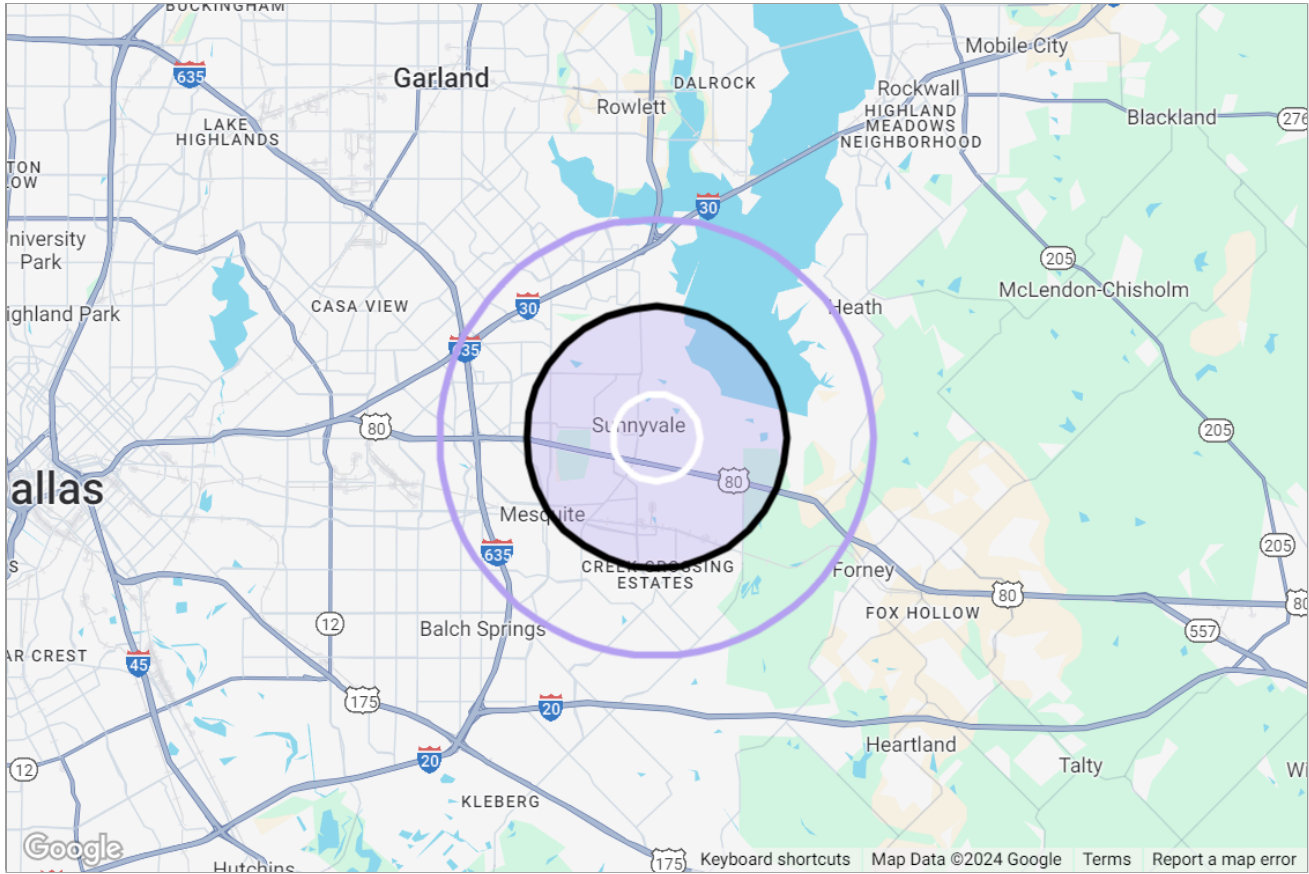


TRADE AREA REPORT

# 3 mile 618 Sunnyvale



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**  
**\$127,932**

**Median Age**  
**43.4**

**Total Population**  
**8,800**

**1st Dominant Segment**  
**Savvy Suburbanites**

## 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>Savvy Suburbanites</b>	<b>Home Improvement</b>	<b>City Lights</b>	<b>Up and Coming Families</b>
<b>% of Households</b>	1,778 (67.7%)	610 (23.2%)	232 (8.8%)	5 (0.2%)
<b>% of Dallas County</b>	17,292 (1.8%)	49,172 (5.0%)	7,266 (0.7%)	21,512 (2.2%)
<b>Lifestyle Group</b>	Affluent Estates	Family Landscapes	Middle Ground	Sprouting Explorers
<b>Urbanization Group</b>	Suburban Periphery	Suburban Periphery	Urban Periphery	Suburban Periphery
<b>Residence Type</b>	Single Family	Single Family	Multi-Units; Single Family	Single Family
<b>Household Type</b>	Married Couples	Married Couples	Married Couples	Married Couples
<b>Average Household Size</b>	2.79	2.8	2.57	3.05
<b>Median Age</b>	45.8	38.6	40.1	32.3
<b>Diversity Index</b>	48.9	76.4	82.6	81.6
<b>Median Household Income</b>	\$129,300	\$86,900	\$87,900	\$91,700
<b>Median Net Worth</b>	\$695,700	\$247,800	\$152,800	\$186,900
<b>Median Home Value</b>	\$457,800	\$298,300	\$559,200	\$311,300
<b>Homeownership</b>	91 %	80.3 %	55.1 %	74.7 %
<b>Employment</b>	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
<b>Education</b>	Bachelor's Degree	Some College No Degree	Bachelor's Degree	Some College No Degree
<b>Preferred Activities</b>	They like to cook and prefer natural or organic products. . Pursue a number of sports, from skiing to golf.	Spend heavily on eating out . Shop warehouse/club, home improvement stores.	Believe in equal opportunity and attuned to the environment . Spend 7+ hours exercising per week.	Busy with work and family . Shop around for the best deals.
<b>Financial</b>	Not afraid of debt	Paying off student loans and home mortgages	Save for the future, steer away from risky investments	Carry debt, but also maintain retirement plans
<b>Media</b>	Well-connected and use technology to stay current	Enjoy working on home improvement projects	Use their cell phones frequently for news and entertainment	Rely on the Internet for entertainment and information
<b>Vehicle</b>	Prefer late model, family-oriented vehicles:	Own minivan, SUV	Own one vehicle, but rely on public transportation	Own late model import SUVs or compacts

About this segment

# Savvy Suburbanites

This is the

**#1**

dominant segment for this area

In this area

**67.7%**

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

# Home Improvement

This is the

**#2**

dominant segment for this area

In this area

**23.2%**

of households fall into this segment

In the United States

**1.7%**

of households fall into this segment

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

### Who We Are

Married-couple families occupy well over half of these suburban households. Most Home Improvement residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the U.S. as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

### Our Neighborhood

- These are low density suburban neighborhoods. Eight of every 10 homes are traditional single-family dwellings, owner occupied. Majority of the homes were built between 1970 and 2000. More than half of the households consist of married-couple families; another 12% include single-parent families.

### Socioeconomic Traits

- Higher participation in the labor force; most households have 2+ workers. Cautious consumers that do their research before buying, they protect their investments. Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store). They are paying off student loans and home mortgages. They spend heavily on eating out, at both fast-food and family restaurants. They like to work from home, when possible.

### Market Profile

- Enjoy working on home improvement projects and watching DIY networks. Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV. Own a giant screen TV with fiber-optic connection and premium cable; rent movies from Netflix. Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device. Enjoy dining at Chili's, Chick-fil-A, and KFC. Frequently buy children's clothes and toys.

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

# City Lights

This is the

# #3

dominant segment for this area

In this area

# 8.8%

of households fall into this segment

In the United States

# 1.4%

of households fall into this segment

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

### Who We Are

City Lights is a densely populated urban market. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married couple families, with and without children. A blend of owners and renters, single-family homes and town homes, midrise and high-rise apartments, these neighborhoods are racially and ethnically diverse. Many residents have completed some college or have a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

### Our Neighborhood

- More than half of the homes are single-family residences or townhomes. Tenure is 50-50: about half of households are owned and half are rented. Median home value and average gross rent exceed US values. Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households. Housing is older in this market: nearly 2 out of 3 homes were built before 1970. Most households own one vehicle, but public transportation is still a necessity for daily commutes.

### Socioeconomic Traits

- City Lights residents earn above average incomes, but lag the nation in net worth. Labor force participation exceeds the US average. Residents work hard in professional and service occupations but also seek to enjoy life. These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments. These consumers are price savvy but will pay for quality brands they trust. Residents stand by their belief in equal opportunity. Attuned to nature and the environment, and when they can, purchase natural products.

### Market Profile

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed, Bath & Beyond. Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit. Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons. These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week. Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music; listening at home and during their daily commutes

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About this segment

# Up and Coming Families

This is the

## #4

dominant segment for this area

In this area

## 0.2%

of households fall into this segment

In the United States

## 2.8%

of households fall into this segment

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

### Who We Are

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

### Our Neighborhood

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

### Socioeconomic Traits

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

### Market Profile

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

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2023. Update Frequency: Annually.

## 3 mile 618 Sunnyvale: 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 618 Sunnyvale



### 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 618 Sunnyvale

### Average Household Size

This chart shows the average household size in an area, compared with other geographies.

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



■ 2023  
■ 2028 (Projected)

### Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

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



■ 2023  
■ 2028 (Projected)

### Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

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



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



## 3 mile 618 Sunnyvale: 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



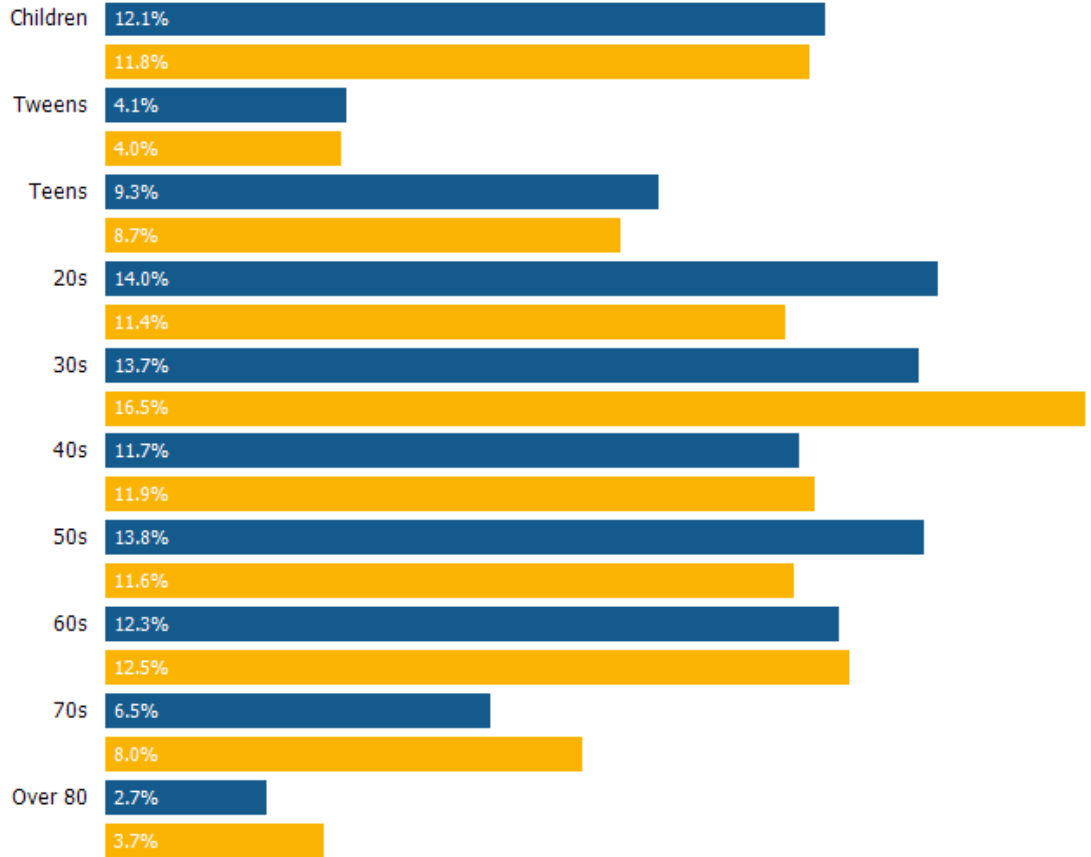
■ 2023  
■ 2028 (Projected)

### 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 618 Sunnyvale: Marital Status Comparison

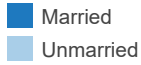
### Married / Unmarried Adults Ratio



This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

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

Update Frequency: Annually



### Married



This chart shows the number of people in an area who are married, compared with other geographies.

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

Update Frequency: Annually

### Never Married



This chart shows the number of people in an area who have never been married, compared with other geographies.

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

Update Frequency: Annually

### Widowed



This chart shows the number of people in an area who are widowed, compared with other geographies.

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

Update Frequency: Annually

### Divorced



This chart shows the number of people in an area who are divorced, compared with other geographies.

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

Update Frequency: Annually

## 3 mile 618 Sunnyvale: Economic Comparison

### Average Household Income

#### 3 mile 618 Sunnyvale

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

#### 3 mile 618 Sunnyvale

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

#### 3 mile 618 Sunnyvale

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

#### 3 mile 618 Sunnyvale

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



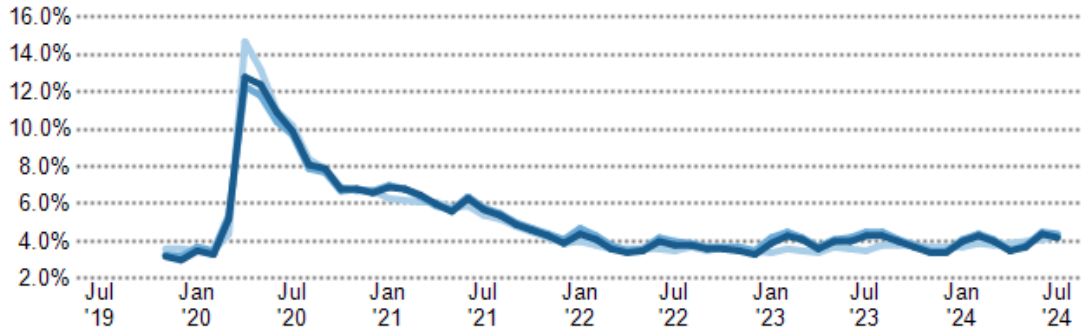
### Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Dallas 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 618 Sunnyvale: 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 618 Sunnyvale: Commute Comparison

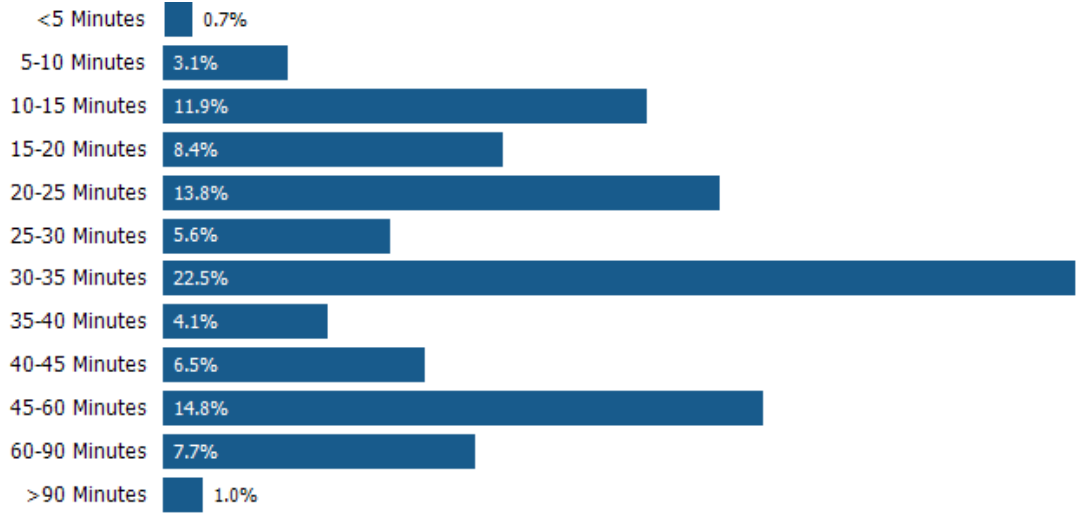
### Average Commute Time

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 618 Sunnyvale



### 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 618 Sunnyvale





## 3 mile 618 Sunnyvale: 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

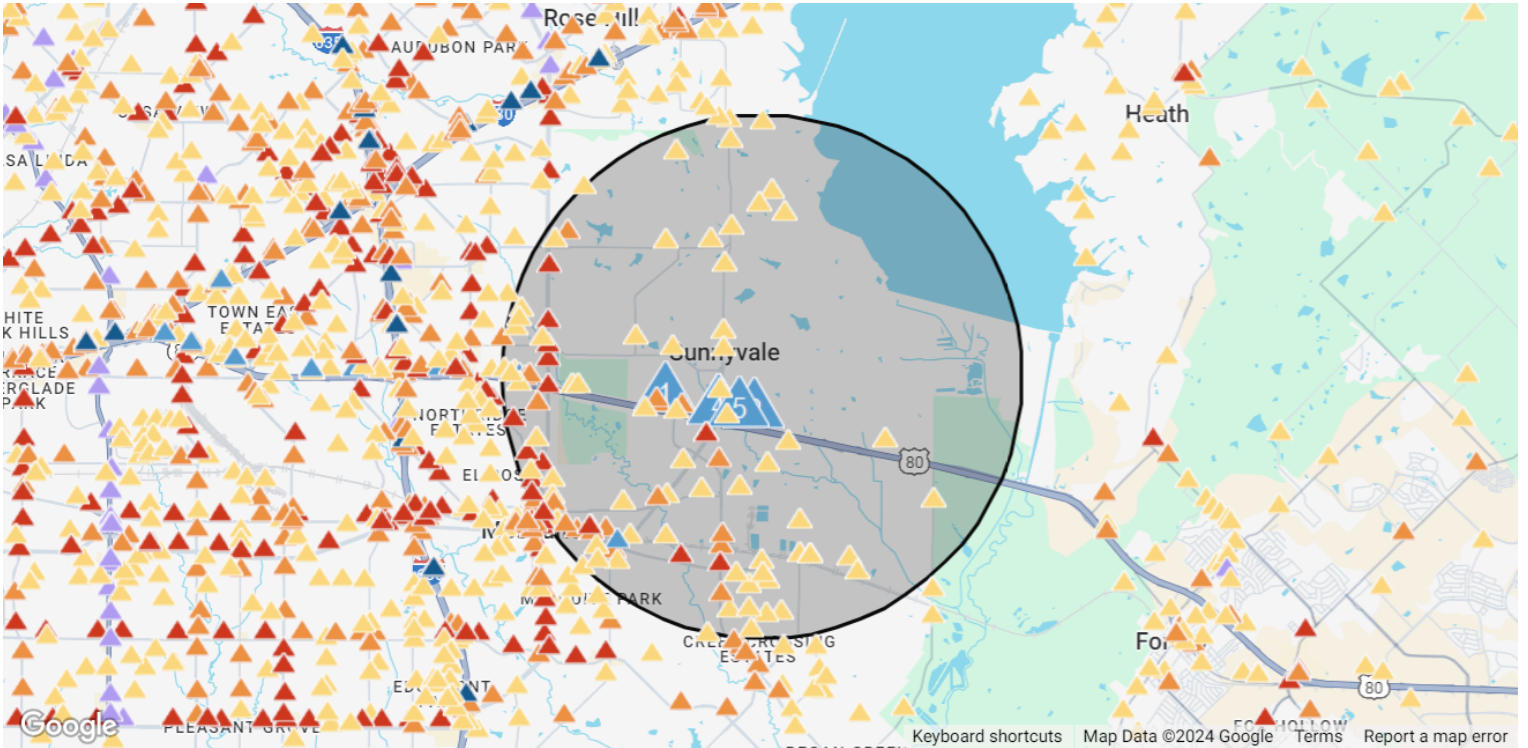
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

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																																																																		
<b>85,921</b>	<b>78,249</b>	<b>71,125</b>	<b>71,125</b>	<b>69,010</b>																																																																		
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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.