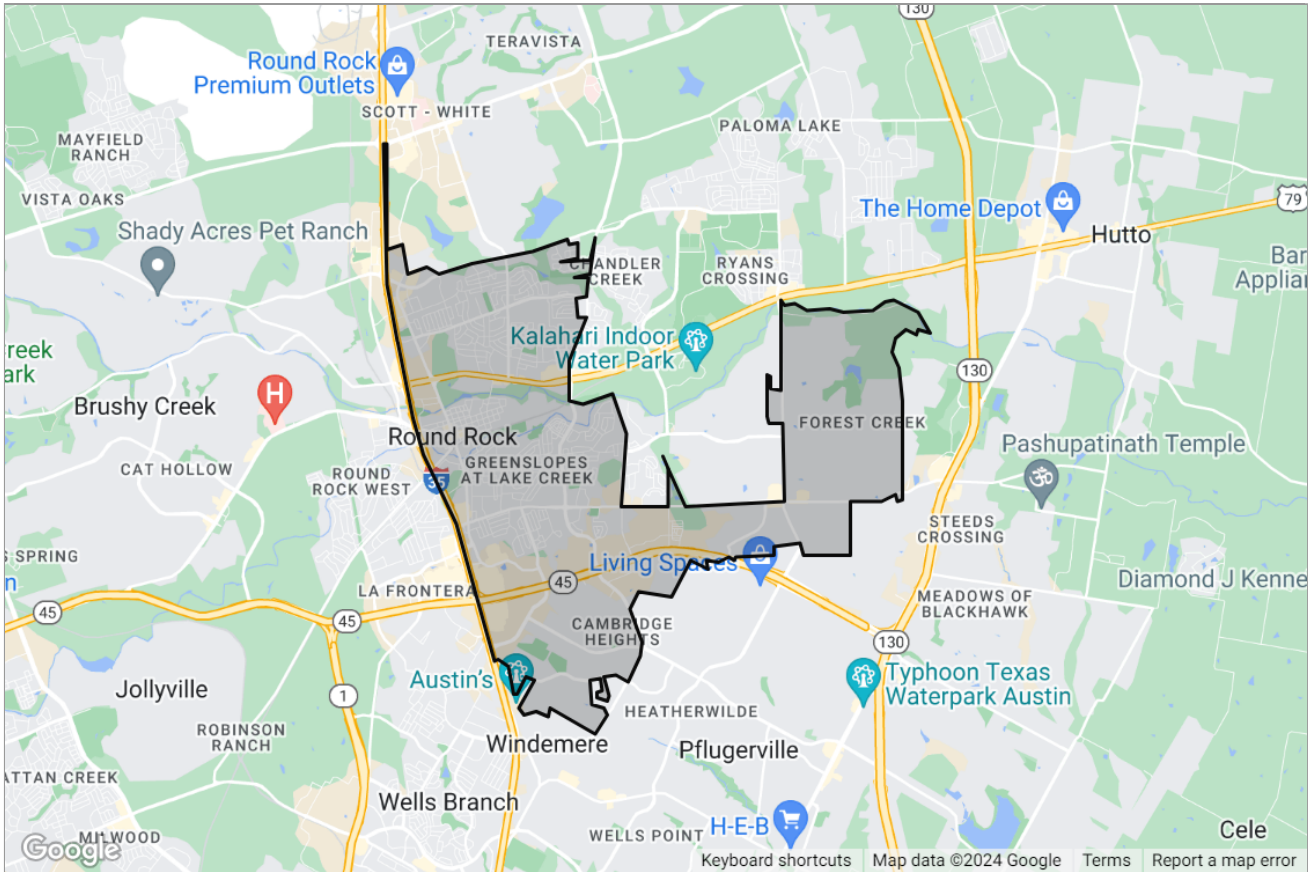


TRADE AREA REPORT

## Round Rock, TX 78664



Presented by

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**Realty Texas**

11200 Manchaca Road, Unit 304  
Austin, TX 78748

## Criteria Used for Analysis

**Median Household Income**  
**\$83,282**

**Median Age**  
**33.4**

**Total Population**  
**61,605**

**1st Dominant Segment**  
**Up and Coming Families**

## Consumer Segmentation

<p>Life Mode</p> <p><b>What are the people like that live in this area?</b></p>	<p><b>Sprouting Explorers</b></p> <p>Young homeowners with families</p>	<p>Urbanization</p> <p><b>Where do people like this usually live?</b></p>	<p><b>Suburban Periphery</b></p> <p>The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population</p>
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## Top Tapestry Segments

	Up and Coming Families	Bright Young Professionals	Urban Edge Families	Boomburbs	Metro Fusion
<b>% of Households</b>	8,446 (37.5%)	7,523 (33.4%)	2,753 (12.2%)	1,431 (6.4%)	1,157 (5.1%)
<b>% of Round Rock</b>	11,529 (25.3%)	11,930 (26.2%)	3,293 (7.2%)	8,184 (18.0%)	1,436 (3.2%)
<b>Lifestyle Group</b>	Sprouting Explorers	Middle Ground	Sprouting Explorers	Affluent Estates	Midtown Singles
<b>Urbanization Group</b>	Suburban Periphery	Urban Periphery	Urban Periphery	Suburban Periphery	Urban Periphery
<b>Residence Type</b>	Single Family	Single Family; Multi-Units	Single Family	Single Family	Multi-Unit Rentals; Single Family
<b>Household Type</b>	Married Couples	Married Couples	Married Couples	Married Couples	Singles
<b>Average Household Size</b>	3.05	2.38	3.08	3.15	2.52
<b>Median Age</b>	32.3	34.1	33.5	34.5	30
<b>Diversity Index</b>	81.6	75.5	88.5	72.4	86.8
<b>Median Household Income</b>	\$91,700	\$67,200	\$64,600	\$137,000	\$48,100
<b>Median Net Worth</b>	\$186,900	\$75,000	\$108,600	\$512,800	\$14,800
<b>Median Home Value</b>	\$311,300	\$286,200	\$258,200	\$467,300	\$216,000
<b>Homeownership</b>	74.7 %	46.8 %	65.1 %	83.5 %	26.9 %
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Services
<b>Education</b>	Some College No Degree	Some College No Degree	High School Diploma	Bachelor's Degree	High School Diploma
<b>Preferred Activities</b>	Busy with work and family . Shop around for the best deals.	Go to bars/clubs; attend concerts . Eat at fast food, family restaurants.	Family outings to theme parks are popular . Residents favor fast-food dining places.	Physical fitness is a priority . Own the latest devices.	Football and weight lifting are popular activities . Look to impress with fashion and electronics.
<b>Financial</b>	Carry debt, but also maintain retirement plans	Own retirement savings and student loans	Spend money carefully; buy necessities	Highest rate of mortgages	Spend on what's hot unless saving for something specific
<b>Media</b>	Rely on the Internet for entertainment and information	Get most of their information from the Internet	Listen to Hispanic radio, use the Internet for socializing	Own, use latest devices	Listen to R&B, rap, Latin, reggae music
<b>Vehicle</b>	Own late model import SUVs or compacts	Own newer cars	One or two vehicles	Prefer late model imports, primarily SUVs.	Owns used vehicles

About this segment

# Up and Coming Families

This is the

**#1**

dominant segment for this area

In this area

**37.5%**

of households fall into this segment

In the United States

**2.8%**

of households fall into this segment

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

### Who We Are

Up and Coming Families is a market in transition. Residents are younger and more mobile than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

### Our Neighborhood

- New suburban periphery: new families in new housing subdivisions. Building began in the housing boom of the 2000s and continues in this fast-growing market. Single-family homes with a median value of \$194,400 and a lower vacancy rate. The price of affordable housing: longer commute times

### Socioeconomic Traits

- Education: 67% have some college education or degree(s). Hard-working labor force with a participation rate of 71%. Most households (61%) have 2 or more workers. Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions. Seek the latest and best in technology. Young families still feathering the nest and establishing their style.

### Market Profile

- Rely on the Internet for entertainment, information, shopping, and banking. Prefer imported SUVs or compact cars, late models. Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions. Busy with work and family; use home and landscaping services to save time. Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

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

## Bright Young Professionals

This is the

# #2

dominant segment for this area

In this area

# 33.4%

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

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

#### Our Neighborhood

- Approximately 57% of the households rent; 43% own their homes. Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households. Multiunit buildings or row housing make up 56% of the housing stock (row housing, buildings with 5 –19 units); 43% built 1980–99. Average rent mirrors the US. Lower vacancy rate is at 8.2%.

#### Socioeconomic Traits

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher. Labor force participation rate of 72% is higher than the US rate. These consumers are up on the latest technology. They get most of their information from the Internet. Concern about the environment impacts their purchasing decisions.

#### Market Profile

- Own retirement savings and student loans. Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs. Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games. Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information. Find leisure going to bars/clubs, attending concerts, going to the beach. Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga. Eat out often at fast-food and family restaurants.

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 Edge Families

This is the

**#3**

dominant segment for this area

In this area

**12.2%**

of households fall into this segment

In the United States

**1.5%**

of households fall into this segment

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

### Who We Are

Located throughout the South and West, most Urban Edge Families residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average. The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

### Our Neighborhood

- Urban Edge Families residents are family-centric. Most are married couples with children of all ages or single parents; multigenerational homes are common. Average household size is higher at 3.19. Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room. Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages and slightly higher monthly costs. Three quarters of all housing were built 1970 or later. Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West. Most households have one or two vehicles available and a longer commute to work.

### Market Profile

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP. Cell phones are preferred over landlines. Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV. Residents listen to urban or Hispanic radio. During the summer, family outings to theme parks are especially popular.

### Socioeconomic Traits

- Nearly 17% have earned a college degree, and 63% hold a high school diploma only or have spent some time at a college or university. Labor force participation is higher at 66%. Most Urban Edge Families residents derive income from wages or salaries. They tend to spend money carefully and focus more on necessities. They are captivated by new technology, particularly feature-rich smartphones. Connected: They use the Internet primarily for socializing but also for convenience, like paying bills 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

# Boomburbs

This is the

**#4**

dominant segment for this area

In this area

**6.4%**

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

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original Boomburbs neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

### Our Neighborhood

- Growth markets are in the suburban periphery of large metropolitan areas. Young families are married with children; average household size is 3.25. Homeownership is 84% (Index 134), with the highest rate of mortgages, 71.5%. Primarily single-family homes in new neighborhoods, 66% built since 2000. Median home value is \$350,000. Lower housing vacancy rate at 3.7%. The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (33.6%) commuting across county lines.

### Socioeconomic Traits

- Well-educated young professionals, 55% are college graduates. High labor force participation at 71.3%; most households have more than two workers. Longer commute times from the suburban growth corridors have created more home workers. Well connected, own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time. Financial planning is well under way for these professionals.

### Market Profile

- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans. This is one of the top markets for the latest in technology, from smartphones to tablets to internet connectable televisions. Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling. Enjoy gardening but more often contract for home services. Physical fitness is a priority, including club memberships and home equipment. Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks. Residents are generous supporters of charitable organizations.

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

# Metro Fusion

<p>This is the</p> <h2>#5</h2> <p>dominant segment for this area</p>	<p>In this area</p> <h2>5.1%</h2> <p>of households fall into this segment</p>	<p>In the United States</p> <h2>1.4%</h2> <p>of households fall into this segment</p>
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## An overview of who makes up this segment across the United States

### Who We Are

Metro Fusion is a young market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. Most residents live in midsize apartment buildings. Metro Fusion is a hardworking market with residents that are dedicated to climbing the ladders of their professional and social lives.

### Our Neighborhood

- Over 60% of the homes are multiunit structures located in the urban periphery. Three-quarters of residents are renters, and rents are about thirteen percent less than the US average. Most housing units were built before 1990. Single-parent and single-person households make up over half of all households.

### Socioeconomic Traits

- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology. They work hard to advance in their professions, including working weekends. They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands. They spend money readily on what's hot unless saving for something specific. Social status is very important; they look to impress with fashion and electronics.

### Market Profile

- Enjoy watching MTV, Spanish TV networks, and Tru TV. Listen to R&B, rap, Latin, and urban music. Football and weight lifting are popular activities. Shop at discount grocery stores, Family Dollar, and Walmart. Often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

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.

## Round Rock, TX 78664: 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

■ 78664





### 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



78664

### 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

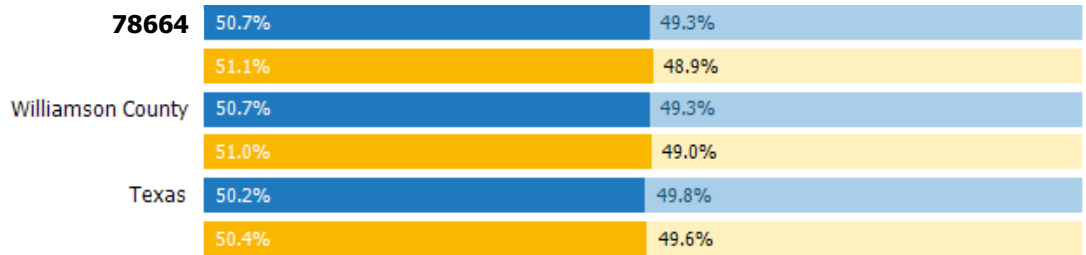


2023  
2028 (Projected)

### 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)

## Round Rock, TX 78664: 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)



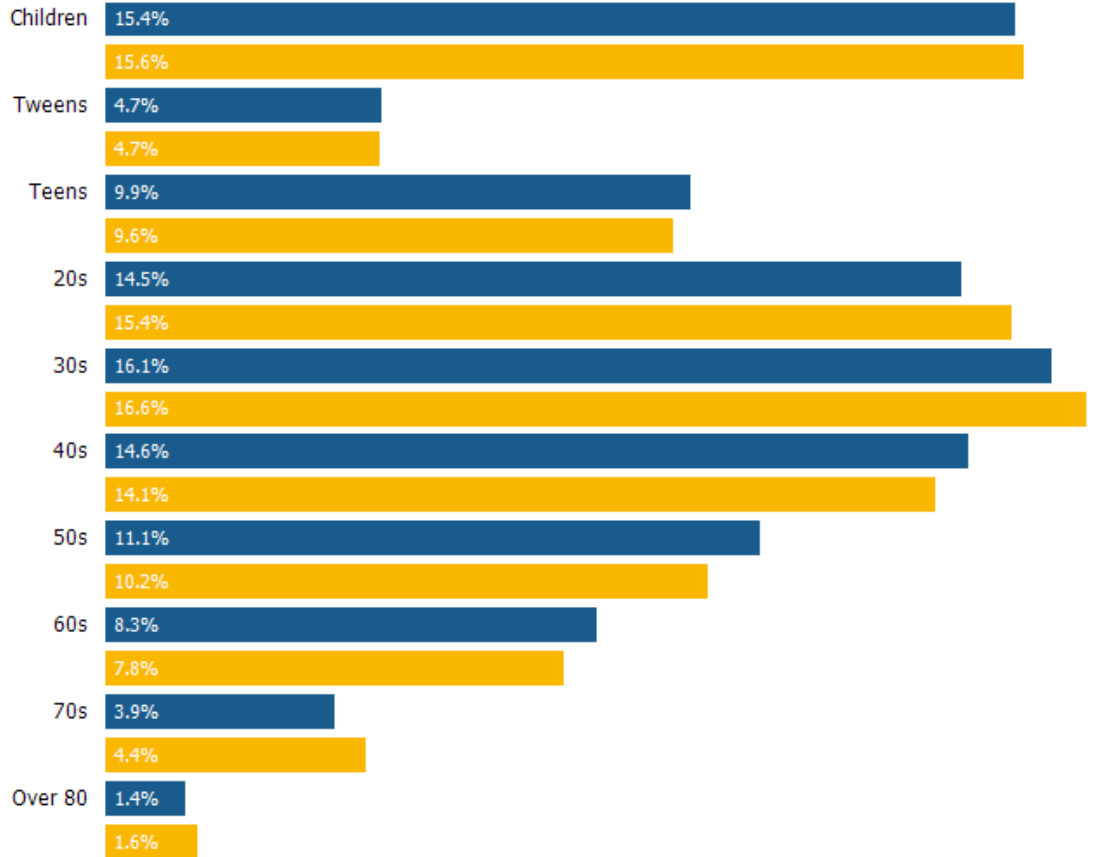
### Population by Age

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)



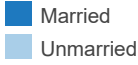
## Round Rock, TX 78664: Marital Status Comparison

### 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



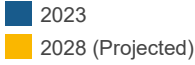
## Round Rock, TX 78664: Economic Comparison

### 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

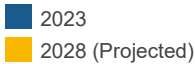


### Per Capita Income

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

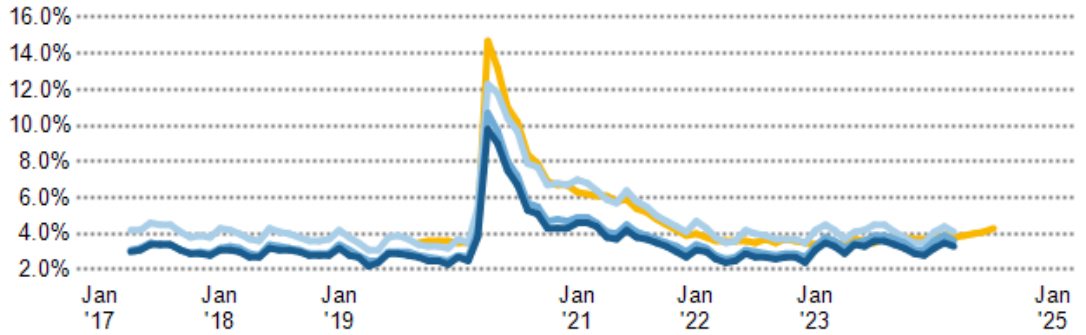


### Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap  
Update Frequency: Monthly

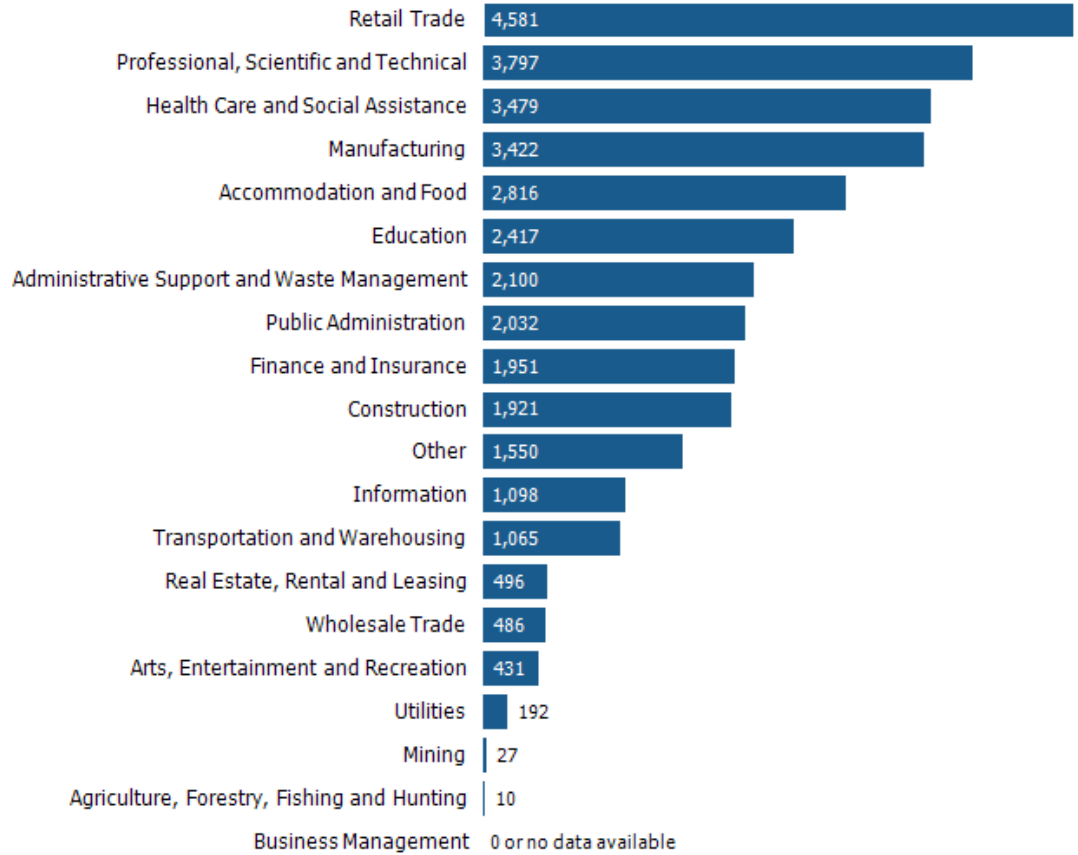
- Round Rock
- Williamson County
- Texas
- USA



### 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, 2023  
Update Frequency: Annually



## Round Rock, TX 78664: 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



## Round Rock, TX 78664: Commute Comparison

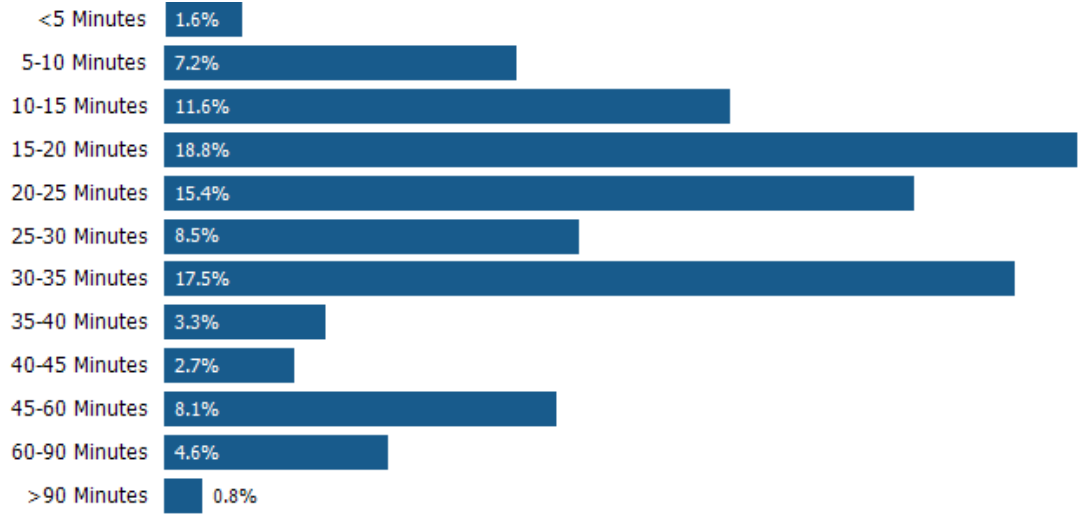
### Average Commute Time

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

78664



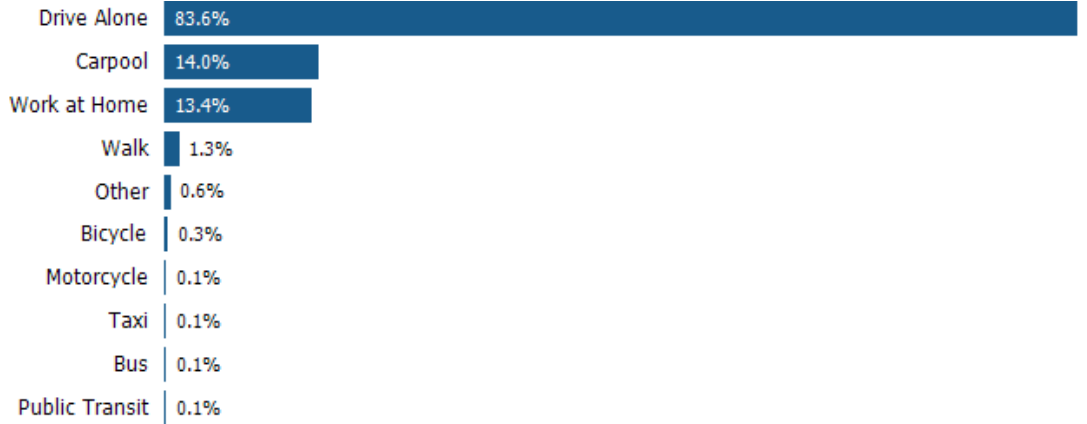
### How People Get to Work

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

78664





## Round Rock, TX 78664: 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

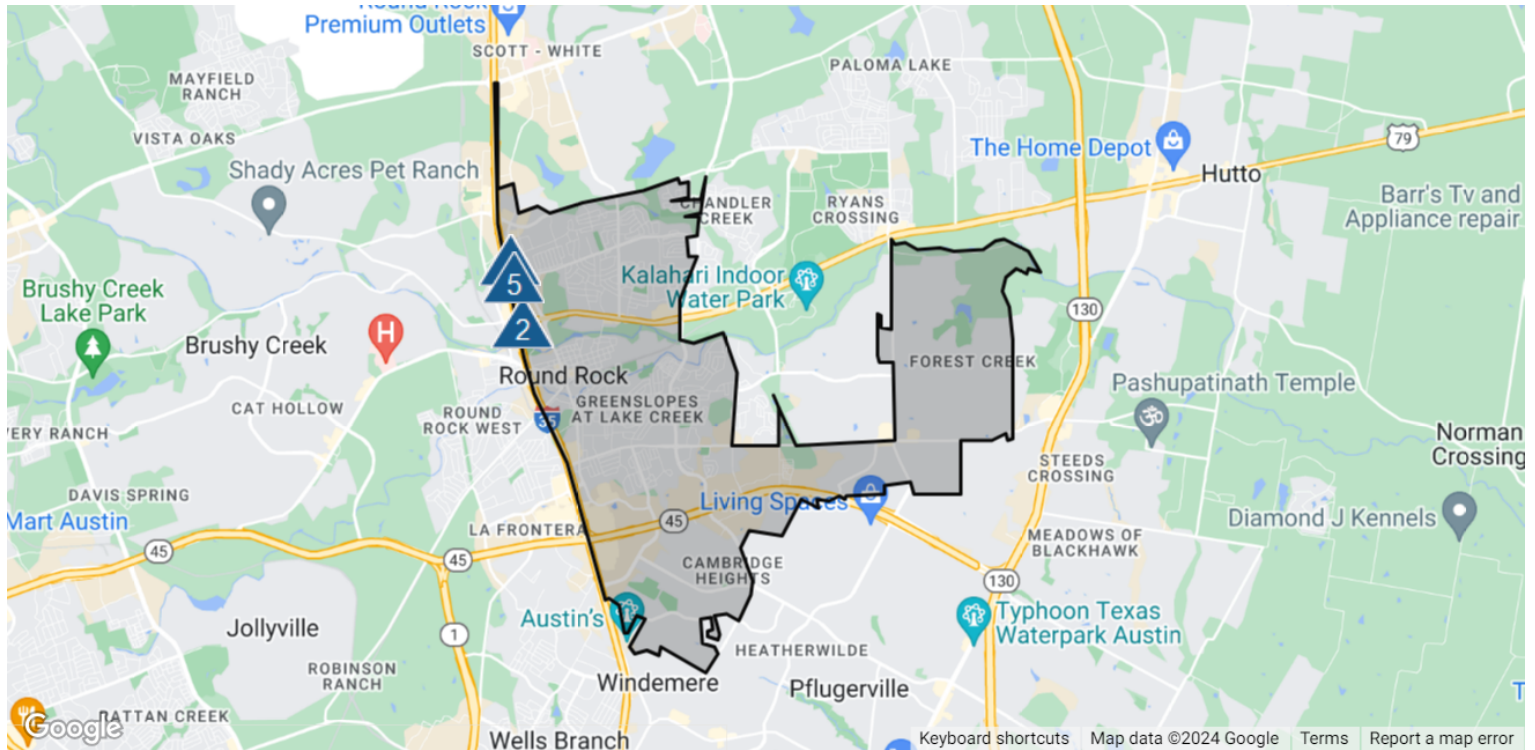


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

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**

## 182,415

2023 Est. daily traffic counts

Street: W Liberty Ave  
 Cross: N San Saba St  
 Cross Dir: NE  
 Dist: 0.12 miles

Historical counts

Year	Count	Type
2021	▲ 164,505	AADT
2020	▲ 177,641	AADT
2019	▲ 213,281	AADT
2018	▲ 195,535	AADT

**2**

## 182,415

2023 Est. daily traffic counts

Street: W Liberty Ave  
 Cross: N San Saba St  
 Cross Dir: NE  
 Dist: 0.12 miles

Historical counts

Year	Count	Type
2020	▲ 168,676	AADT
2019	▲ 212,052	AADT
2018	▲ 196,673	AADT
2013	▲ 182,296	AADT
2010	▲ 157,000	AADT

**3**

## 165,168

2023 Est. daily traffic counts

Street: W Bowman Rd  
 Cross: I-35 Svc Rd  
 Cross Dir: N  
 Dist: 0.07 miles

Historical counts

Year	Count	Type
2020	▲ 148,992	AADT
2019	▲ 186,773	AADT
2018	▲ 168,501	AADT

**4**

## 159,720

2023 Est. daily traffic counts

Street: I-35  
 Cross: Round Rock Ave  
 Cross Dir: N  
 Dist: 0.18 miles

Historical counts

Year	Count	Type
2021	▲ 153,693	AADT
2013	▲ 185,590	AADT
2010	▲ 174,000	AADT
2003	▲ 156,000	ADT

**5**

## 151,515

2023 Est. daily traffic counts

Street: I-35  
 Cross: Palm Valley Blvd  
 Cross Dir: S  
 Dist: 0.24 miles

Historical counts

Year	Count	Type
2013	▲ 146,863	AADT
2010	▲ 147,000	AADT
2005	▲ 86,980	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>



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*Preferred Home Warranty*

NOTE: This communication is provided to you for informational purposes only and should not be relied upon by you. The real estate firm identified on this report is not a mortgage lender and so you should contact the mortgage company identified above directly to learn more about its mortgage products and your eligibility for such products.

One Guard



HOME WARRANTY + SERVICE PLANS

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