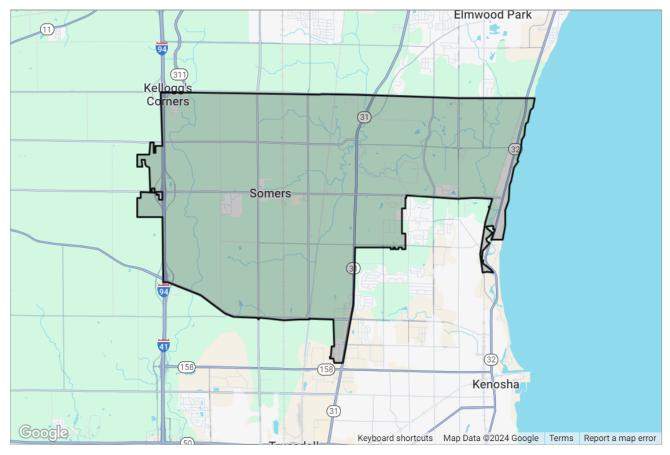


TRADE AREA REPORT

# Somers, Wisconsin



Presented by

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### Criteria Used for Analysis

Median Household Income \$78,277

Median Age 41.0

Total Population 9,063

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	Savvy Suburbanites	Bright Young Professionals	Green Acres	Parks and Rec	Old and Newcomers
% of Households	841 (21.5%)	807 (20.7%)	681 (17.4%)	610 (15.6%)	519 (13.3%)
% of Kenosha County	1,283 (1.9%)	3,309 (4.9%)	6,122 (9.0%)	4,861 (7.2%)	855 (1.3%)
Lifestyle Group	Affluent Estates	Middle Ground	Cozy Country Living	GenXurban	Middle Ground
Urbanization Group	Suburban Periphery	Urban Periphery	Rural	Suburban Periphery	Metro Cities
Residence Type	Single Family	Single Family; Multi- Units	Single Family	Single Family	Single Family; Multi- Units
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Singles
Average Household Size	2.79	2.38	2.65	2.47	2.11
Median Age	45.8	34.1	44.8	41.8	40.5
Diversity Index	48.9	75.5	37.4	63.3	62.3
Median Household Income	\$129,300	\$67,200	\$95,600	\$77,100	\$55,400
Median Net Worth	\$695,700	\$75,000	\$346,700	\$188,900	\$63,100
Median Home Value	\$457,800	\$286,200	\$329,300	\$283,800	\$242,900
Homeownership	91 %	46.8 %	88 %	71.7 %	49.3 %
Employment	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Mgmnt/Bus/Financial	Professional or Services
Education	Bachelor's Degree	Some College No Degree	High School Diploma	High School Diploma	Some College No Degree
Preferred Activities	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.	Pursue physical fitness vigorously, . Active in communities and social organizations.	Take advantage of local parks and recreational activities . Choose to vacation within the US.	Strong sense of community volunteer for charities . Food features convenience, frozen and fast food.
Financial	Not afraid of debt	Own retirement savings and student loans	Comfortable with debt, and investments.	Financially shrewd	Price aware and coupon clippers, but open to impulse buys
Media	Well-connected and use techonology to stay current	Get most of their information from the Internet	Provided by satellite service, radio and television	Watch Animal Planet, Discovery, History Channel	Features the Internet, listening to country music and read the paper
Vehicle	Prefer late model, family-oriented vehicles:	Own newer cars	Late model trucks SUVs, ATVs and motorcycles	Buy SUVs or trucks	View car as transportation only





## Savvy Suburbanites

This is the

#1

dominant segment for this area

In this area

21.5%

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, familyoriented 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.







## **Bright Young Professionals**

This is the

#2

dominant segment for this area

In this area

20.7%

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 whitecollar 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.







### **Green Acres**

This is the

#3

dominant segment for this area

In this area

17.4%

of households fall into this segment

In the United States

3.3%

of households fall into this segment

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

#### Who We Are

The Green Acres lifestyle features country living and self-reliance. Avid doit-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

### Our Neighborhood

 This large segment is concentrated in rural enclaves in metropolitan areas.
 Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years. Single-family, owneroccupied housing, with a median value of \$235,500. An older market, primarily married couples, most with no children.

#### Socioeconomic Traits

• Education: More than 60% are college educated. Labor force participation rate is high at 66.8%. Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement. They are cautious consumers with a focus on quality and durability. Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment. Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

#### Market Profile

 Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model. Homeowners favor DIY home improvement projects and gardening. Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden. Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports. Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.







### Parks and Rec

This is the

for this area

dominant segment

In this area

#4

15.6%

of households fall into this segment

In the United States

2.0%

of households fall into this segment

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

### Who We Are

These suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

### Our Neighborhood

 Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods. Both median home value and average rent are close to the national level. Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

### Socioeconomic Traits

 More than half of the population is college educated. Older residents draw Social Security and retirement income. The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction. This is a financially shrewd market; consumers are careful to research their big-ticket purchases. When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US. These residents tend to use their cell phones for calls and texting only.

### Market Profile

· Cost and practicality come first when purchasing a vehicle; Parks and Rec residents are more likely to buy SUVs or trucks over compact or subcompact vehicles. Budget-conscious consumers stock up on staples at warehouse clubs. Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at familystyle restaurants and attend movies. Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans. Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.







### Old and Newcomers

This is the

In this area

2.3%

#5

dominant segment for this area

13.3% of households fall

into this segment

of households fall into this segment

In the United States

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

#### Who We Are

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

### Our Neighborhood

 Metropolitan city dwellers. Predominantly single households, with a mix of married couples (no children); average household size lower at 2.12. 55% renter occupied; average rent is lower than the US. 45% of housing units are singlefamily dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980. Average vacancy rate at 11%.

### Socioeconomic Traits

An average labor force participation rate
of 62.6%, despite the increasing number
of retired workers. 32% of households
are currently receiving income from
Social Security. 31% have a college
degree, 33% have some college
education, 9% are still enrolled in
college. Consumers are price aware and
coupon clippers, but open to impulse
buys. They are attentive to
environmental concerns. They are
comfortable with the latest technology.

#### Market Profile

 Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle. They prefer cell phones to landlines. Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper. Vehicles are basically just a means of transportation. Food features convenience, frozen and fast food. They do banking as likely in person as online.





### Somers, Wisconsin: 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)

Somers 9,063 9,386 Kenosha County 170,649

> Wisconsin 5,954,433

**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

2028 (Projected)

Somers 355.2

Kenosha County

627.4

Wisconsin

109.9

### 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)

Somers 7.87%

Kenosha County

0.38%

Wisconsin

0.58%

### **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

Somers

Somers

7,609

Kenosha County

149,534

Wisconsin 5,884,587



RPR





### **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

Somers



### 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)

Somers 2.13 2.45 Kenosha County Wisconsin 2.35

### 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)

Somers 6,366 6,603 133,689 Kenosha County

Wisconsin

133,688 4,513,319

### 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)

Somers 50.2%

Kenosha County

Wisconsin

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Information is not guaranteed. Equal Housing Opportunity.

50.0%

49.8% 49.5% 49.6%

> 49.4% 50.0%

49.9%

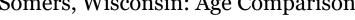




Median Age

### Trade Area Report

### Somers, Wisconsin: Age Comparison



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

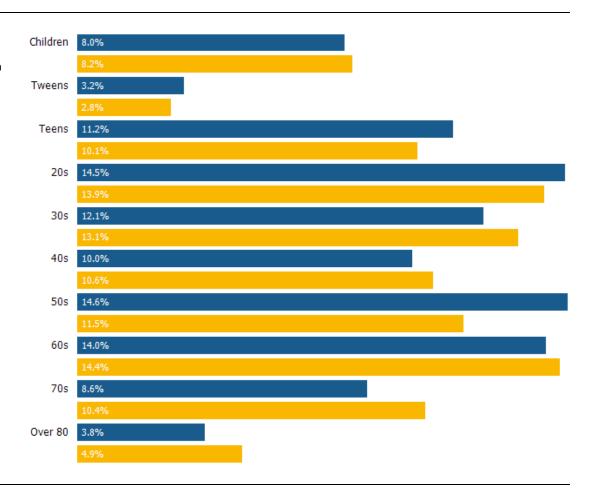
This chart breaks down the population of an area by age group.

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

Update Frequency: Annually

2023

2028 (Projected)









### Somers, Wisconsin: 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 Unmarried

	_	
Somers	49.7%	50.3%
Kenosha County	50.3%	49.7%
Wisconsin	51.2%	48.8%

### 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

Somers 49.7% Kenosha County 50.3% Wisconsin 51.2%

#### **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

#### Somers 37.2%

Kenosha County 34.1%

Wisconsin

### Widowed

in an area who are widowed, compared with other geographies.

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

Update Frequency: Annually

33.2%

This chart shows the number of people

### Somers 5.1%

Kenosha County

Wisconsin

#### 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

Somers 8.0%

Kenosha County 11.0%

Wisconsin 10.3%





### Somers, Wisconsin: Economic Comparison

### Average Household Income

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

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

Update Frequency: Annually

2023

2028 (Projected)



Kenosha County

\$98,812

Wisconsin \$96,324

### Median Household Income

This chart shows the median household income in an area, compared with other geographies.

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

Update Frequency: Annually

2028 (Projected)

Somers

\$78,277

Kenosha County \$71,864

Wisconsin \$69,284

### Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

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

2023

2028 (Projected)

Somers \$45,606

Kenosha County \$39,416

Wisconsin \$40,068

### Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

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

Kenosha County \$74,302

Somers \$78,606

Wisconsin \$72,585



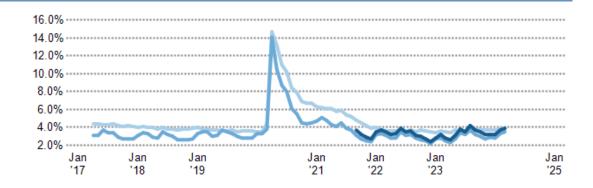


### **Unemployment Rate**

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

Data Source: Bureau of Labor Statistics via PolicyMap Update Frequency: Monthly



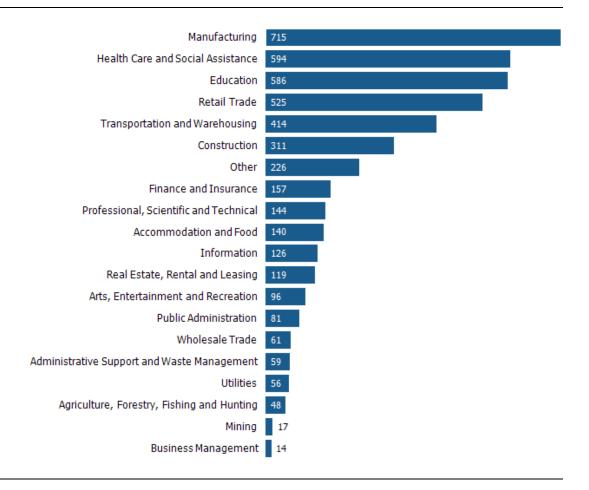


# Employment Count by Industry

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







### Somers, Wisconsin: 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

So	m	er
20		<b>С</b> І.

s 3.0%

Kenosha County 3.0%

Wisconsin 2.1%

### 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

#### Somers

2.8% 4.5%

Kenosha County

Wisconsin

4.0%

### **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

Somers 3.6%

Kenosha County

Wisconsin 3.7%

#### **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

Somers 18.1%

Kenosha County

Wisconsin 26.6%







### 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, 2023 Update Frequency: Annually

Somers 15.5%

Kenosha County 21.0%

Wisconsin 17.9%

### 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

Somers 15.0%

Kenosha County

11.5%

Wisconsin 12.4%

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

Somers 25.8%

Kenosha County 20.1%

Wisconsin 22.4%

### **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

Somers 16.1%

Kenosha County

11.2%

Wisconsin 11.0%







### Somers, Wisconsin: 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



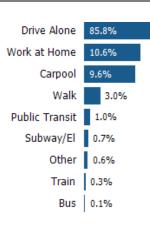


### How People Get to Work

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

Somers







### Somers, Wisconsin: 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 Kenosha County \$308,020

Wisconsin \$322,150

### 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

Kenosha County

Wisconsin

+8.1%

#### 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 Kenosha County \$434,900

Wisconsin

\$385,000

### 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 Kenosha County

+13.0%

Wisconsin

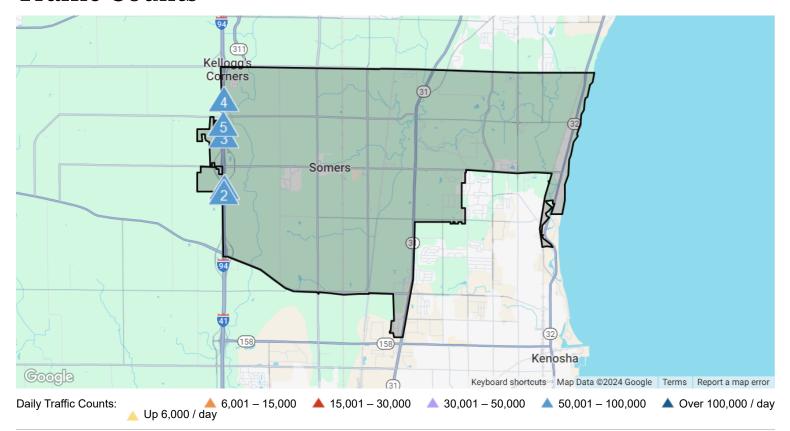
+5.5%







### **Traffic Counts**





90,366

2023 Est. daily traffic counts

Street: I- 94
Cross: Burlington Rd
Cross Dir: SW
Dist: 0.02 miles

Historical counts

Year Count Type

2021 A 89,400 AADT

1992 A 56,390 AADT



86,279

2023 Est. daily traffic counts

Street: I- 94 Cross: 12th St Cross Dir: N Dist: 0.77 miles

Historical counts

Year Count Type

2017 ▲ 91,400 AADT

2015 ▲ 74,700 AADT

2014 ▲ 77,200 AADT

2008 ▲ 87,000 AADT

2007 ▲ 75,000 AADT



82,883

2023 Est. daily traffic counts

Street: 119th Ct Cross: 120th Ave Cross Dir: NE Dist: 0.06 miles

Historical counts

Year Count Type

2019 A 81,400 AADT



81,535

2023 Est. daily traffic counts

Street: I- 94 Cross: 7th St Cross Dir: S Dist: 0.1 miles

Historical counts

Year Count Type
2007 ▲ 75,700 AADT



78,053

2023 Est. daily traffic counts

Street: I- 94 Cross: 7th St Cross Dir: N Dist: 0.4 miles

Historical counts

Year Count Type

2010 ▲ 71,200 AADT

2008 ▲ 72,400 AADT

2006 ▲ 75,500 AADT

1999 ▲ 72,780 AADT

1998 ▲ 68,500 AADT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (\*)







### **About RPR** (Realtors Property Resource)

- Realtors Property Resource<sup>®</sup> is a wholly owned subsidiary of the National Association REALTORS<sup>®</sup>.
- 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











### Silverline Title and Escrow



exprealty.workplace.com/groups/Silverline Title

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exprealty.workplace.com/groups/ExpressOf fersProgramUpdates

eXp 360 Tours



exprealty.workplace.com/groups/eXp360To

IntroLend First Cloud



exprealty.workplace.com/groups/IntroLend

Build A Sign



exprealty.workplace.com/groups/BuildASig neXp

**Utility Connect** 



https://exprealty.workplace.com/groups/UtilityConnect

America's Preferred Home Warranty



exprealty.workplace.com/groups/Americas PreferredHomeWarranty

**Currencies Direct** 



exprealty.workplace.com/groups/Currencie

The CE Shop



exprealty.workplace.com/groups/TheCESh

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.



