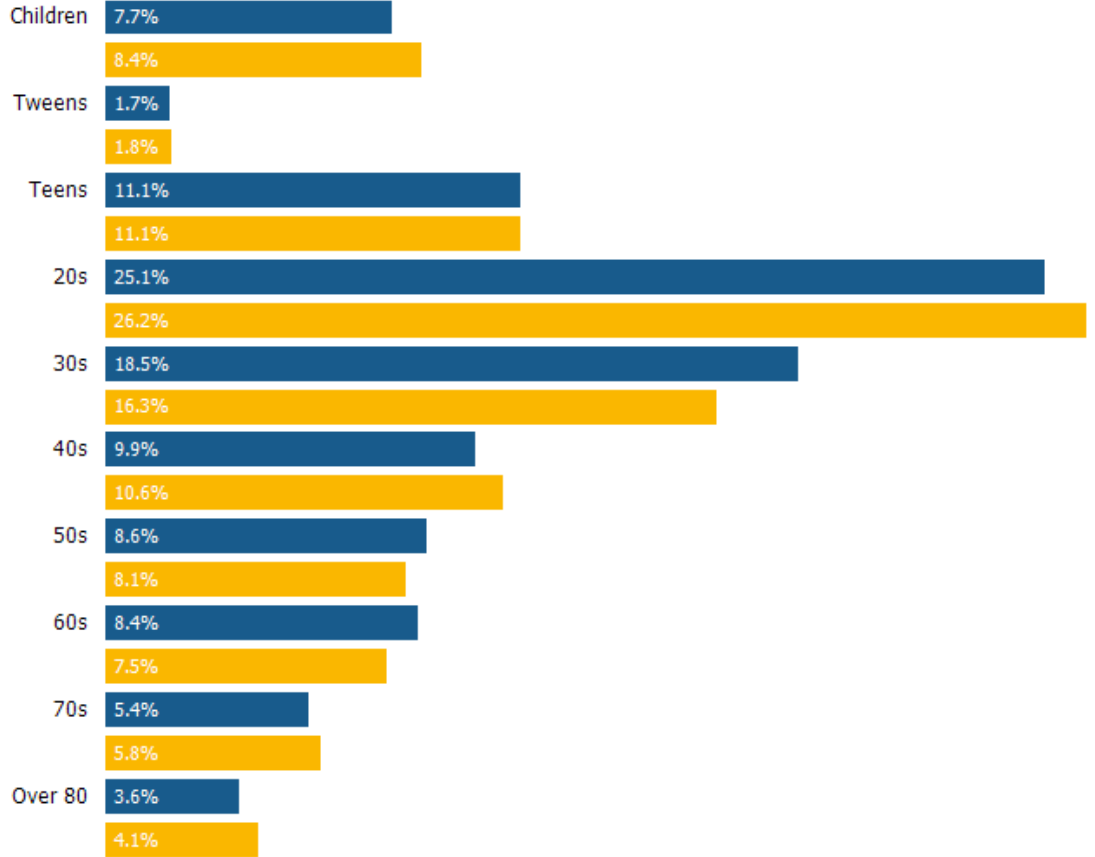
Population by Age

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)



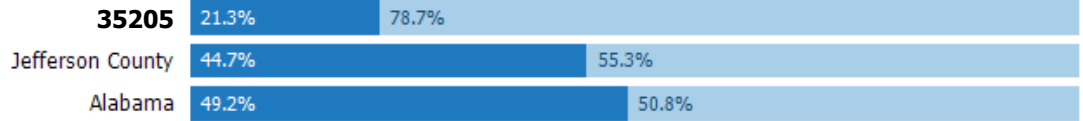
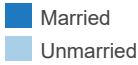
Birmingham, AL 35205: Marital Status Comparison

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



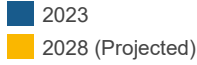
Birmingham, AL 35205: Economic Comparison

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

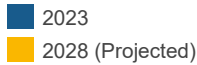


Median Household Income

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

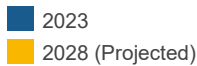


Per Capita Income

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



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



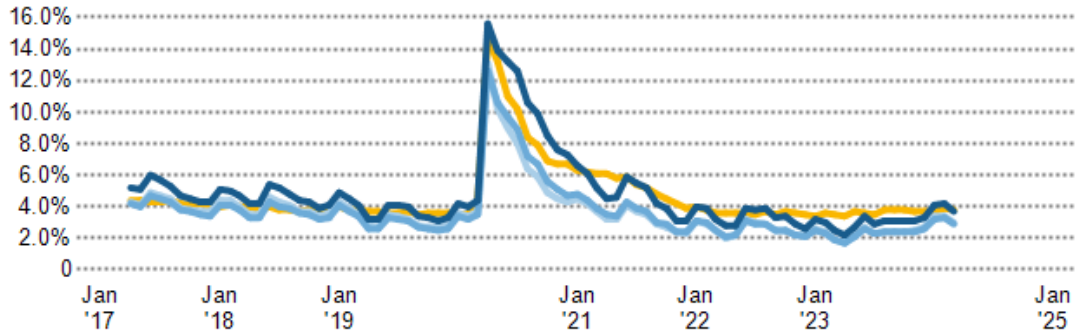
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Birmingham
- Jefferson County
- Alabama
- USA

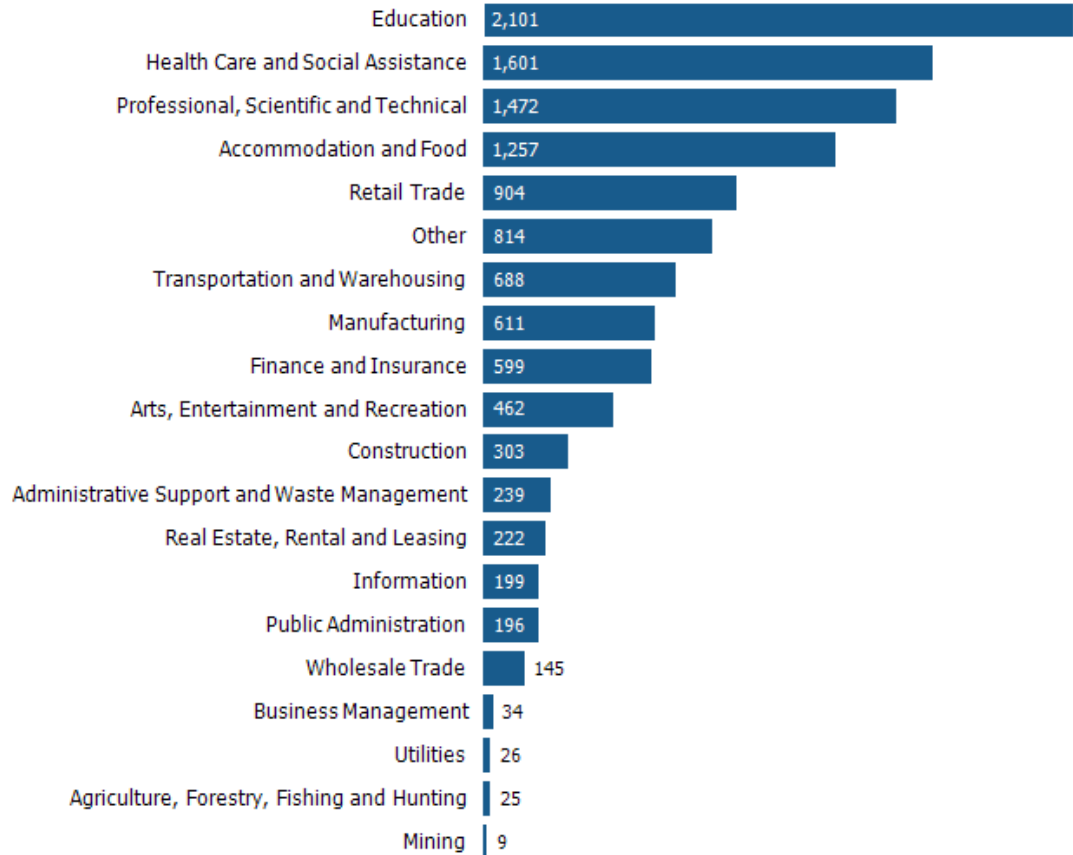


Employment Count by Industry

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



Birmingham, AL 35205: 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



Birmingham, AL 35205: Commute Comparison

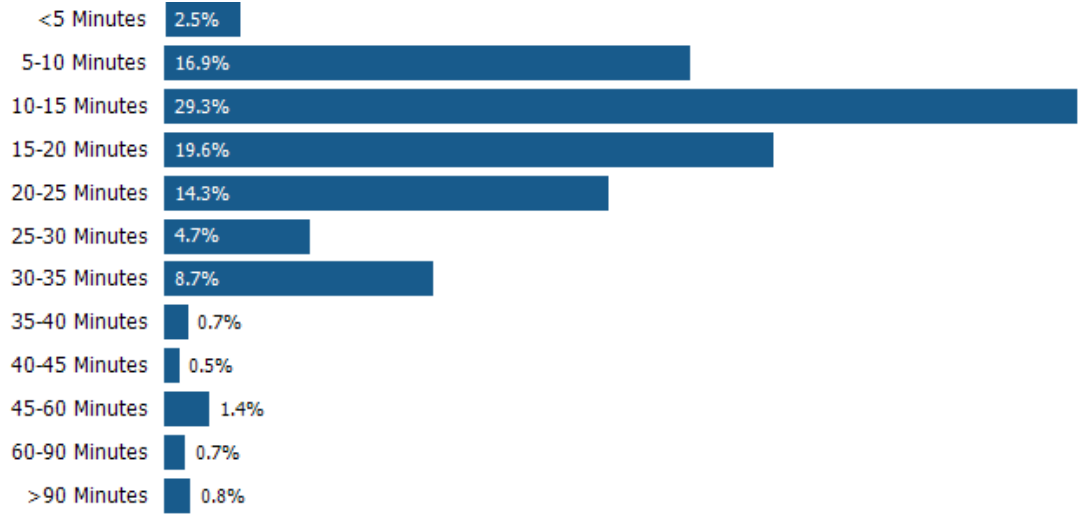
Average Commute Time

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

■ 35205



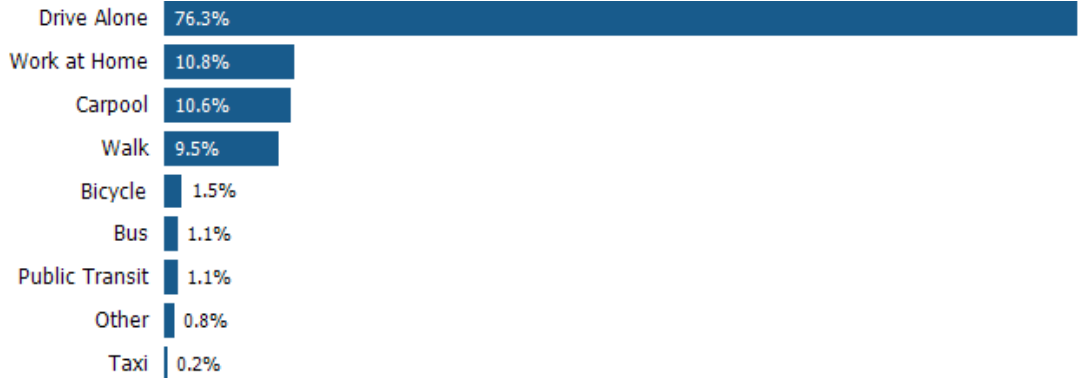
How People Get to Work

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

■ 35205



Birmingham, AL 35205: Home Value Comparison

Median Estimated Home Value

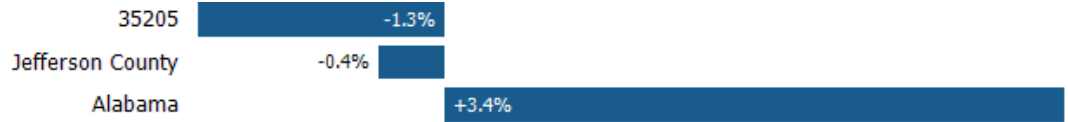


This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

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

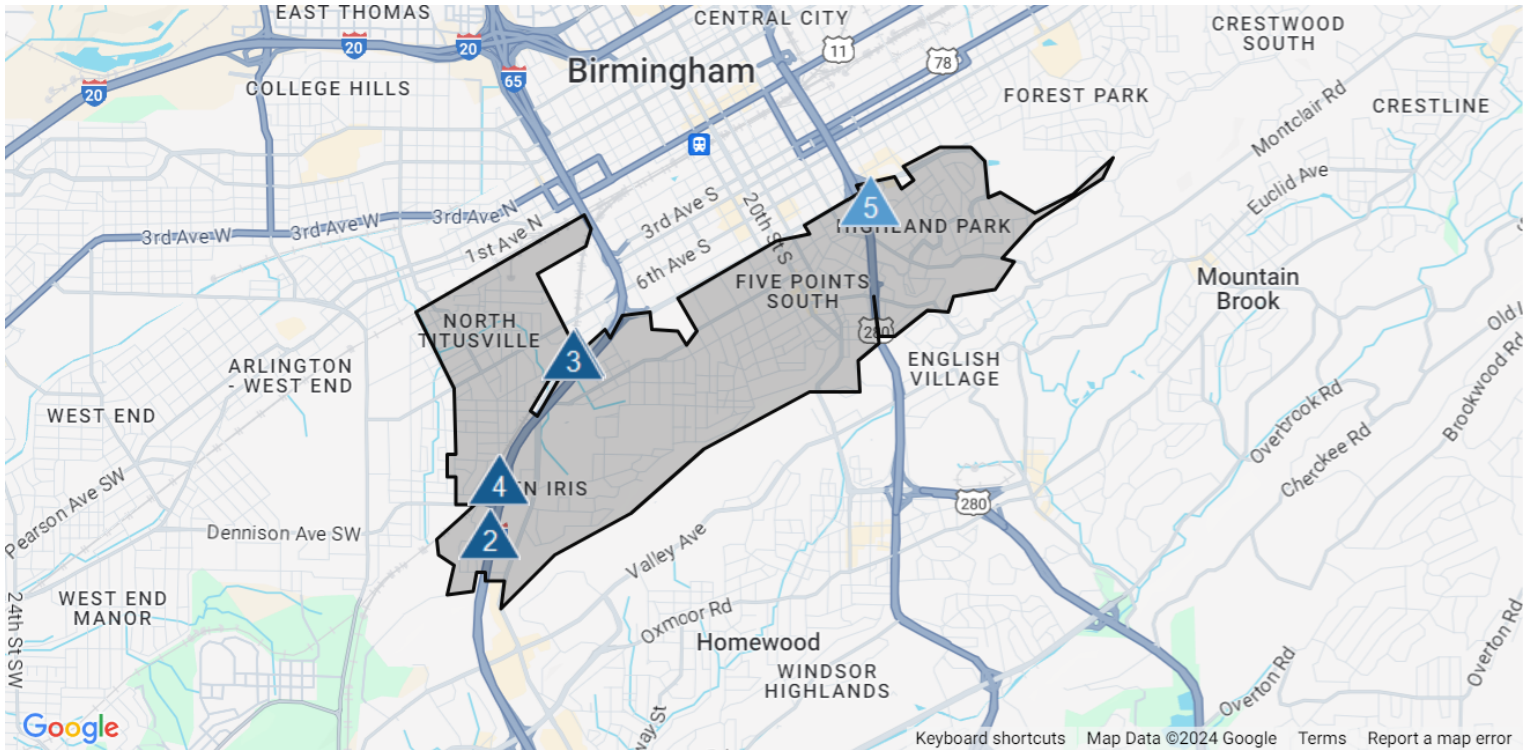


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

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
138,374

2023 Est. daily traffic counts

Street: I- 65
Cross: 16th Ave S
Cross Dir: SW
Dist: 0.19 miles

Historical counts

Year	Count	Type
2016	▲ 137,245	ADT
2011	▲ 130,040	AADT
2010	▲ 128,290	AADT
2008	▲ 131,990	AADT
2007	▲ 137,400	AADT

2
135,311

2023 Est. daily traffic counts

Street: I- 65
Cross: 24th Ave S
Cross Dir: S
Dist: 0.07 miles

Historical counts

Year	Count	Type
2011	▲ 124,840	AADT
2010	▲ 126,740	AADT
2008	▲ 128,800	AADT
2007	▲ 134,000	AADT
2004	▲ 134,190	AADT

3
123,139

2023 Est. daily traffic counts

Street: I 65
Cross: 5th St S
Cross Dir: SE
Dist: 0.11 miles

Historical counts

Year	Count	Type
2021	▲ 112,823	AADT
2019	▲ 124,258	AADT
2018	▲ 128,822	AADT
2014	▲ 133,250	AADT

4
105,595

2023 Est. daily traffic counts

Street: I- 65
Cross: Green Springs Hwy
Cross Dir: E
Dist: 0.01 miles

Historical counts

Year	Count	Type
2014	▲ 24,710	AADT
2004	▲ 138,290	AADT
2003	▲ 135,620	AADT
2002	▲ 132,740	AADT
2000	▲ 125,900	AAWDT

5
75,534

2023 Est. daily traffic counts

Street: Montgomery Hwy
Cross: 5th Ave S
Cross Dir: NW
Dist: 0.02 miles

Historical counts

Year	Count	Type
2014	▲ 73,250	AADT
2011	▲ 70,820	AADT
2010	▲ 72,510	AADT
2008	▲ 69,720	AADT
2007	▲ 75,300	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>

