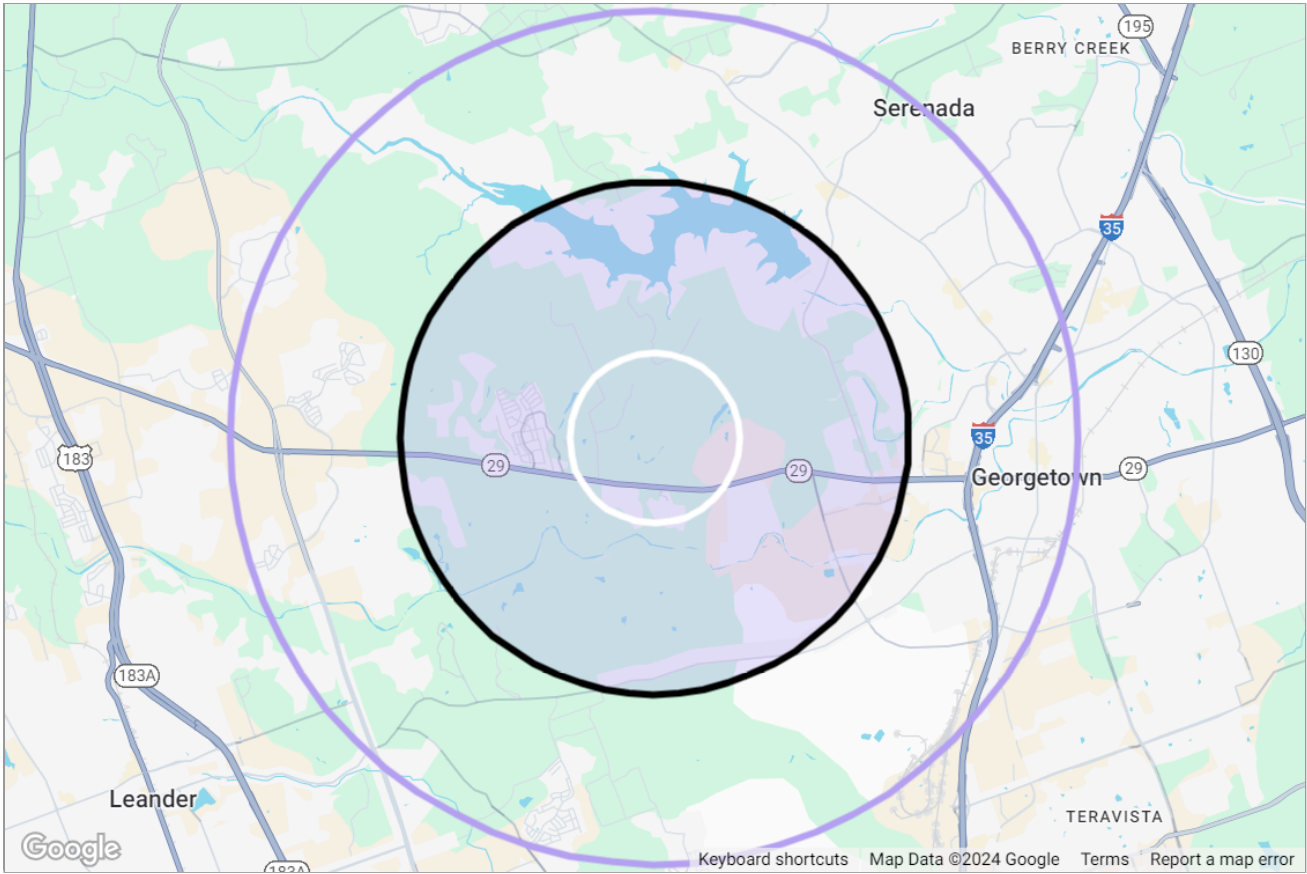


TRADE AREA REPORT

# 3 mile Georgetown



Presented by

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## Criteria Used for Analysis

**Median Household Income**  
**\$118,955**

**Median Age**  
**41.1**

**Total Population**  
**51,747**

**1st Dominant Segment**  
**Boomburbs**

## Consumer Segmentation

Life Mode

**What are the people like that live in this area?**

### Affluent Estates

Established wealth--educated, well-travelled married couples

Urbanization

**Where do people like this usually live?**

### Suburban Periphery

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

## Top Tapestry Segments

	<b>Boomburbs</b>	<b>Savvy Suburbanites</b>	<b>Comfortable Empty Nesters</b>	<b>Professional Pride</b>	<b>Front Porches</b>
<b>% of Households</b>	5,200 (26.4%)	4,323 (21.9%)	1,483 (7.5%)	1,323 (6.7%)	1,136 (5.8%)
<b>% of Williamson County</b>	38,967 (15.2%)	10,395 (4.1%)	2,699 (1.1%)	6,309 (2.5%)	1,136 (0.4%)
<b>Lifestyle Group</b>	Affluent Estates	Affluent Estates	GenXurban	Affluent Estates	Middle Ground
<b>Urbanization Group</b>	Suburban Periphery	Suburban Periphery	Suburban Periphery	Suburban Periphery	Metro Cities
<b>Residence Type</b>	Single Family	Single Family	Single Family	Single Family	Single Family; Multi-Units
<b>Household Type</b>	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
<b>Average Household Size</b>	3.15	2.79	2.49	3.01	2.5
<b>Median Age</b>	34.5	45.8	49.2	40	36
<b>Diversity Index</b>	72.4	48.9	46.1	56.2	79.6
<b>Median Household Income</b>	\$137,000	\$129,300	\$89,200	\$163,900	\$56,700
<b>Median Net Worth</b>	\$512,800	\$695,700	\$362,800	\$930,800	\$57,800
<b>Median Home Value</b>	\$467,300	\$457,800	\$283,300	\$536,400	\$257,200
<b>Homeownership</b>	83.5 %	91 %	87.7 %	90.8 %	49.8 %
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Services or Professional
<b>Education</b>	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	High School Diploma
<b>Preferred Activities</b>	Physical fitness is a priority . Own the latest devices.	They like to cook and prefer natural or organic products. . Pursue a number of sports, from skiing to golf.	Play golf, ski and work out regularly . Home maintenance a priority among these homeowners.	Own latest tablets, smartphones and laptops . Upgrade picture-perfect homes.	Seek adventure and strive to have fun . Go online for gaming and watching movies.
<b>Financial</b>	Highest rate of mortgages	Not afraid of debt	Portfolio includes stocks, CODs, mutual funds and real estate	Hold 401(k) and IRA plans/securities	With limited incomes, price is more important than brand
<b>Media</b>	Own, use latest devices	Well-connected and use technology to stay current	Listen to sports radio; watch sports on TV	Avid readers; epicurean, sports, home service magazines	Watch Comedy Central, Nickelodeon, PBS Kids Sprout
<b>Vehicle</b>	Prefer late model imports, primarily SUVs.	Prefer late model, family-oriented vehicles:	Own 1-2 vehicles	Own 3 or more vehicles	Own just one vehicle

## About this segment

# Boomburbs

This is the

# #1

dominant segment for this area

In this area

# 26.4%

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

# Savvy Suburbanites

This is the

**#2**

dominant segment for this area

In this area

**21.9%**

of households fall into this segment

In the United States

**3.0%**

of households fall into this segment

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

### Who We Are

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

### Our Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets. Married couples with no children or older children; average household size is 2.85. 91% owner occupied; 66% mortgaged. Primarily single-family homes, with a median value of \$362,900. Low vacancy rate at 3.8%.

### Socioeconomic Traits

- Education: 50.6% college graduates; 77.6% with some college education. Higher labor force participation rate at 67.9% with proportionately more 2-worker households at 62.2%. Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating. Informed shoppers that do their research prior to purchasing and focus on quality.

### Market Profile

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons. Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting. There is extensive use of housekeeping and personal care services. Foodies: They like to cook and prefer natural or organic products. These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines. Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

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

# Comfortable Empty Nesters

<p>This is the</p> <h2>#3</h2> <p>dominant segment for this area</p>	<p>In this area</p> <h2>7.5%</h2> <p>of households fall into this segment</p>	<p>In the United States</p> <h2>2.4%</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

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

### Our Neighborhood

- Married couples, some with children, but most without. Average household size slightly higher at 2.52. Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes. Most homes built between 1950 and 1990. Households generally have one or two vehicles.

### Socioeconomic Traits

- Education: 36% college graduates; nearly 68% with some college education. Average labor force participation at 61%. Most households' income from wages or salaries, but a third also draw income from investments and retirement. Comfortable Empty Nesters residents physically and financially active. Prefer eating at home instead of dining out. Home maintenance a priority among these homeowners.

### Market Profile

- Residents enjoy listening to sports radio or watching sports on television. Physically active, they play golf, ski, ride bicycles, and work out regularly. Spending a lot of time online isn't a priority, so most own older home computers. Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

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

# Professional Pride

This is the

**#4**

dominant segment for this area

In this area

**6.7%**

of households fall into this segment

In the United States

**1.6%**

of households fall into this segment

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

### Who We Are

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal-oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school-age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of \$1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

### Our Neighborhood

- Typically owner-occupied, single-family homes are in newer neighbor hoods: 67% of units were built in the last 20 years. Neighborhoods are primarily located in the suburban periphery of large metropolitan areas. Most households own three or more vehicles; long commutes are the norm. Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off. Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.

### Socioeconomic Traits

- Professional Pride consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses. These consumers are willing to risk their accumulated wealth in the stock market. Most have a preferred financial institution, regularly read financial news, and use the internet for banking transactions. Residents are goal oriented and strive for lifelong earning and learning. Life here is well organized; routine is a key ingredient to daily life.

### Market Profile

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the internet. Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects. Hire housekeepers or professional cleaners. Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and rescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities. Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on internet shopping; Amazon.com is a favorite website. Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly. All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines. Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the eatures each has to offer.

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

# Front Porches

This is the

**#5**

dominant segment for this area

In this area

**5.8%**

of households fall into this segment

In the United States

**1.6%**

of households fall into this segment

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

### Who We Are

Front Porches are a blend of household types, with more young families with children and more single households than average. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Households tend to own just one vehicle, but it is used only when needed.

### Our Neighborhood

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings. Just over half the homes are occupied by renters. Older, established neighborhoods; three quarters of all homes were built before 1980. Single-parent families or singles living alone make up almost half of the households.

### Socioeconomic Traits

- Composed of a blue-collar work force with a strong labor force participation rate. Price is more important than brand names or style to these consumers. With limited incomes, these are not adventurous shoppers. They would rather cook a meal at home than dine out. They seek adventure and strive to have fun.

### Market Profile

- Go online for gaming, watching movies, employment searches, and posting pics on social media. Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music. Drink energy and sports drinks. Participate in leisure activities including sports, playing board games and video games. Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

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.

## 3 mile Georgetown: 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

- 3 mile Georgetown





### 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

#### 3 mile Georgetown



■ 3 mile Georgetown

### 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

#### 3 mile Georgetown



■ 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

#### 3 mile Georgetown



■ 2023  
■ 2028 (Projected)

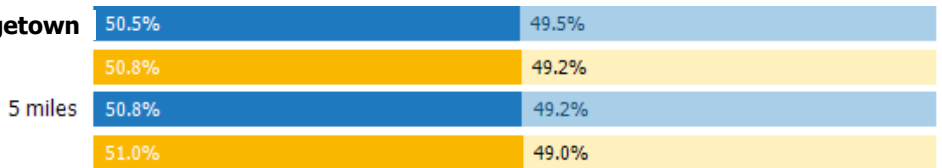
### Female / Male Ratio

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

#### 3 mile Georgetown



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

## 3 mile Georgetown: 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)



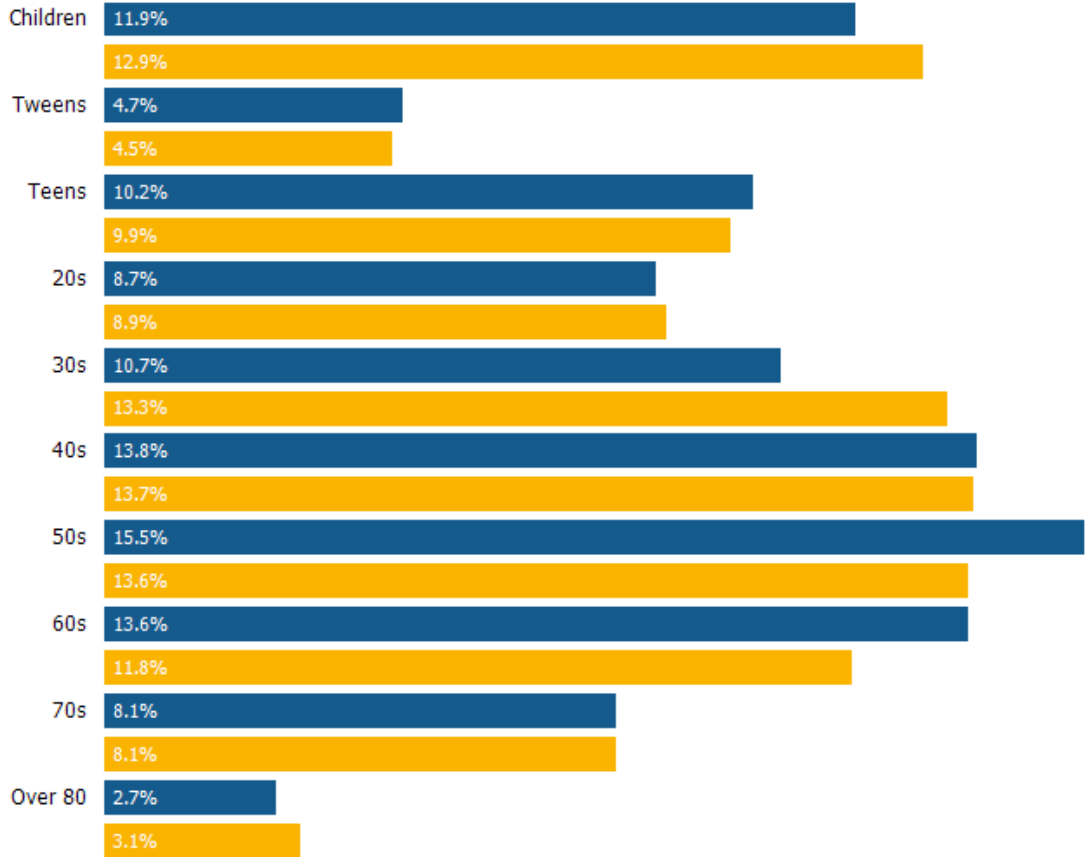
### Population by Age

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

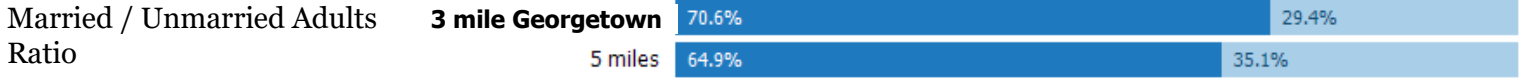
Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

■ 2023  
■ 2028 (Projected)



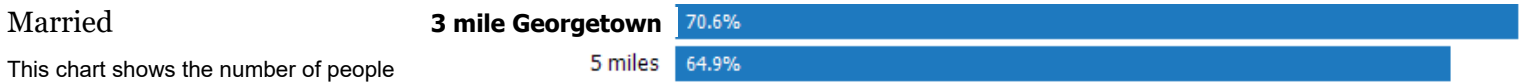
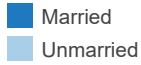
## 3 mile Georgetown: Marital Status Comparison



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

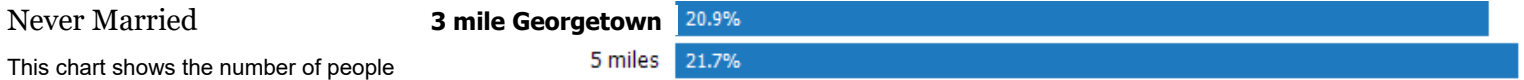
Update Frequency: Annually



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



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

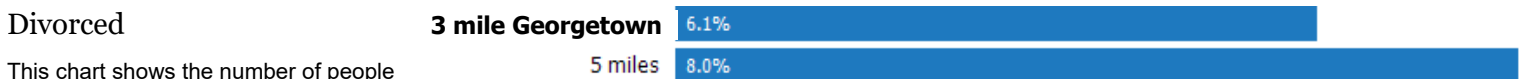
Update Frequency: Annually



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



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

## 3 mile Georgetown: 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



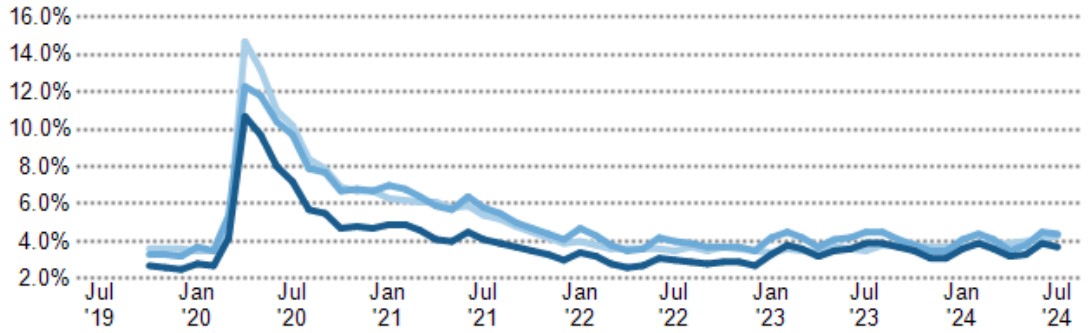
### Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- 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



## 3 mile Georgetown: 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

## 3 mile Georgetown: Commute Comparison

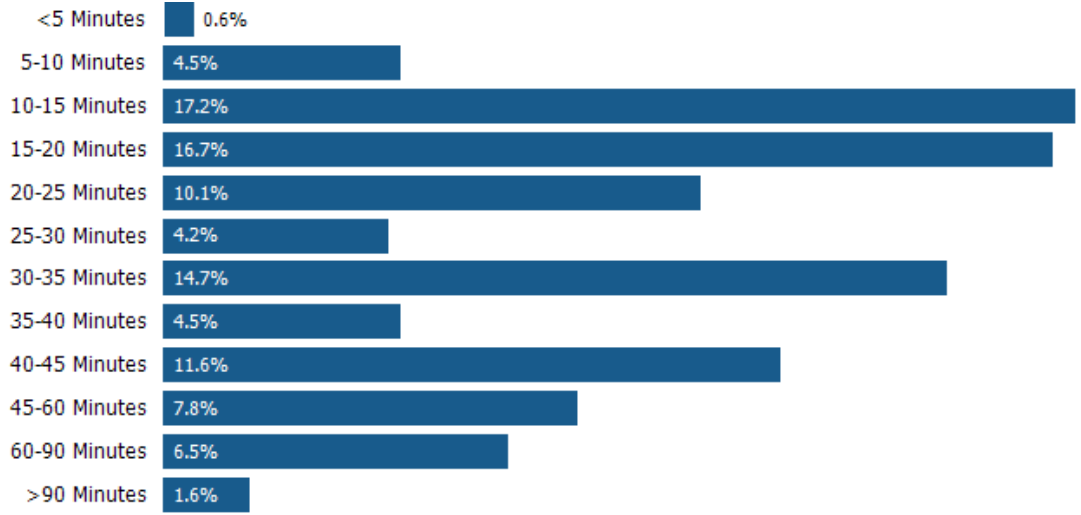
### Average Commute Time

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

■ 3 mile Georgetown



### 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

■ 3 mile Georgetown





## 3 mile Georgetown: 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

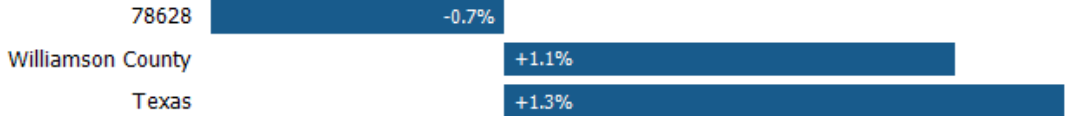


This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly

### 12 mo. Change in Median Listing Price

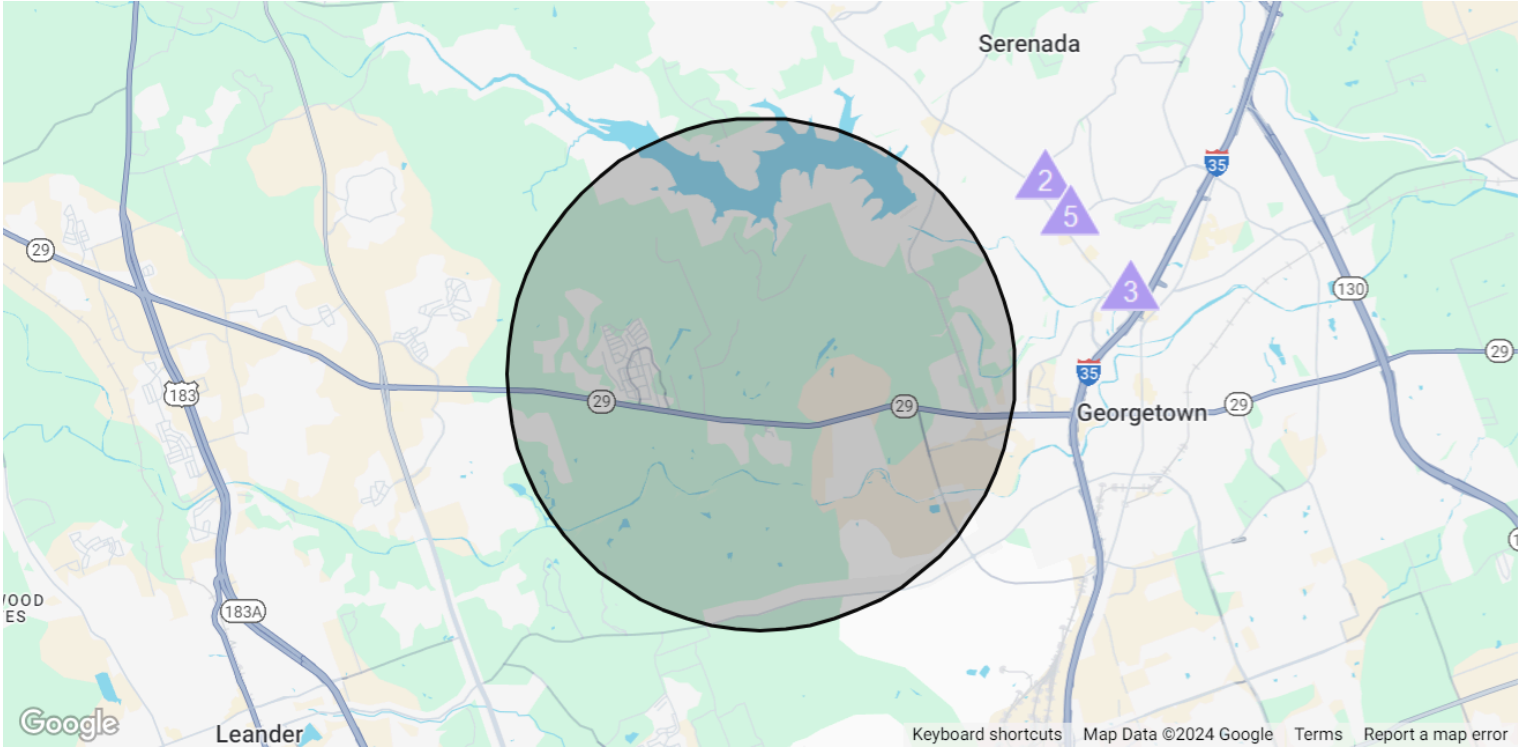


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

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**  
**35,593**

2023 Est. daily traffic counts

Street: Williams Dr  
Cross: Wagon Wheel Trl  
Cross Dir: SE  
Dist: 0.13 miles

Historical counts

Year	Count	Type
2021	▲ 36,851	AADT
2010	▲ 31,000	AADT
2005	▲ 32,980	AADT
2003	▲ 33,000	ADT

**2**  
**35,593**

2023 Est. daily traffic counts

Street: Williams Dr  
Cross: Wagon Wheel Trl  
Cross Dir: SE  
Dist: 0.13 miles

Historical counts

Year	Count	Type
2020	▲ 27,146	AADT
2019	▲ 36,486	AADT
2018	▲ 31,601	AADT
2013	▲ 27,871	AADT
2010	▲ 25,000	AADT

**3**  
**33,840**

2023 Est. daily traffic counts

Street: Williams Dr  
Cross: Riverside Dr  
Cross Dir: SE  
Dist: 0.03 miles

Historical counts

Year	Count	Type
2021	▲ 35,231	AADT
2020	▲ 26,667	AADT
2019	▲ 39,478	AADT
2018	▲ 34,519	AADT
2013	▲ 32,697	AADT

**4**  
**32,954**

2023 Est. daily traffic counts

Street: –  
Cross: –  
Cross Dir: –  
Dist: –

Historical counts

Year	Count	Type
2020	▲ 26,915	AADT
2019	▲ 35,910	AADT

**5**  
**32,954**

2023 Est. daily traffic counts

Street: –  
Cross: –  
Cross Dir: –  
Dist: –

Historical counts

Year	Count	Type
2021	▲ 36,269	AADT
2013	▲ 29,289	AADT
2010	▲ 26,000	AADT
2005	▲ 25,000	AADT
2002	▲ 29,690	ADT

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>



## Neighborhood Loans



Your Neighborhood Lender

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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.