COMMERCIAL TRADE AREA REPORT

Ox Bottom Crest in Tallahassee, FL

KETCHAM REALTY GROUP INC.

Presented by

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2/28/2022

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$124,611	**40.4**	**90**	**Professional Pride**

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 Affluence in the suburbs, married couple-families, longer commutes

Top Tapestry Segments

	Professional Pride
% of Households	31 (100.0%)
Lifestyle Group	Affluent Estates
Urbanization Group	Suburban Periphery
Residence Type	Single Family
Household Type	Married Couples
Average Household Size	3.11
Median Age	40.5
Diversity Index	41.2
Median Household Income	$127,000
Median Net Worth	$540,000
Median Home Value	$387,000
Homeownership	92 %
Employment	Professional or Management
Education	College Degree
Preferred Activities	Own latest tablets, smartphones and laptops. Upgrade picture-perfect homes.
Financial	Hold 401(k) and IRA plans/securities
Media	Read epicurean, sports, home service magazines
Vehicle	Own 2-3 vehicles

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About this segment
Professional Pride

This is the
#1
dominant segment for this area

In this area
100.0%
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 who 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 $1.5 million in net worth, and their annual household income runs at more than twice the U.S. average. 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 neighborhoods: 59% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own two or three vehicles; long commutes are the norm.
- Homes are valued at more than twice the U.S. median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and more than half of these families have kids. Their average household size, 3.11, 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.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These 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.
- To keep up with their busy households, they 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 prescription 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 features 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 2020. Update Frequency: Annually.

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Ox Bottom Crest in Tallahassee, FL: 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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

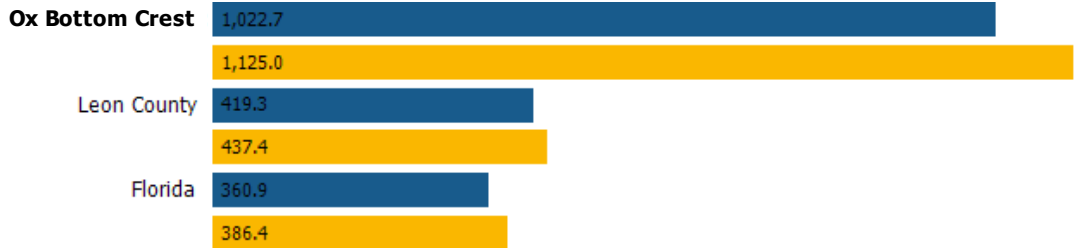| Geography	Value
Ox Bottom Crest	90
	99
Leon County	294,288
	306,980
Florida	21,165,619
	22,655,619

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, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Geography	Value
Ox Bottom Crest	1,022.7
	1,125.0
Leon County	419.3
	437.4
Florida	360.9
	386.4

Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2020, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2020

Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Geography	Value
Leon County	6.82%
	10.00%
Florida	13.01%
	4.31%
	7.04%

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, 2020

Update Frequency: Annually

■ Ox Bottom Crest

Geography	Value
Ox Bottom Crest	44
Leon County	313,682
Florida	20,971,606

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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, 2020

Update Frequency: Annually

- Ox Bottom Crest

Geography	Value
Ox Bottom Crest	500.0
Leon County	447.0
Florida	357.6

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, 2020

Update Frequency: Annually

- 2020
- 2025 (Projected)

Geography	2020	2025 (Projected)
Ox Bottom Crest	2.90	2.91
Leon County	2.39	2.40
Florida	2.51	2.52

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, 2020

Update Frequency: Annually

- 2020
- 2025 (Projected)

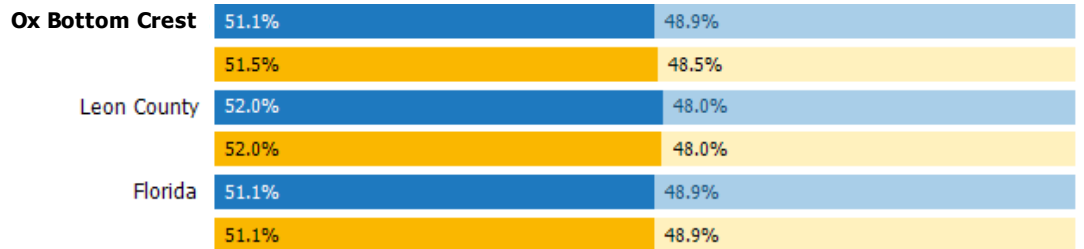| Geography	2020	2025 (Projected)
Ox Bottom Crest	82	90
Leon County	190,937	198,892
Florida	16,320,904	17,458,736

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, 2020

Update Frequency: Annually

- Women 2020
- Men 2020
- Women 2025 (Projected)
- Men 2025 (Projected)

Geography	Women	Men
Ox Bottom Crest	51.1%	48.9%
	51.5%	48.5%
Leon County	52.0%	48.0%
	52.0%	48.0%
Florida	51.1%	48.9%
	51.1%	48.9%

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Ox Bottom Crest in Tallahassee, FL: 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, 2020

Update Frequency: Annually

- 2020
- 2025 (Projected)

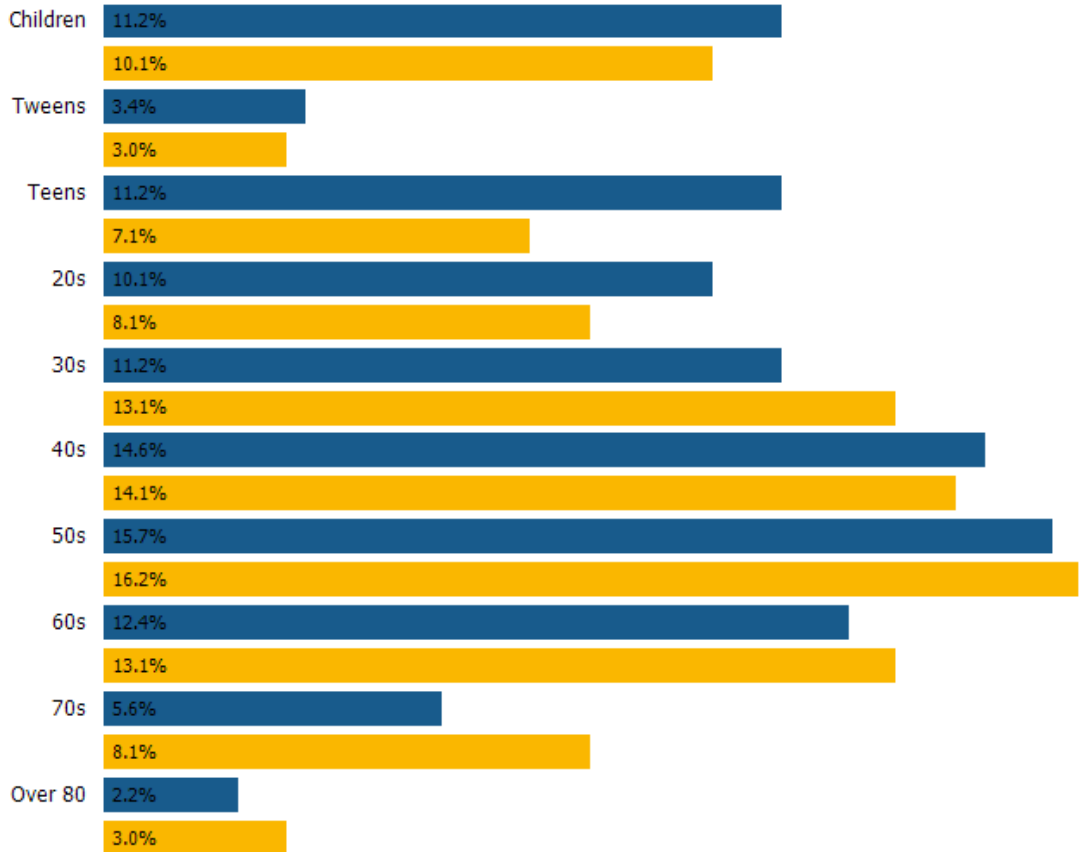| Geography	2020	2025 (Projected)
Ox Bottom Crest	40.4	42.9
Leon County	31.8	33.0
Florida	42.5	42.9

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, 2020

Update Frequency: Annually

- 2020
- 2025 (Projected)

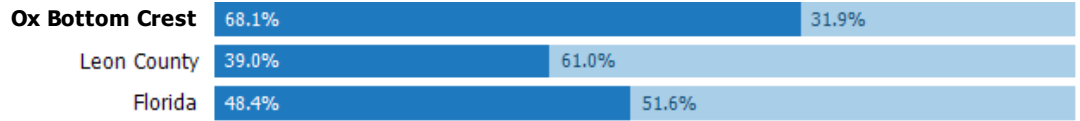| Age Group	2020	2025 (Projected)
Children	11.2%	10.1%
Tweens	3.4%	3.0%
Teens	11.2%	7.1%
20s	10.1%	8.1%
30s	11.2%	13.1%
40s	14.6%	14.1%
50s	15.7%	16.2%
60s	12.4%	13.1%
70s	5.6%	8.1%
Over 80	2.2%	3.0%

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Ox Bottom Crest in Tallahassee, FL: 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, 2020

Update Frequency: Annually

■ Married
■ Unmarried

	Married	Unmarried
Ox Bottom Crest	68.1%	31.9%
Leon County	39.0%	61.0%
Florida	48.4%	51.6%

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, 2020

Update Frequency: Annually

Ox Bottom Crest	68.1%
Leon County	39.0%
Florida	48.4%

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, 2020

Update Frequency: Annually

Ox Bottom Crest	19.4%
Leon County	47.1%
Florida	31.9%

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, 2020

Update Frequency: Annually

Ox Bottom Crest	5.6%
Leon County	3.9%
Florida	6.8%

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, 2020

Update Frequency: Annually

Ox Bottom Crest	6.9%
Leon County	10.0%
Florida	13.0%

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Ox Bottom Crest in Tallahassee, FL: 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, 2020

Update Frequency: Annually

- 2020
- 2025 (Projected)

Ox Bottom Crest $158,614 / $172,210
Leon County $77,837 / $89,500
Florida $78,239 / $89,536

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, 2020

Update Frequency: Annually

- 2020
- 2025 (Projected)

Ox Bottom Crest $124,611 / $134,647
Leon County $53,812 / $61,026
Florida $54,192 / $60,905

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, 2020

Update Frequency: Annually

- 2020
- 2025 (Projected)

Ox Bottom Crest $54,190 / $58,662
Leon County $31,148 / $35,677
Florida $30,650 / $34,957

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, 2020
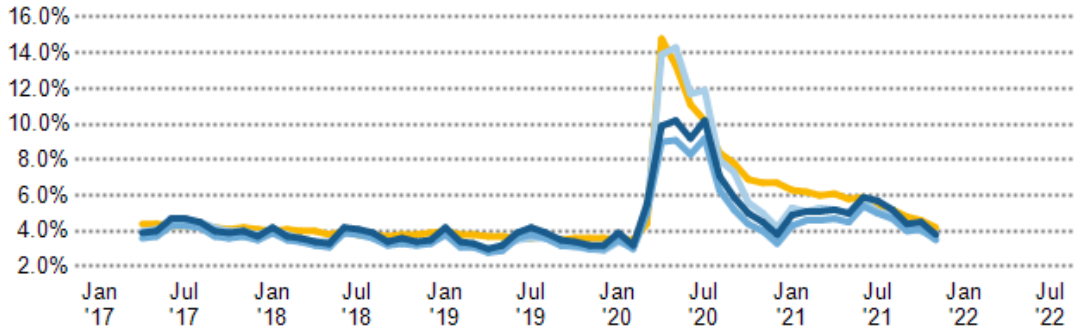
Update Frequency: Annually

Ox Bottom Crest $117,981
Leon County $61,515
Florida $62,057

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Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Tallahassee
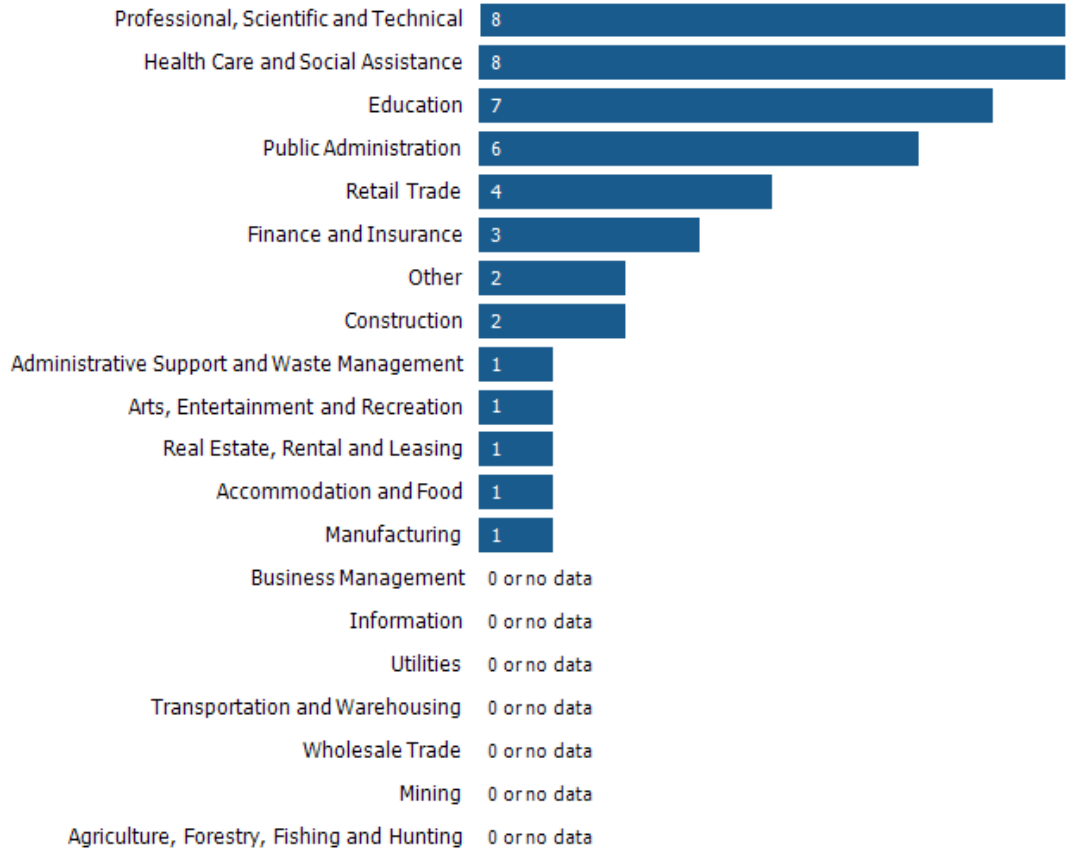- Leon County
- Florida
- USA

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, 2020

Update Frequency: Annually

Industry	Count
Professional, Scientific and Technical	8
Health Care and Social Assistance	8
Education	7
Public Administration	6
Retail Trade	4
Finance and Insurance	3
Other	2
Construction	2
Administrative Support and Waste Management	1
Arts, Entertainment and Recreation	1
Real Estate, Rental and Leasing	1
Accommodation and Food	1
Manufacturing	1
Business Management	0 or no data
Information	0 or no data
Utilities	0 or no data
Transportation and Warehousing	0 or no data
Wholesale Trade	0 or no data
Mining	0 or no data
Agriculture, Forestry, Fishing and Hunting	0 or no data

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Ox Bottom Crest in Tallahassee, FL: 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, 2020

Update Frequency: Annually

Ox Bottom Crest	0.0%
Leon County	1.8%
Florida	4.5%

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, 2020

Update Frequency: Annually

Ox Bottom Crest	0.0%
Leon County	4.2%
Florida	6.6%

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, 2020

Update Frequency: Annually

Ox Bottom Crest	1.7%
Leon County	3.7%
Florida	4.1%

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, 2020

Update Frequency: Annually

Ox Bottom Crest	3.3%
Leon County	14.3%
Florida	24.6%

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, 2020

Update Frequency: Annually

Ox Bottom Crest	11.7%
Leon County	18.4%
Florida	19.6%

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, 2020

Update Frequency: Annually

Ox Bottom Crest 5.0%
Leon County 9.9%
Florida 10.2%

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, 2020

Update Frequency: Annually

Ox Bottom Crest 41.7%
Leon County 26.8%
Florida 19.3%

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, 2020

Update Frequency: Annually

Ox Bottom Crest 36.7%
Leon County 21.0%
Florida 11.0%

Ox Bottom Crest in Tallahassee, FL: 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

Ox Bottom Crest	$398,170
Leon County	$253,250
Florida	$344,180

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

Ox Bottom Crest	+9.7%
Leon County	+10.7%
Florida	+23.9%

Median Listing Price

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

Data Source: On- and off-market listings sources

Update Frequency: Monthly

Leon County	$275,000
Florida	$364,900

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: On- and off-market listings sources

Update Frequency: Monthly

Leon County	+12.2%
Florida	+21.1%

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