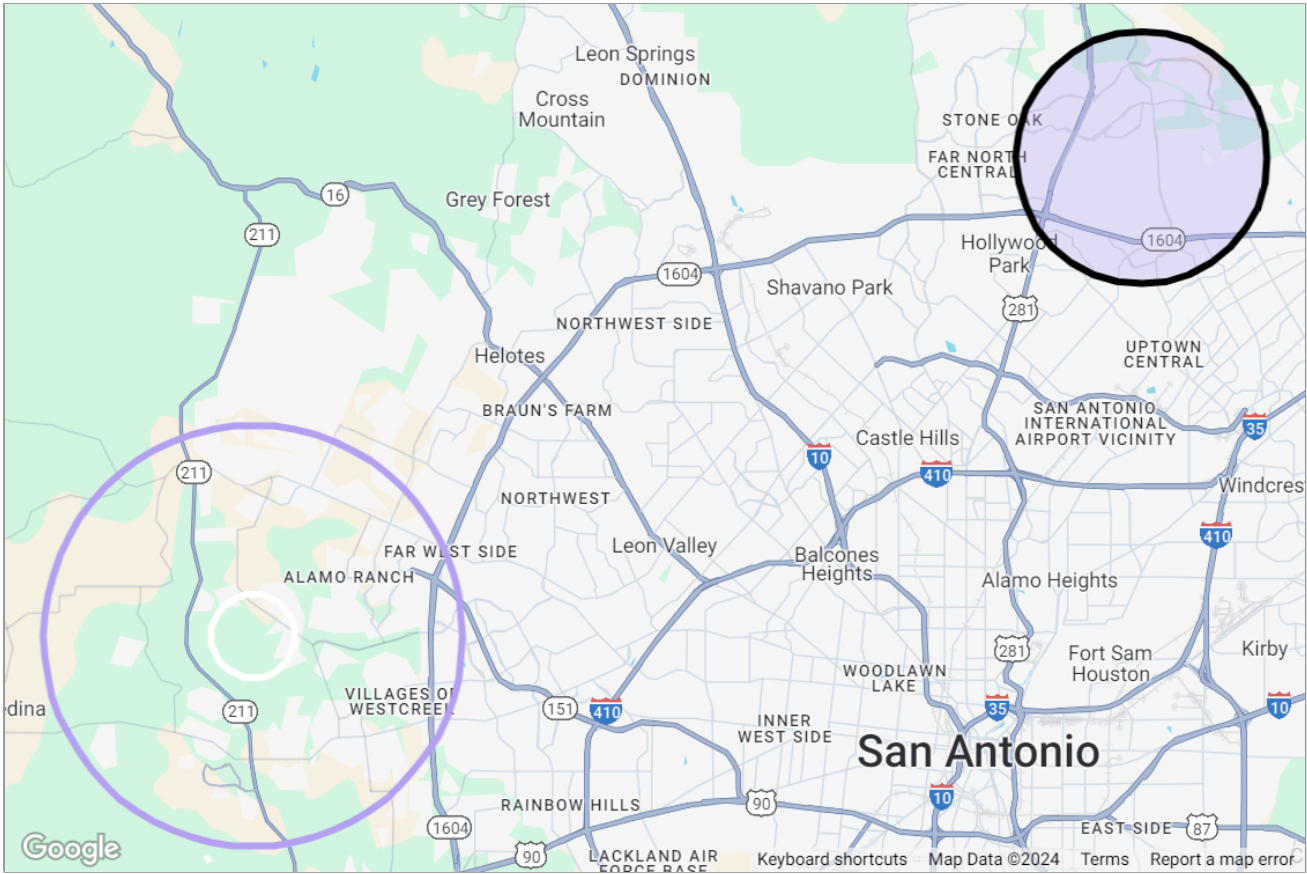


TRADE AREA REPORT

3 mile 19730 Bulverde



Presented by

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Ready Real Estate

10440 N. Central Expressway, Suite 800
Dallas, TX 75231

Criteria Used for Analysis

Median Household Income
\$99,563

Median Age
38.4

Total Population
31,002

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

	Boomburbs	Workday Drive	Savvy Suburbanites	Bright Young Professionals
% of Households	3,958 (35.1%)	3,255 (28.8%)	2,475 (21.9%)	1,598 (14.2%)
% of San Antonio	17,931 (3.3%)	17,436 (3.2%)	9,555 (1.7%)	27,935 (5.1%)
Lifestyle Group	Affluent Estates	Family Landscapes	Affluent Estates	Middle Ground
Urbanization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery	Urban Periphery
Residence Type	Single Family	Single Family	Single Family	Single Family; Multi-Units
Household Type	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	3.15	2.88	2.79	2.38
Median Age	34.5	37.5	45.8	34.1
Diversity Index	72.4	62.1	48.9	75.5
Median Household Income	\$137,000	\$108,600	\$129,300	\$67,200
Median Net Worth	\$512,800	\$363,200	\$695,700	\$75,000
Median Home Value	\$467,300	\$358,100	\$457,800	\$286,200
Homeownership	83.5 %	85.4 %	91 %	46.8 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Bachelor's Degree	Bachelor's Degree	Some College No Degree
Preferred Activities	Physical fitness is a priority . Own the latest devices.	Prefer outdoor activities and sports . Family-oriented purchases and activities dominate.	They like to cook and prefer natural or organic products. . Pursue a number of sports, from skiing to golf.	Go to bars/clubs; attend concerts . Eat at fast food, family restaurants.
Financial	Highest rate of mortgages	Well insured, invest in a range of funds, high debt	Not afraid of debt	Own retirement savings and student loans
Media	Own, use latest devices	Connected, with a host of wireless devices	Well-connected and use technology to stay current	Get most of their information from the Internet
Vehicle	Prefer late model imports, primarily SUVs.	Own 2+ vehicles (minivans, SUVs)	Prefer late model, family-oriented vehicles:	Own newer cars

About this segment

Boomburbs

This is the
#1
dominant segment
for this area

In this area
35.1%
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

Workday Drive

This is the
#2
dominant segment
for this area

In this area
28.8%
of households fall
into this segment

In the United States
3.1%
of households fall
into this segment

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

Who We Are

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

Our Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas. Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000. Owner-occupied homes have high rate of mortgages at 68%, and low rate vacancy at 4%. Median home value is \$257,400. Most households are married couples with children; average household size is 2.97. Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

Socioeconomic Traits

- Education: 40.5% college graduates; more than 72% with some college education. High labor force participation rate at 71%; 2 out of 3 households include 2+ workers. Connected, with a host of wireless devices, anything that enables convenience, like banking, paying bills, or even shopping online. Well insured and invested in a range of funds, from savings accounts or bonds to stocks. Carry a higher level of debt, including first and second mortgages and auto loans.

Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs. Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos. Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating. Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

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

#3

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

Bright Young Professionals

This is the

#4

dominant segment for this area

In this area

14.2%

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.

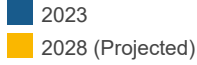
3 mile 19730 Bulverde: Population Comparison

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

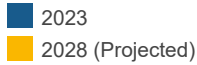


Population Density

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

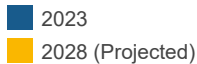


Population Change Since 2020

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



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



Daytime Population Density

3 mile 19730 Bulverde 1,955.6

5 miles 366.3

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 19730 Bulverde

Average Household Size

3 mile 19730 Bulverde 2.56

2.52

5 miles 3.08

3.03

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

3 mile 19730 Bulverde 54,530

60,660

5 miles 112,941

143,740

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

3 mile 19730 Bulverde 50.9% 49.1%

51.2% 48.8%

5 miles 51.3% 48.7%

51.5% 48.5%

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)

3 mile 19730 Bulverde: 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

3 mile 19730 Bulverde



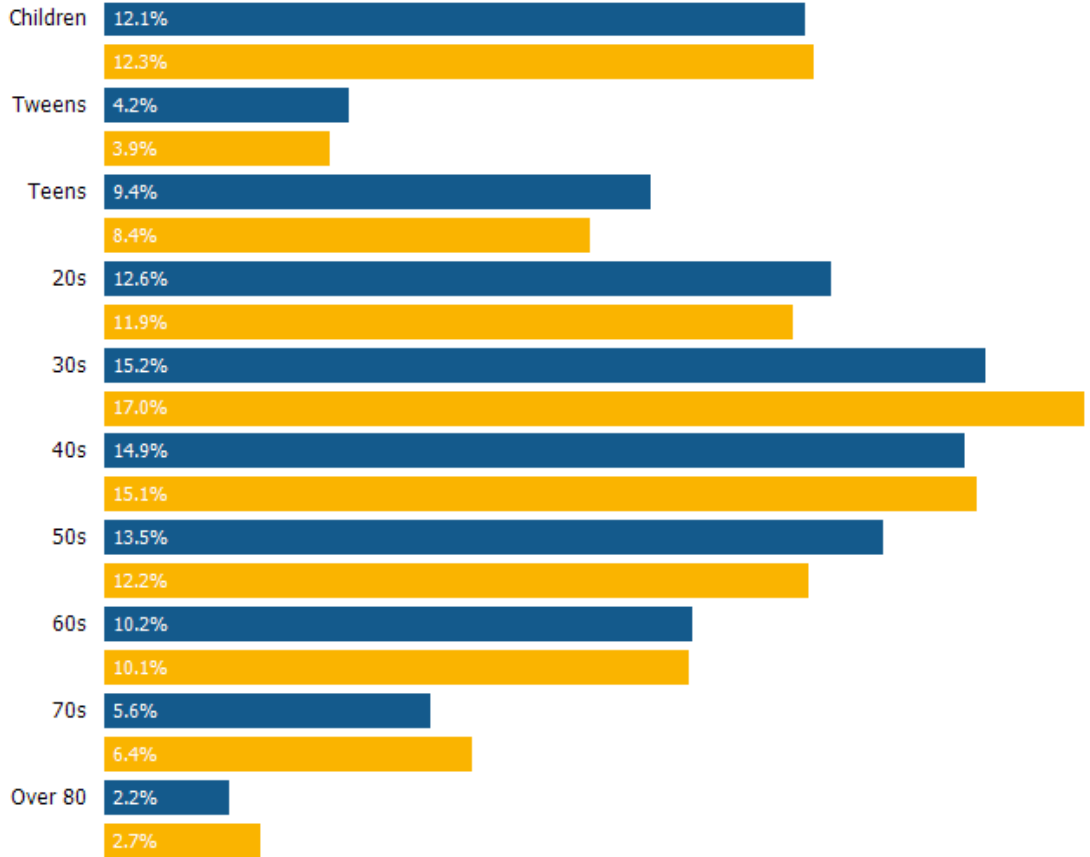
■ 2023
■ 2028 (Projected)

Population by Age

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

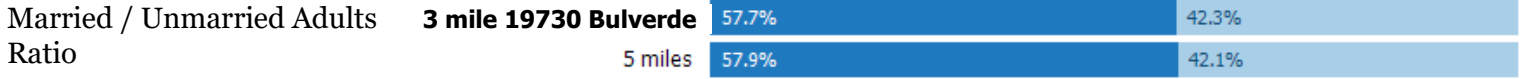
Data Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually



■ 2023
■ 2028 (Projected)

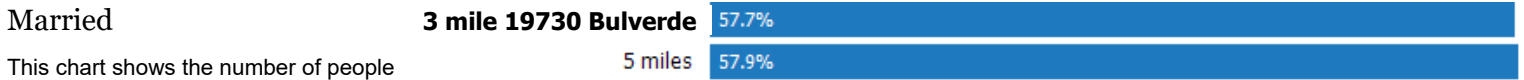
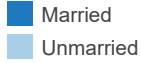
3 mile 19730 Bulverde: Marital Status Comparison



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

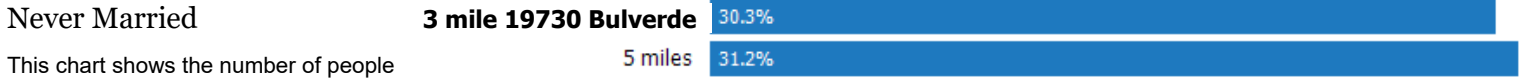
Update Frequency: Annually



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

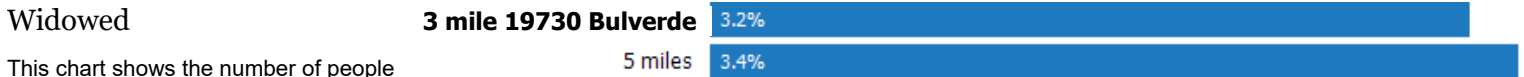
Update Frequency: Annually



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

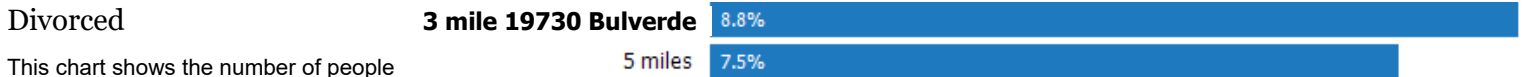
Update Frequency: Annually



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 19730 Bulverde: Economic Comparison

Average Household Income

3 mile 19730 Bulverde

\$126,287

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)

5 miles

\$141,683

\$126,630

\$139,455

Median Household Income

3 mile 19730 Bulverde

\$95,880

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)

5 miles

\$105,432

\$103,990

\$108,266

Per Capita Income

3 mile 19730 Bulverde

\$48,978

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)

5 miles

\$55,884

\$41,139

\$45,948

Average Disposable Income

3 mile 19730 Bulverde

\$97,032

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

5 miles

\$98,852

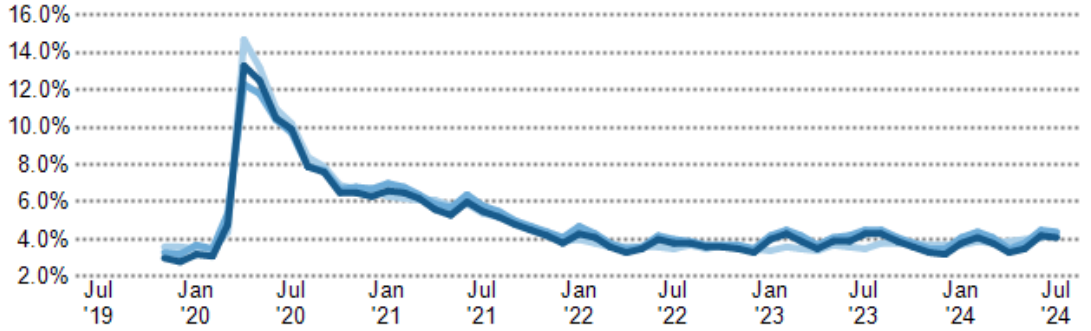
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Bexar 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 19730 Bulverde: 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 19730 Bulverde: Commute Comparison

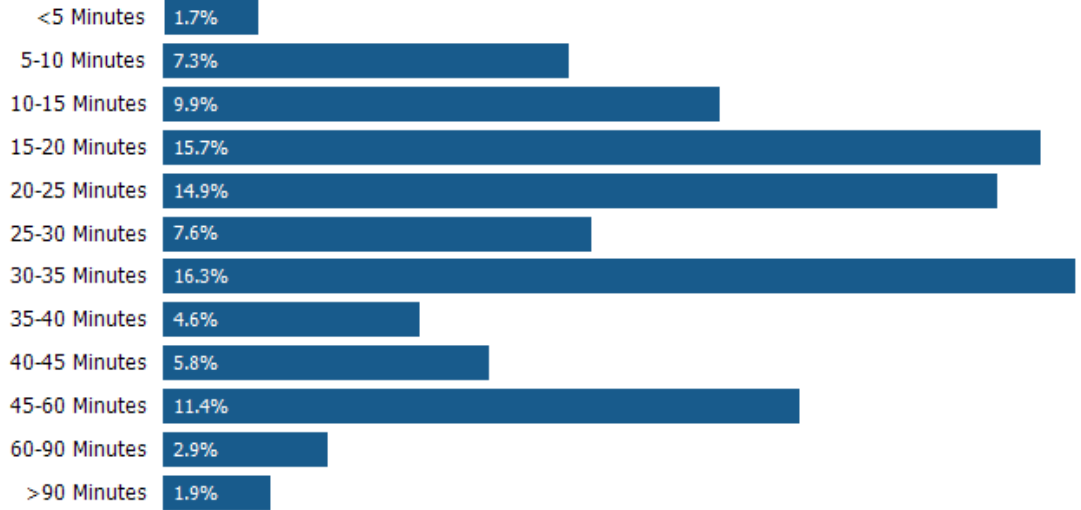
Average Commute Time

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 19730 Bulverde



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 19730 Bulverde



3 mile 19730 Bulverde: 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

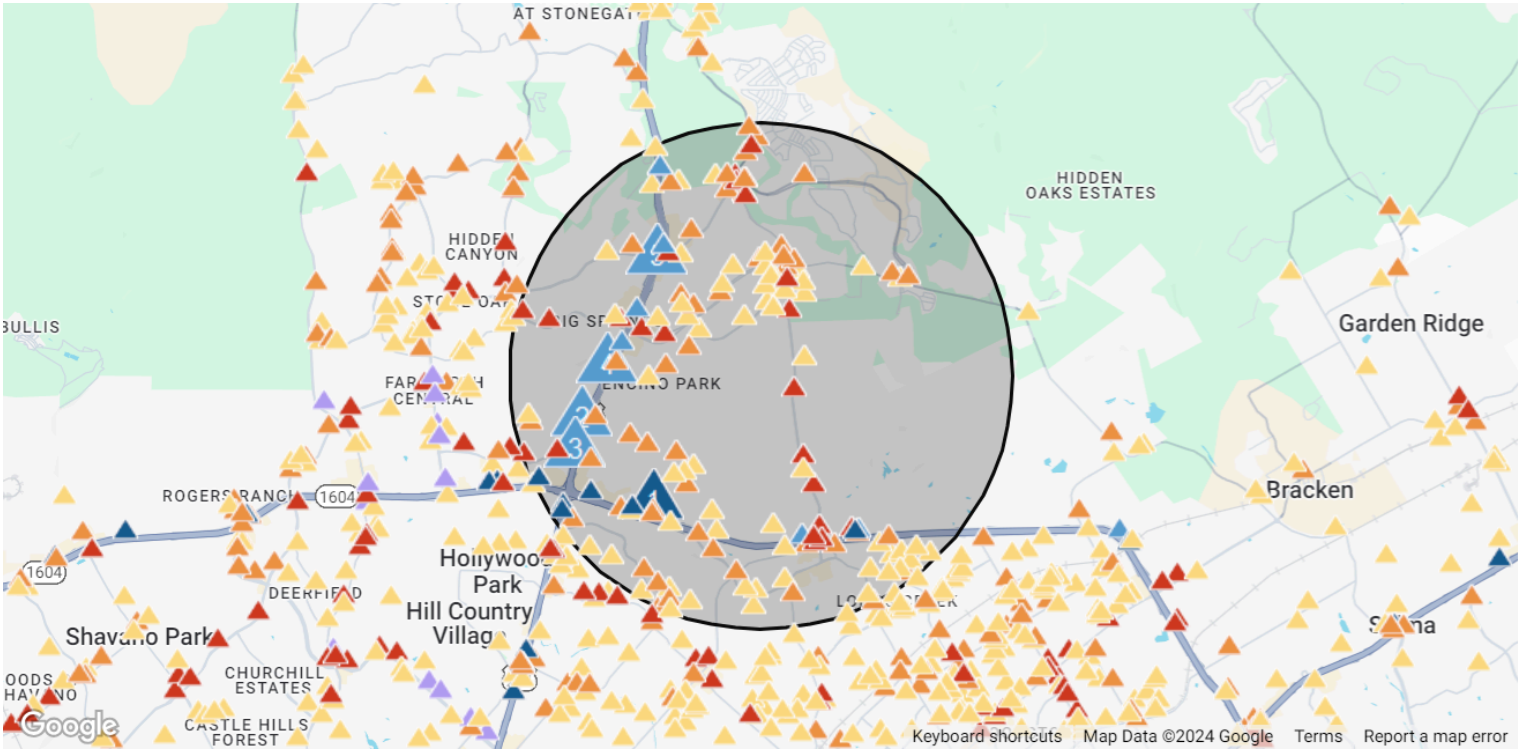


This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly

Traffic Counts



Daily Traffic Counts: ▲ Up to 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1	2	3	4	5																																																															
105,687	89,750	83,649	72,656	70,897																																																															
2023 Est. daily traffic counts	2023 Est. daily traffic counts	2023 Est. daily traffic counts	2023 Est. daily traffic counts	2023 Est. daily traffic counts																																																															
Street: C W Anderson Loop Cross: Redland Rd Cross Dir: W Dist: 0.6 miles	Street: US Hwy 281 Cross: Redland Rd Cross Dir: NE Dist: 0.08 miles	Street: US Highway 281 North Cross: Hwy 281 Cross Dir: N Dist: 0.06 miles	Street: US Hwy 281 Cross: Encino Rio Cross Dir: NE Dist: 0.19 miles	Street: US Hwy 281 Cross: Stone Oak Pkwy Cross Dir: N Dist: 0.13 miles																																																															
Historical counts	Historical counts	Historical counts	Historical counts	Historical counts																																																															
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NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)

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