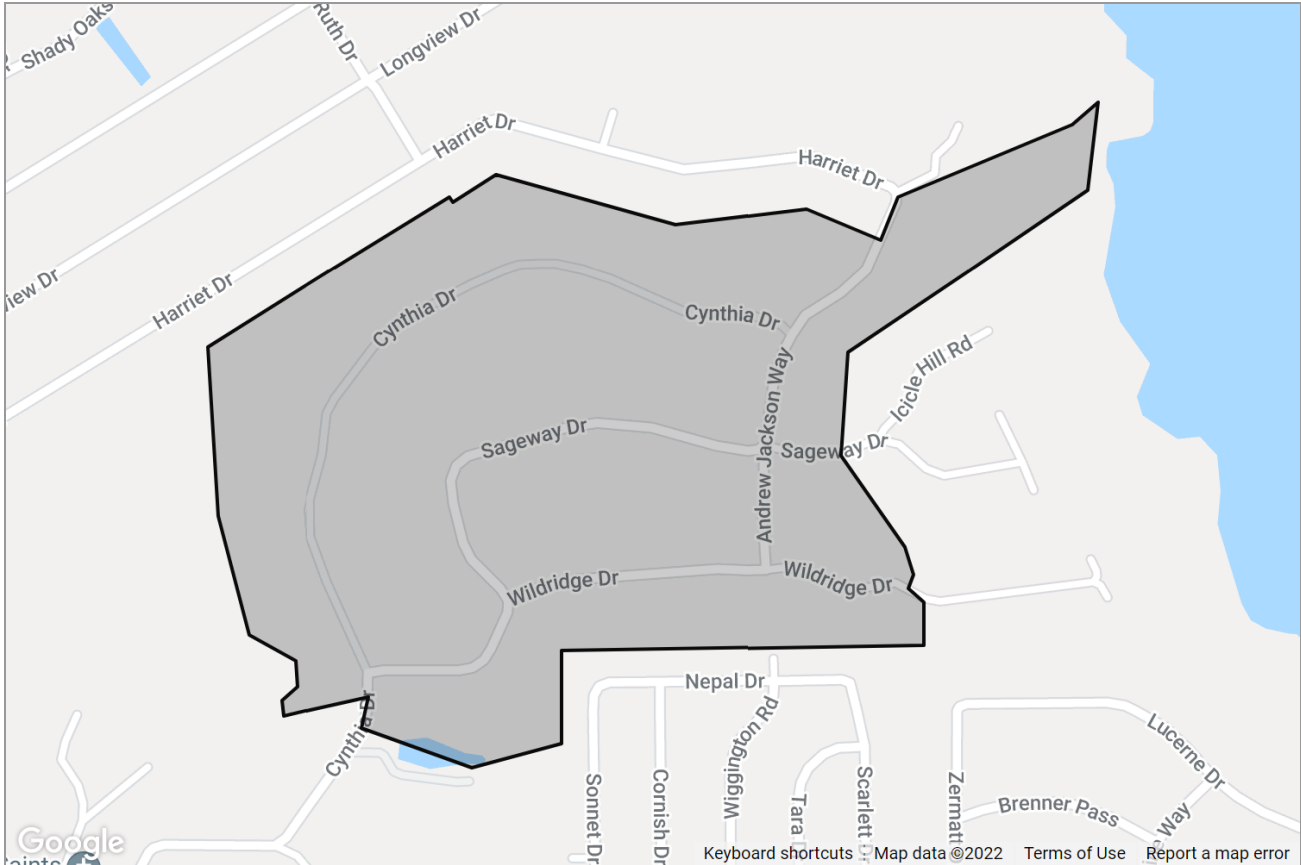![CATRS - Capital Area Technology & Realtor Services, A Subsidiary of Tallahassee Board of Realtors]

COMMERCIAL TRADE AREA REPORT

Greenwood Hills in Leon County, FL

KETCHAM REALTY GROUP INC.

Presented by

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Tallahassee, FL 32303

Criteria Used for Analysis

Income:	Age:	Population Stats:	Segmentation:
Median Household Income	**Median Age**	**Total Population**	**1st Dominant Segment**
$78,383	**39.5**	**213**	**In Style**

Consumer Segmentation

Life Mode

What are the people like that live in this area?

GenXurban
Gen X in middle age; families with fewer kids and a mortgage

Urbanization

Where do people like this usually live?

Metro Cities
Affordable city life, including smaller metros, satellite cities

Top Tapestry Segments

In Style

	In Style
% of Households	84 (100.0%)
Lifestyle Group	GenXurban
Urbanization Group	Metro Cities
Residence Type	Single Family
Household Type	Married Couples Without Kids
Average Household Size	2.33
Median Age	41.1
Diversity Index	36.9
Median Household Income	$66,000
Median Net Worth	$128,000
Median Home Value	$214,000
Homeownership	68.8 %
Employment	Professional or Management
Education	College Degree
Preferred Activities	Support arts, concerts, theaters, museums . Use coupons, mobile coupons.
Financial	Hold retirement savings, insurance policies
Media	Carry, use smartphones
Vehicle	Own late-model SUVs or trucks

About this segment

In Style

This is the	In this area	In the United States
#1	**100.0%**	**2.2%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

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

Who We Are

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

Our Neighborhood

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children or single households; average household size at 2.33.
- Home ownership average at 69%; more than half, 51%, mortgaged.
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes and smaller (5-19 units) apartment buildings.
- Median home value at $213,500.
- Vacant housing units at 8.8%.

Socioeconomic Traits

- College educated: 46% are graduates; 75% with some college education.
- Low unemployment is at 5.6%; higher labor force participation rate is at 68% with proportionately more two-worker households.
- Median household income of $65,600 reveals an affluent market with income supplemented by investments and a substantial net worth.
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

Market Profile

- Partial to late model SUVs or trucks.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, from a variety of investments to home equity lines of credit.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts and museums.

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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Greenwood Hills in Leon County, 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)

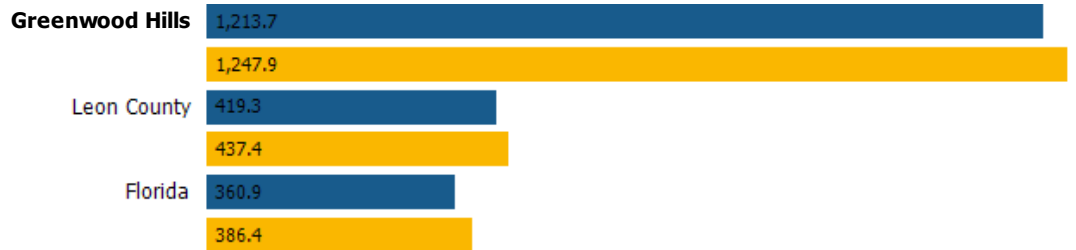| Geography	2020	2025 (Projected)
Greenwood Hills	213	219
Leon County	294,288	306,980
Florida	21,165,619	22,655,619

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	2020	2025 (Projected)
Greenwood Hills	1,213.7	1,247.9
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	2020	2025 (Projected)
Greenwood Hills	4.41%	2.82%
Leon County	6.82%	4.31%
Florida	13.01%	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

- Greenwood Hills

Geography	Value
Greenwood Hills	101
Leon County	313,682
Florida	20,971,606

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

■ Greenwood Hills

Greenwood Hills	575.5
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)

Greenwood Hills	2.54
	2.55
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)

Greenwood Hills	178
	183
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)

Greenwood Hills	49.1%	50.9%
	48.9%	51.1%
Leon County	52.0%	48.0%
	52.0%	48.0%
Florida	51.1%	48.9%
	51.1%	48.9%

Greenwood Hills in Leon County, 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
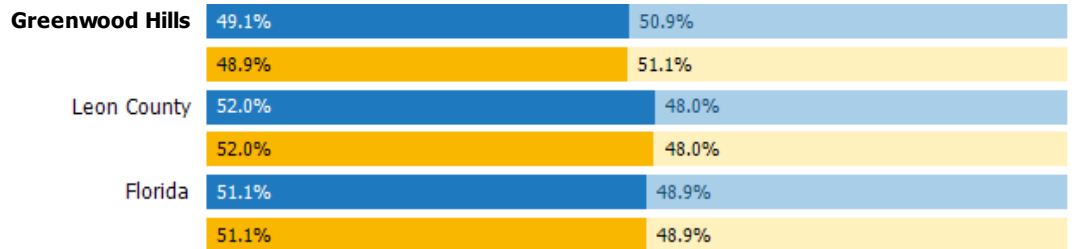
■ 2020
■ 2025 (Projected)

Greenwood Hills
- 39.5
- 40.0

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)

Children
- 14.1%
- 13.7%

Tweens
- 4.2%
- 4.1%

Teens
- 8.5%
- 9.1%

20s
- 11.7%
- 11.9%

30s
- 13.1%
- 12.3%

40s
- 11.7%
- 13.2%

50s
- 11.7%
- 10.0%

60s
- 12.7%
- 12.3%

70s
- 9.9%
- 10.0%

Over 80
- 3.3%
- 4.6%

Greenwood Hills in Leon County, 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
Greenwood Hills	45.3%	54.7%
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

Greenwood Hills	45.3%
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

Greenwood Hills	41.2%
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

Greenwood Hills	5.3%
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

Greenwood Hills	8.2%
Leon County	10.0%
Florida	13.0%

Greenwood Hills in Leon County, 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
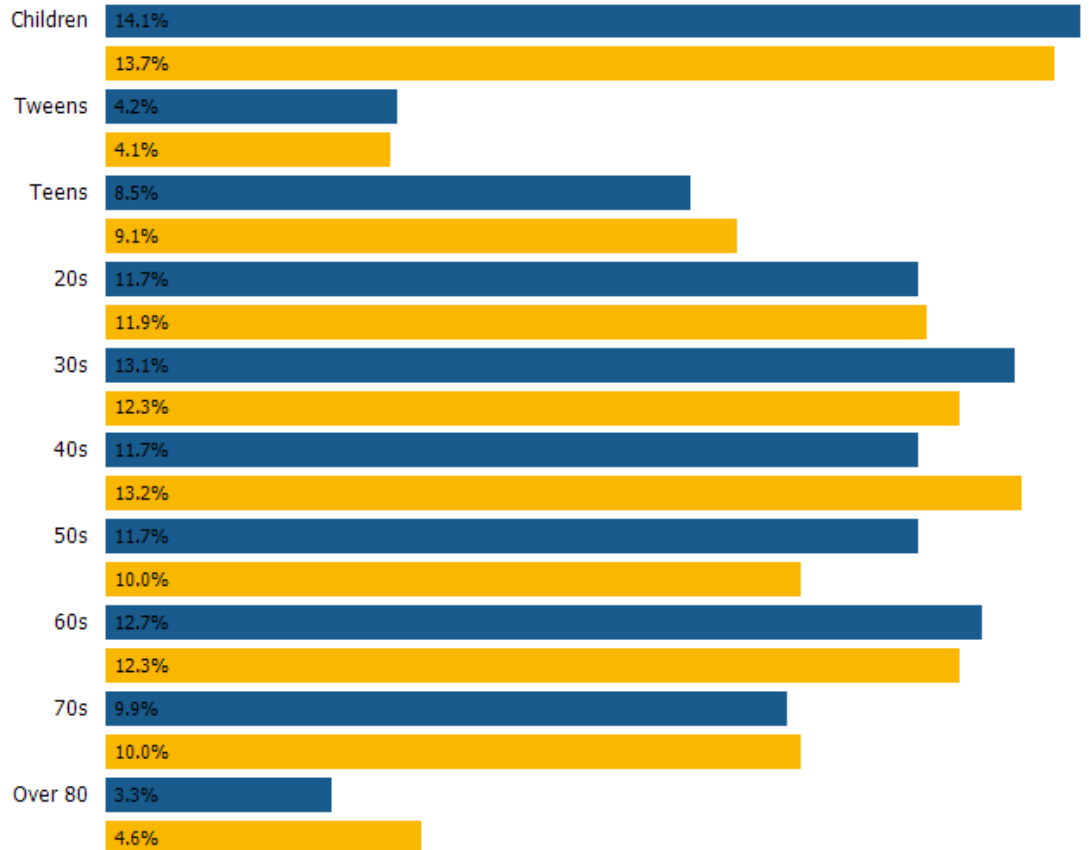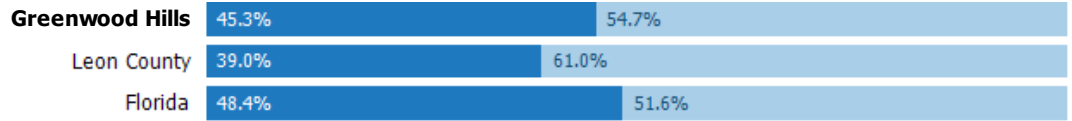
Update Frequency: Annually

■ 2020
■ 2025 (Projected)

Greenwood Hills $106,305
$124,459

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)

Greenwood Hills $78,383
$91,249

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)

Greenwood Hills $40,338
$47,027

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
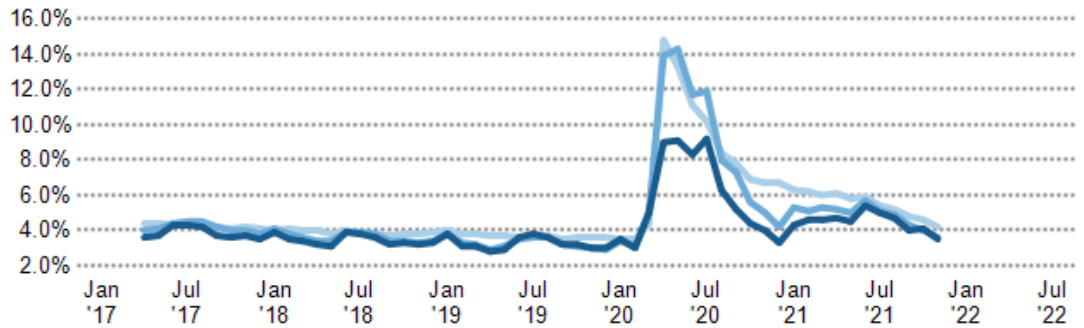
Update Frequency: Annually

Greenwood Hills $80,886
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
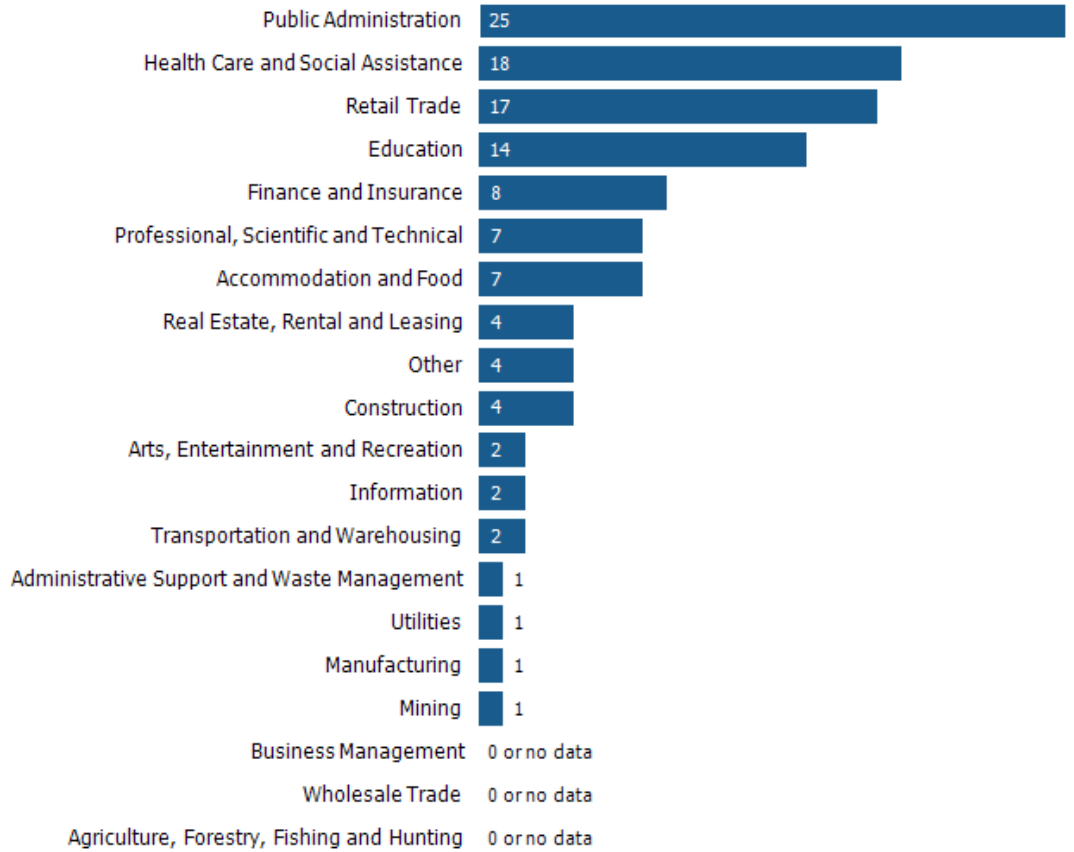
- Leon County
- Florida
- USA

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
Public Administration	25
Health Care and Social Assistance	18
Retail Trade	17
Education	14
Finance and Insurance	8
Professional, Scientific and Technical	7
Accommodation and Food	7
Real Estate, Rental and Leasing	4
Other	4
Construction	4
Arts, Entertainment and Recreation	2
Information	2
Transportation and Warehousing	2
Administrative Support and Waste Management	1
Utilities	1
Manufacturing	1
Mining	1
Business Management	0 or no data
Wholesale Trade	0 or no data
Agriculture, Forestry, Fishing and Hunting	0 or no data

3/4/2022

Greenwood Hills in Leon County, 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

Geography	Percentage
Greenwood Hills	0.7%
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

Geography	Percentage
Greenwood Hills	4.2%
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

Geography	Percentage
Greenwood Hills	4.2%
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

Geography	Percentage
Greenwood Hills	14.6%
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

Geography	Percentage
Greenwood Hills	13.2%
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

Greenwood Hills	10.4%
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

Greenwood Hills	32.6%
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

Greenwood Hills	20.1%
Leon County	21.0%
Florida	11.0%

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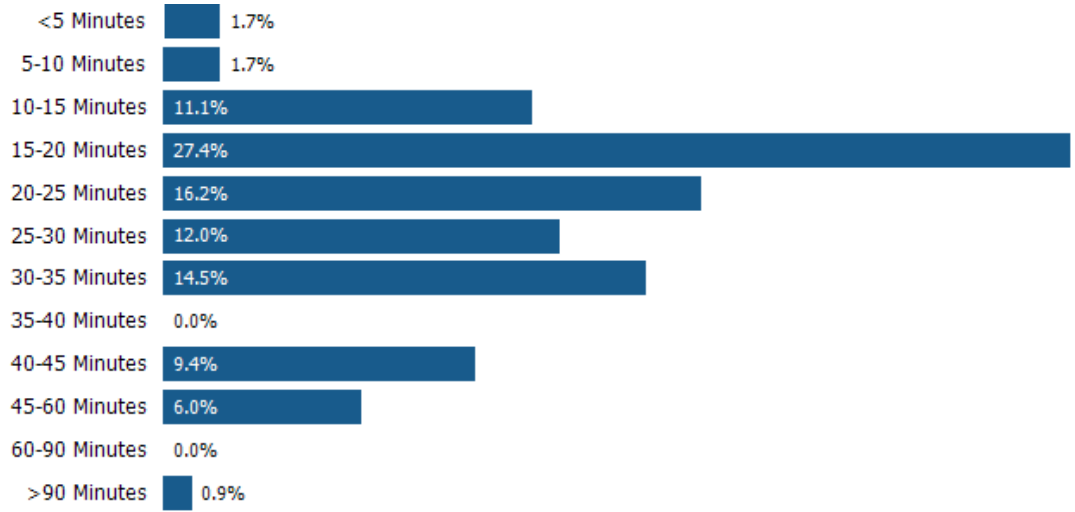# Greenwood Hills in Leon County, FL: Commute Comparison

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, 2020

Update Frequency: Annually

■ Greenwood Hills

Commute Time	Percentage
<5 Minutes	1.7%
5-10 Minutes	1.7%
10-15 Minutes	11.1%
15-20 Minutes	27.4%
20-25 Minutes	16.2%
25-30 Minutes	12.0%
30-35 Minutes	14.5%
35-40 Minutes	0.0%
40-45 Minutes	9.4%
45-60 Minutes	6.0%
60-90 Minutes	0.0%
>90 Minutes	0.9%

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, 2020

Update Frequency: Annually

■ Greenwood Hills

Transportation	Percentage
Drive Alone	91.5%
Carpool	6.8%
Other	2.6%
Work at Home	2.6%

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Greenwood Hills in Leon County, 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

Greenwood Hills	$361,030
Leon County	$256,750
Florida	$350,090

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

Greenwood Hills	+17.4%
Leon County	+11.0%
Florida	+23.2%

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%

3/4/2022

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.

RPR®
REALTORS
PROPERTY
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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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