CRETECH

FOR

DOWNTOWN RETAIL
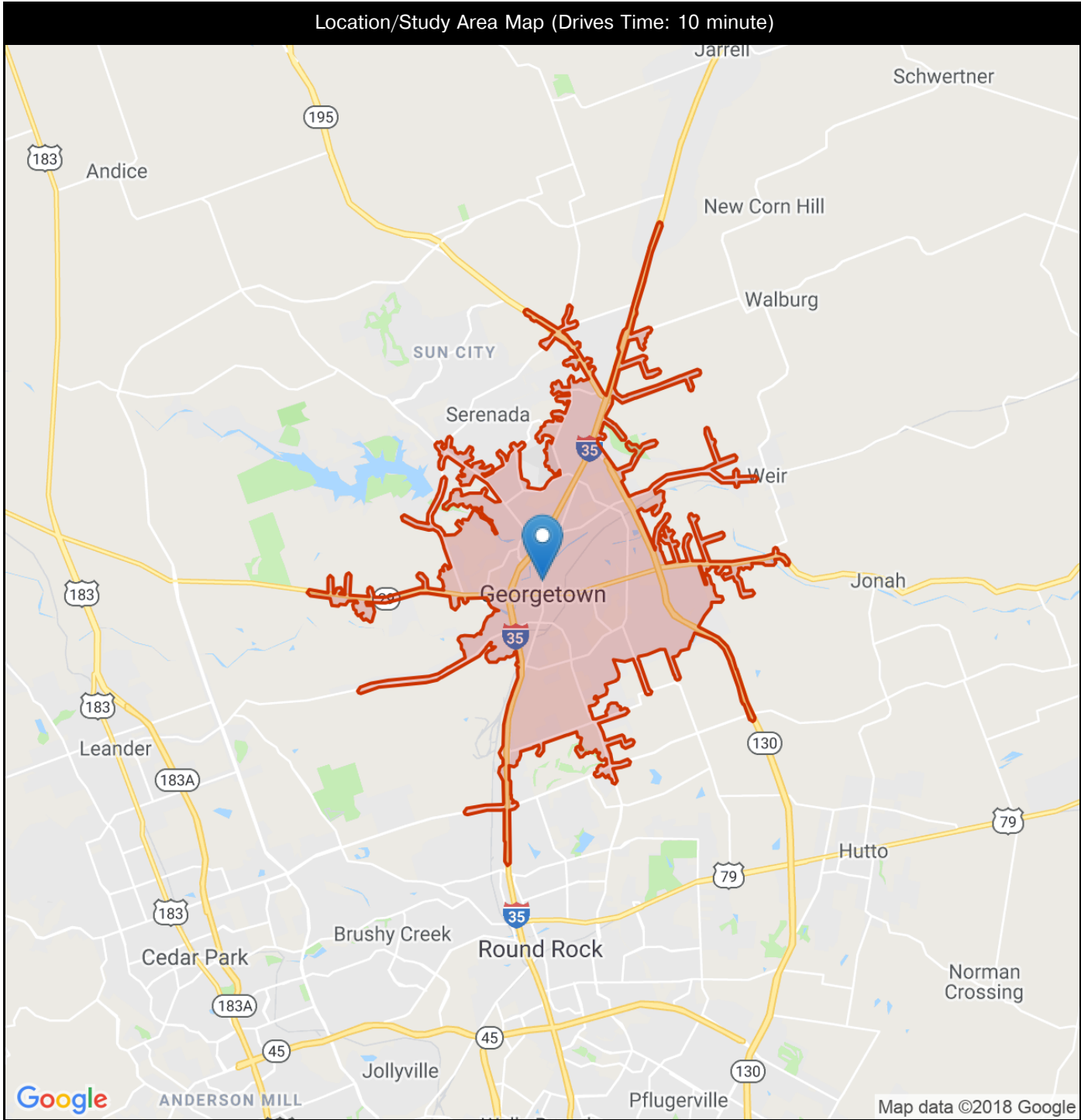## 719 S AUSTIN, GEORGETOWN, TX

Prepared by

Todd Kuhlmann

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
(877) 855-2246
Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

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CRE TECH

Table of Contents

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
(877) 855-2246
Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

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Location/Study Area Map (Drives Time: 10 minute)

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Demographic Analysis

Executive Summary (Drive Time Band: 0 - 10 - drive time minute {2} radius)

	0 - 10 drive time minute
Population	
2000 Population	26,133
2010 Population	35,280
2018 Population	47,045
2023 Population	55,187
2000-2010 Annual Rate	3.05%
2010-2018 Annual Rate	3.55%
2018-2023 Annual Rate	3.24%
2018 Male Population	49.3%
2018 Female Population	50.7%
2018 Median Age	34.7

In the identified area, the current year population is 47,045. In 2010, the Census count in the area was 35,280. The rate of change since 2010 was 3.55% annually. The five-year projection for the population in the area is 55,187 representing a change of 3.24% annually from 2018 to 2023. Currently, the population is 49.3% male and 50.7% female.

Median Age	

The median age in this area is 34.7, compared to U.S. median age of 38.3.

Race and Ethnicity	
2018 White Alone	76.3%
2018 Black Alone	6.1%
2018 American Indian/Alaska Native Alone	0.8%
2018 Asian Alone	2.5%
2018 Pacific Islander Alone	0.1%
2018 Other Race	10.6%
2018 Two or More Races	3.5%
2018 Hispanic Origin (Any Race)	35.8%

Persons of Hispanic origin represent 35.8% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 68.3 in the identified area, compared to 64.3 for the U.S. as a whole.

Households	
2000 Households	8,936
2010 Households	12,283
2018 Total Households	16,256
2023 Total Households	19,175
2000-2010 Annual Rate	3.23%
2010-2018 Annual Rate	3.46%
2018-2023 Annual Rate	3.36%
2018 Average Household Size	2.72

The household count in this area has changed from 12,283 in 2010 to 16,256 in the current year, a change of 3.46% annually. The five-year projection of households is 19,175, a change of 3.36% annually from the current year total. Average household size is currently 2.72, compared to 2.67 in the year 2010. The number of families in the current year is 11,324 in the specified area.

Data Note: Income is expressed in current dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
(877) 855-2246
Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

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Demographic Analysis

Executive Summary (Drive Time Band: 0 - 10 - drive time minute {2} radius)

	0 - 10 drive time minute
Median Household Income	
2018 Median Household Income	$66,183
2023 Median Household Income	$75,307
2018-2023 Annual Rate	2.62%
Average Household Income	
2018 Average Household Income	$86,592
2023 Average Household Income	$98,037
2018-2023 Annual Rate	2.51%
Per Capita Income	
2018 Per Capita Income	$31,779
2023 Per Capita Income	$35,765
2018-2023 Annual Rate	2.39%
Households by Income	

Current median household income is $66,183 in the area, compared to $58,100 for all U.S. households. Median household income is projected to be $75,307 in five years, compared to $65,727 for all U.S. households

Current average household income is $86,592 in this area, compared to $83,694 for all U.S. households. Average household income is projected to be $98,037 in five years, compared to $96,109 for all U.S. households

Current per capita income is $31,779 in the area, compared to the U.S. per capita income of $31,950. The per capita income is projected to be $35,765 in five years, compared to $36,530 for all U.S. households

Housing	
2000 Total Housing Units	9,300
2000 Owner Occupied Housing Units	5,970
2000 Renter Occupied Housing Units	2,966
2000 Vacant Housing Units	364
2010 Total Housing Units	13,119
2010 Owner Occupied Housing Units	7,543
2010 Renter Occupied Housing Units	4,740
2010 Vacant Housing Units	836
2018 Total Housing Units	16,967
2018 Owner Occupied Housing Units	10,647
2018 Renter Occupied Housing Units	5,609
2018 Vacant Housing Units	711
2023 Total Housing Units	19,905
2023 Owner Occupied Housing Units	13,064
2023 Renter Occupied Housing Units	6,111
2023 Vacant Housing Units	730

Currently, 62.8% of the 16,967 housing units in the area are owner occupied; 33.1%, renter occupied; and 4.2% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 13,119 housing units in the area - 57.5% owner occupied, 36.1% renter occupied, and 6.4% vacant. The annual rate of change in housing units since 2010 is 12.11%. Median home value in the area is $195,361, compared to a median home value of $218,492 for the U.S. In five years, median value is projected to change by 3.18% annually to $228,420.

Data Note: Income is expressed in current dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
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Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

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Demographic Analysis

Demographic and Income (Drive Time Band: 0 - 10 drive time minute radius)

Summary	Census 2010	2018	2023
Population	35,280	47,045	55,187
Households	12,283	16,256	19,175
Families	8,698	11,324	13,352
Average Household Size	2.67	2.72	2.73
Owner Occupied Housing Units	7,543	10,647	13,064
Renter Occupied Housing Units	4,740	5,609	6,111
Median Age	34.0	34.7	35.0

Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	3.24%	1.65%	0.83%
Households	3.36%	1.62%	0.79%
Families	3.35%	1.58%	0.71%
Owner HHs	4.18%	2.09%	1.16%
Median Household Income	2.62%	2.23%	2.50%

Households by Income		2018		2023	
		Number	Percent	Number	Percent
<$15,000		1,223	7.5%	1,165	6.1%
$15,000 - $24,999		1,136	7.0%	1,126	5.9%
$25,000 - $34,999		1,305	8.0%	1,379	7.2%
$35,000 - $49,999		2,286	14.1%	2,520	13.1%
$50,000 - $74,999		2,994	18.4%	3,356	17.5%
$75,000 - $99,999		2,085	12.8%	2,470	12.9%
$100,000 - $149,999		3,072	18.9%	4,163	21.7%
$150,000 - $199,999		1,268	7.8%	1,691	8.8%
$200,000+		886	5.5%	1,303	6.8%
Median Household Income		$66,183		$75,307	
Average Household Income		$86,592		$98,037	
Per Capita Income		$31,779		$35,765	

Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,536	7.2%	3,223	6.9%	3,839	7.0%
5 - 9	2,556	7.2%	3,230	6.9%	3,765	6.8%
10 - 14	2,551	7.2%	3,219	6.8%	3,798	6.9%
15 - 19	2,862	8.1%	3,433	7.3%	3,953	7.2%
20 - 24	2,867	8.1%	3,751	8.0%	3,935	7.1%
25 - 34	4,721	13.4%	6,873	14.6%	8,345	15.1%
35 - 44	4,713	13.4%	5,962	12.7%	7,500	13.6%
45 - 54	4,651	13.2%	5,669	12.1%	6,008	10.9%
55 - 64	3,520	10.0%	5,168	11.0%	5,744	10.4%
65 - 74	2,208	6.3%	3,695	7.9%	4,683	8.5%
75 - 84	1,358	3.8%	1,868	4.0%	2,560	4.6%
85+	739	2.1%	954	2.0%	1,058	1.9%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	28,915	82.0%	35,877	76.3%	40,484	73.4%
Black Alone	1,699	4.8%	2,887	6.1%	3,886	7.0%
American Indian Alone	244	0.7%	376	0.8%	467	0.8%
Asian Alone	402	1.1%	1,192	2.5%	1,633	3.0%
Pacific Islander Alone	25	0.1%	40	0.1%	47	0.1%
Some Other Race Alone	3,051	8.6%	5,009	10.6%	6,627	12.0%
Two or More Races	944	2.7%	1,664	3.5%	2,043	3.7%
Hispanic Origin (Any Race)	10,213	28.9%	16,857	35.8%	22,248	40.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
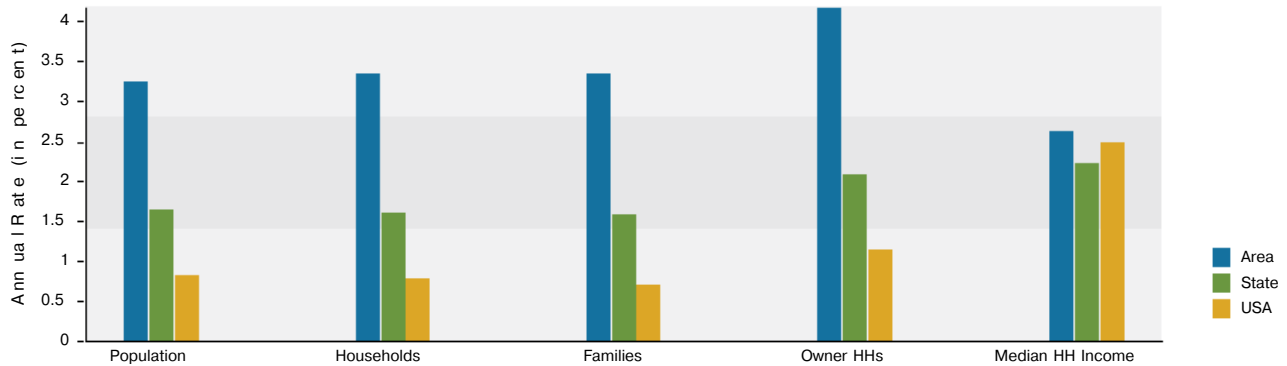(877) 855-2246
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Downtown Retail
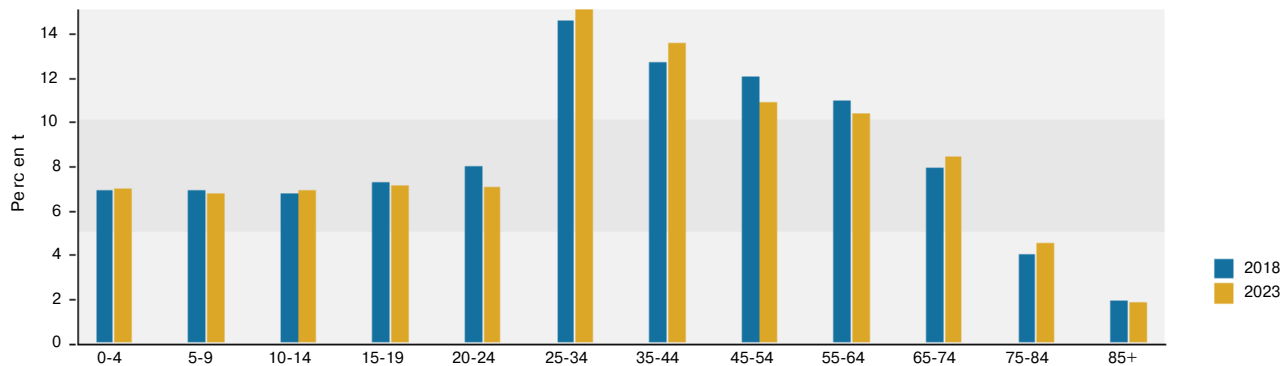719 s austin, Georgetown, tx

Demographic Analysis

Demographic and Income (Drive Time Band: 0 - 10 drive time minute radius)

Trends 2018-2023

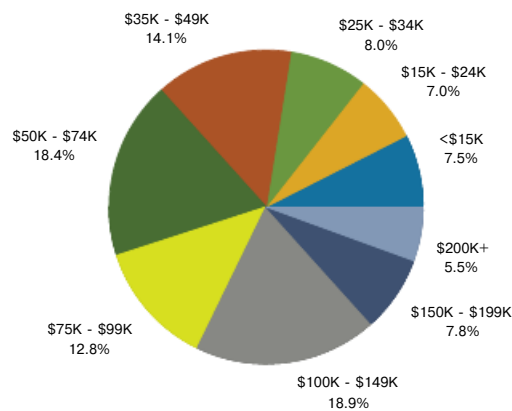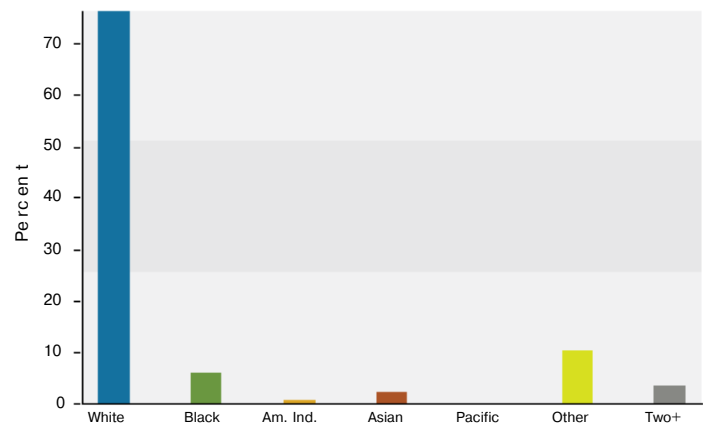### Population by Age

2018 Household Income

2018 Population by Race
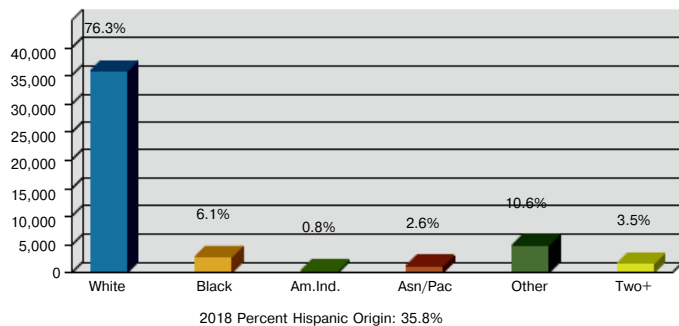

2018 Percent Hispanic Origin: 35.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.
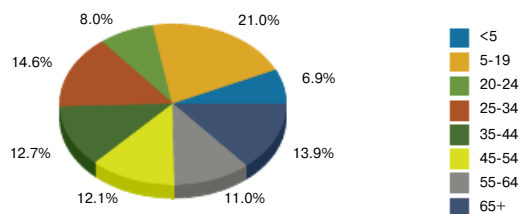
Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
(877) 855-2246
Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

Graphic Profile (Drive Time Band: 0 - 10 drive time minute radius)

2018 Population by Race

76.3% White
6.1% Black
0.8% Am.Ind.
2.6% Asn/Pac
10.6% Other
3.5% Two+

2018 Percent Hispanic Origin: 35.8%

2018 Population by Age

- 8.0%
- 21.0%
- 6.9%
- 14.6%
- 12.7%
- 13.9%
- 12.1%
- 11.0%

Legend:
- <5
- 5-19
- 20-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Households

Census 2010: 12,283
2018: 16,256
2023: 19,175

2018 Home Value

- 46.7%
- 6.0%
- 6.4%
- 4.1%
- 28.1%
- 8.8%

Legend:
- <$100K
- $100-199K
- $200-299K
- $300-399K
- $400-499K
- $500K+

2018-2023 Annual Growth Rate
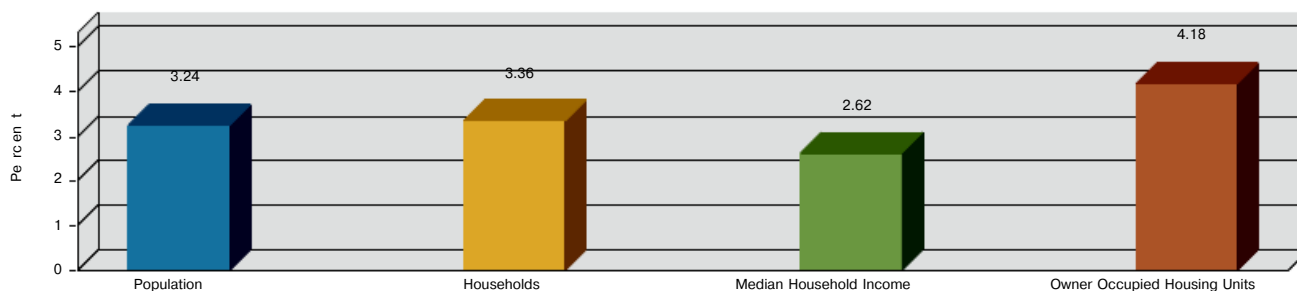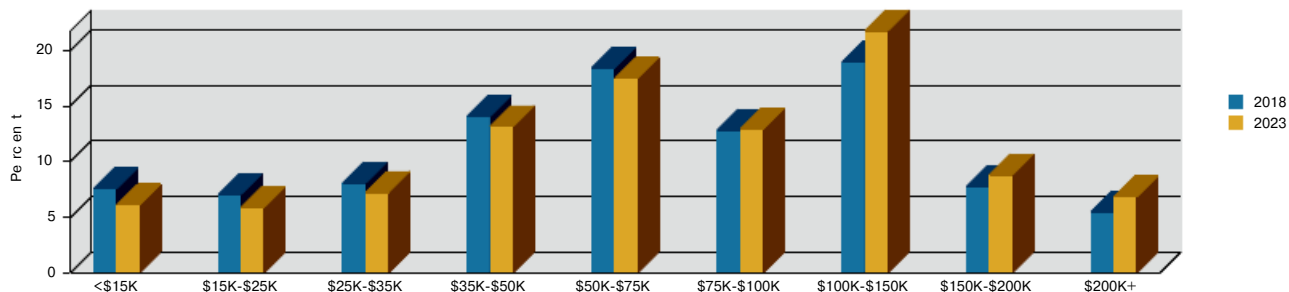
Category	Percent
Population	3.24
Households	3.36
Median Household Income	2.62
Owner Occupied Housing Units	4.18

Household Income

Legend:
- 2018
- 2023

Categories: <$15K, $15K-$25K, $25K-$35K, $35K-$50K, $50K-$75K, $75K-$100K, $100K-$150K, $150K-$200K, $200K+

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
(877) 855-2246
Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

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Demographic Analysis

Housing Profile (Drive Time Band: 0 - 10 drive time minute radius)

Population		Households	
2010 Total Population	35,280	2018 Median Household Income	$66,183
2018 Total Population	47,045	2023 Median Household Income	$75,307
2023 Total Population	55,187	2018-2023 Annual Rate	2.62%
2018-2023 Annual Rate	3.24%		

	Census 2010		2018		2023	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	13,119	100.0%	16,967	100.0%	19,905	100.0%
Occupied	12,283	93.6%	16,256	95.8%	19,175	96.3%
Owner	7,543	57.5%	10,647	62.8%	13,064	65.6%
Renter	4,740	36.1%	5,609	33.1%	6,111	30.7%
Vacant	836	6.4%	711	4.2%	730	3.7%

	2018		2023	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	10,646	100.0%	13,064	100.0%
<$50,000	198	1.9%	149	1.1%
$50,000-$99,999	440	4.1%	319	2.4%
$100,000-$149,999	2,074	19.5%	1,763	13.5%
$150,000-$199,999	2,878	27.0%	3,146	24.1%
$200,000-$249,999	1,633	15.3%	2,032	15.6%
$250,000-$299,999	1,347	12.7%	1,683	12.9%
$300,000-$399,999	932	8.8%	1,587	12.1%
$400,000-$499,999	437	4.1%	893	6.8%
$500,000-$749,999	567	5.3%	1,169	8.9%
$750,000-$999,999	52	0.5%	132	1.0%
$1,000,000-$1,499,999	56	0.5%	135	1.0%
$1,500,000-$1,999,999	18	0.2%	38	0.3%
$2,000,000+	14	0.1%	18	0.1%
Median Value	$195,361		$228,420	
Average Value	$243,700		$290,705	

Census 2010 Housing Units			**Number**	**Percent**
Total			13,119	100.0%
In Urbanized Areas			12,151	92.6%
In Urban Clusters			0	0.0%
Rural Housing Units			968	7.4%

Data Note: Persons of Hispanic Origin may be of any race. **Source:** U.S. Census Bureau, Census 2010 Summary File 1.

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Housing Profile (Drive Time Band: 0 - 10 drive time minute radius)

Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	7,543	100.0%
Owned with a Mortgage/Loan	5,632	74.7%
Owned Free and Clear	1,911	25.3%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	830	100.0%
For Rent	427	51.4%
Rented- Not Occupied	9	1.1%
For Sale Only	152	18.3%
Sold - Not Occupied	29	3.5%
Seasonal/Recreational/Occasional Use	44	5.3%
For Migrant Workers	0	0.0%
Other Vacant	169	20.4%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	12,283	7,543	61.4%
15-24	602	67	11.1%
25-34	2,017	819	40.6%
35-44	2,425	1,458	60.1%
45-54	2,597	1,788	68.8%
55-64	2,016	1,514	75.1%
65-74	1,361	1,044	76.7%
75-84	892	636	71.3%
85+	373	217	58.2%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	12,283	7,543	61.4%
White Alone	10,714	6,822	63.7%
Black/African American Alone	498	204	41.0%
American Indian/Alaska Native Alone	78	36	46.2%
Asian Alone	105	64	61.0%
Pacific Islander Alone	6	1	16.7%
Other Race Alone	684	327	47.8%
Two or More Races	198	89	44.9%
Hispanic Origin	2,517	1,137	45.2%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	12,283	7,544	61.4%
1-Person	3,002	1,359	45.3%
2-Person	3,991	2,839	71.1%
3-Person	2,047	1,300	63.5%
4-Person	1,772	1,166	65.8%
5-Person	868	542	62.4%
6-Person	358	201	56.1%
7+ Person	245	137	55.9%

Data Note: Persons of Hispanic Origin may be of any race. **Source:** U.S. Census Bureau, Census 2010 Summary File 1.
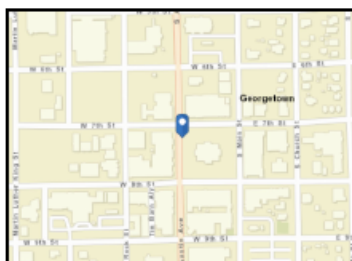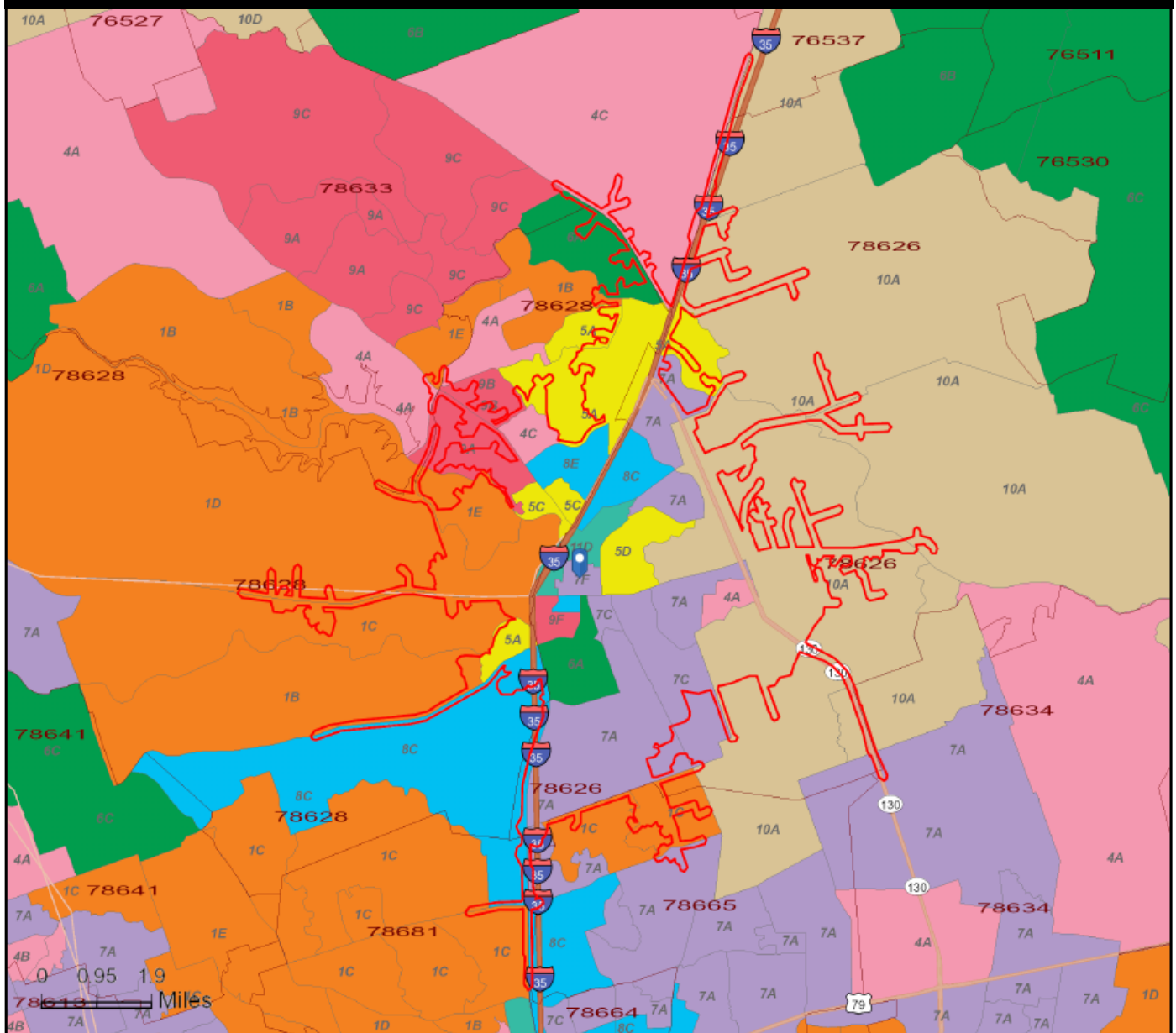
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14900 Avery Ranch, Austin TX 78717
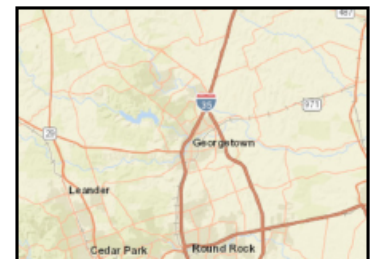(877) 855-2246
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Demographic Analysis

Dominant Tapestry Map (Drive Time Band: 0 - 10 drive time minute radius)

Tapestry LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country
- L7: Ethnic Enclaves
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots

Source: Esri

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
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Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

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Demographic Analysis

Dominant Tapestry Map (Drive Time Band: 0 - 10 drive time minute radius)

Tapestry Segmentation

Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. Click each segment below for a detailed description.

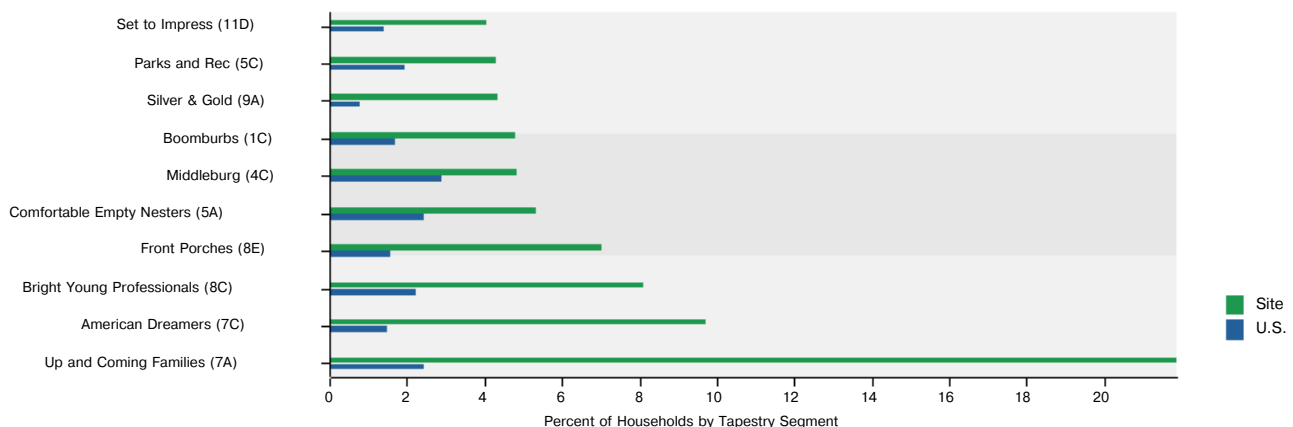|	
Segment 1A (Top Tier)	Segment 8C (Bright Young Professionals)
Segment 1B (Professional Pride)	Segment 8D (Downtown Melting Pot)
Segment 1C (Boomburbs)	Segment 8E (Front Porches)
Segment 1D (Savvy Suburbanites)	Segment 8F (Old and Newcomers)
Segment 1E (Exurbanites)	Segment 8G (Hardscrabble Road)
Segment 2A (Urban Chic)	Segment 9A (Silver & Gold)
Segment 2B (Pleasantville)	Segment 9B (Golden Years)
Segment 2C (Pacific Heights)	Segment 9C (The Elders)
Segment 2D (Enterprising Professionals)	Segment 9D (Senior Escapes)
Segment 3A (Laptops and Lattes)	Segment 9E (Retirement Communities)
Segment 3B (Metro Renters)	Segment 9F (Social Security Set)
Segment 3C (Trendsetters)	Segment 10A (Southern Satellites)
Segment 4A (Soccer Moms)	Segment 10B (Rooted Rural)
Segment 4B (Home Improvement)	Segment 10C (Diners & Miners)
Segment 4C (Middleburg)	Segment 10D (Down the Road)
Segment 5A (Comfortable Empty Nesters)	Segment 10E (Rural Bypasses)
Segment 5B (In Style)	Segment 11A (City Strivers)
Segment 5C (Parks and Rec)	Segment 11B (Young and Restless)
Segment 5D (Rustbelt Traditions)	Segment 11C (Metro Fusion)
Segment 5E (Midlife Constants)	Segment 11D (Set to Impress)
Segment 6A (Green Acres)	Segment 11E (City Commons)
Segment 6B (Salt of the Earth)	Segment 12A (Family Foundations)
Segment 6C (The Great Outdoors)	Segment 12B (Traditional Living)
Segment 6D (Prairie Living)	Segment 12C (Small Town Simplicity)
Segment 6E (Rural Resort Dwellers)	Segment 12D (Modest Income Homes)
Segment 6F (Heartland Communities)	Segment 13A (International Marketplace)
Segment 7A (Up and Coming Families)	Segment 13B (Las Casas)
Segment 7B (Urban Villages)	Segment 13C (NeWest Residents)
Segment 7C (American Dreamers)	Segment 13D (Fresh Ambitions)
Segment 7D (Barrios Urbanos)	Segment 13E (High Rise Renters)
Segment 7E (Valley Growers)	Segment 14A (Military Proximity)
Segment 7F (Southwestern Families)	Segment 14B (College Towns)
Segment 8A (City Lights)	Segment 14C (Dorms to Diplomas)
Segment 8B (Emerald City)	Segment 15 (Unclassified)

Source: Esri

CRETECH

Demographic Analysis

Tapestry Segmentation Profile (Drive Time Band: 0 - 10 drive time minute radius)

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households Percent	Cumulative Percent	2018 U.S. Households Percent	Cumulative Percent	Index
1	Up and Coming Families (7A)	21.9%	21.9%	2.4%	2.4%	901
2	American Dreamers (7C)	9.7%	31.6%	1.5%	3.9%	659
3	Bright Young Professionals (8C)	8.1%	39.7%	2.2%	6.1%	362
4	Front Porches (8E)	7.0%	46.7%	1.6%	7.7%	444
5	Comfortable Empty Nesters (5A)	5.3%	52.0%	2.5%	10.2%	218
	Subtotal	**52.0%**		**10.2%**		
6	Middleburg (4C)	4.9%	56.9%	2.9%	13.1%	169
7	Boomburbs (1C)	4.8%	61.7%	1.7%	14.8%	284
8	Silver & Gold (9A)	4.3%	66.0%	0.8%	15.6%	563
9	Parks and Rec (5C)	4.3%	70.3%	2.0%	17.6%	219
10	Set to Impress (11D)	4.1%	74.4%	1.4%	19.0%	293
	Subtotal	**22.4%**		**8.8%**		
11	Green Acres (6A)	3.9%	78.3%	3.2%	22.2%	122
12	Social Security Set (9F)	3.5%	81.8%	0.8%	23.0%	429
13	Soccer Moms (4A)	3.2%	85.0%	2.9%	25.9%	110
14	Savvy Suburbanites (1D)	3.0%	88.0%	3.0%	28.9%	100
15	Southwestern Families (7F)	2.4%	90.4%	0.8%	29.7%	295
	Subtotal	**16.0%**		**10.7%**		
16	Exurbanites (1E)	2.0%	92.4%	1.9%	31.6%	103
17	Southern Satellites (10A)	1.8%	94.2%	3.1%	34.7%	58
18	Golden Years (9B)	1.5%	95.7%	1.3%	36.0%	112
19	Rustbelt Traditions (5D)	1.4%	97.1%	2.2%	38.2%	66
20	Professional Pride (1B)	1.4%	98.5%	1.6%	39.8%	88
	Subtotal	**8.1%**		**10.1%**		
	Total	**98.6%**		**39.8%**		**248**

Top Ten Tapestry Segments Site vs. U.S.

Percent of Households by Tapestry Segment

■ Site
■ U.S.

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
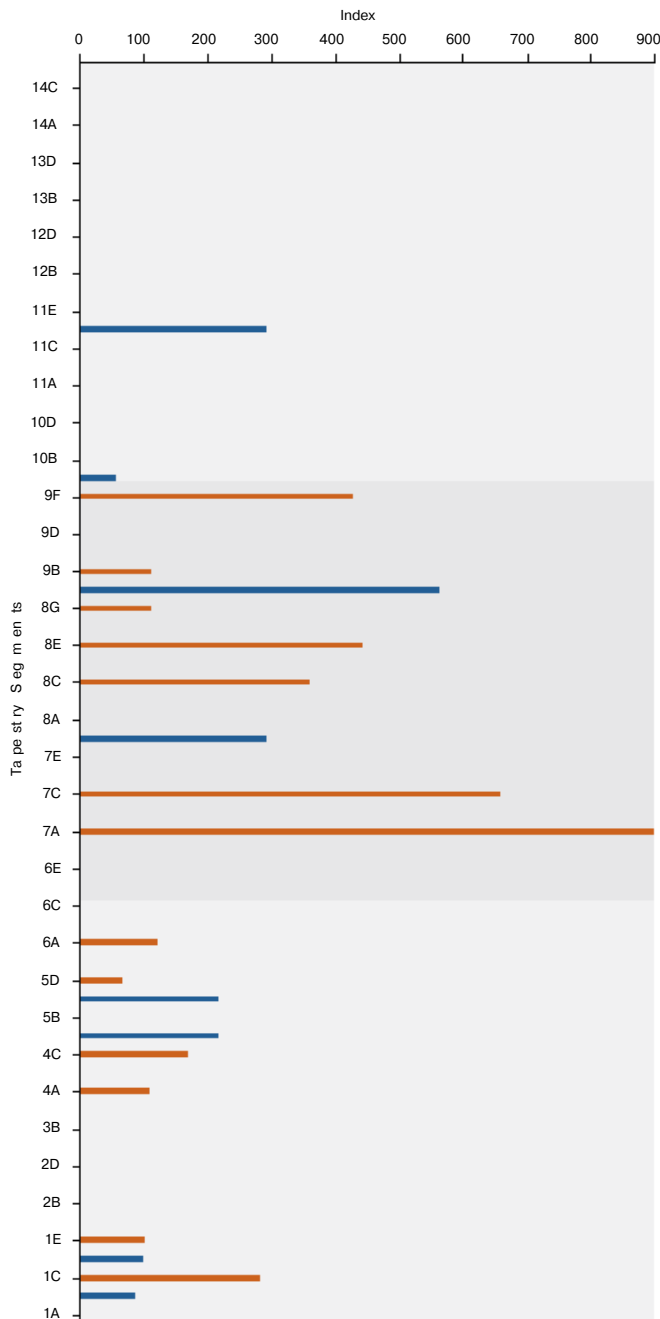(877) 855-2246
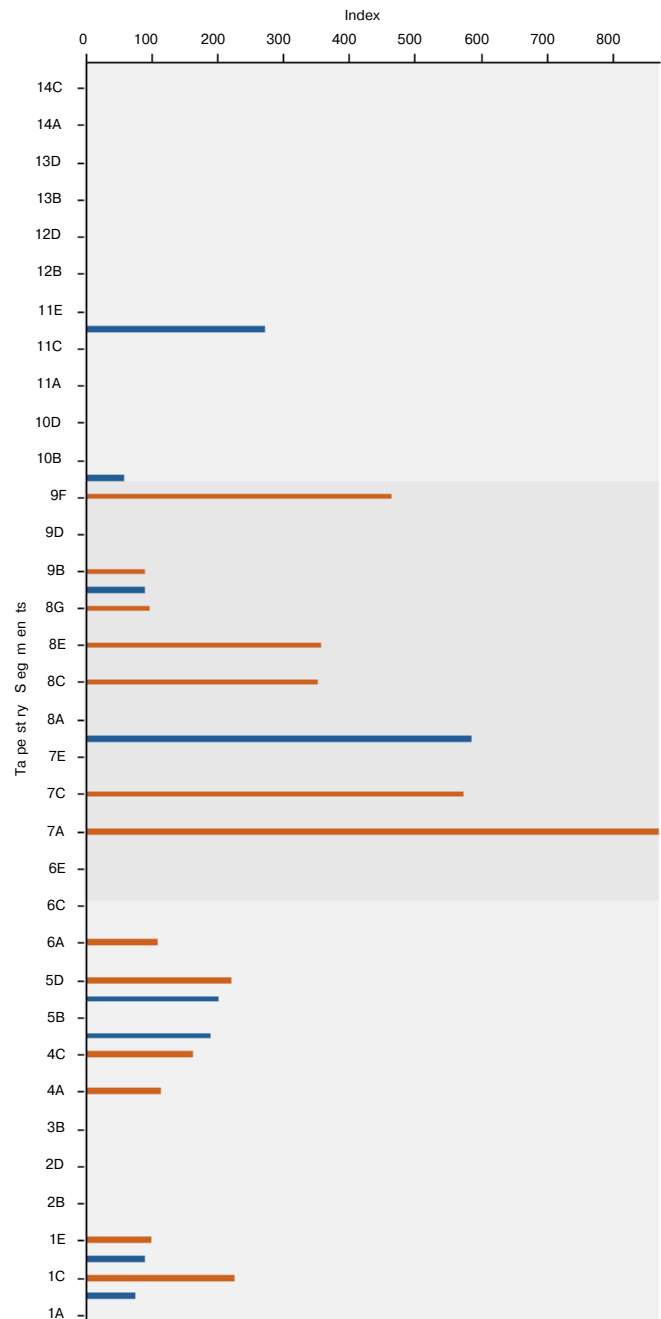Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

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Demographic Analysis

Tapestry Segmentation Profile (Drive Time Band: 0 - 10 drive time minute radius)

2018 Tapestry Indexes by Households

2018 Tapestry Indexes by Total Population 18+

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.

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14900 Avery Ranch, Austin TX 78717
(877) 855-2246
Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

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Demographic Analysis

Tapestry Segmentation Profile (Drive Time Band: 0 - 10 drive time minute radius)

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,256	100.0%		35,570	100.0%	
1. Affluent Estates	**1,816**	**11.2%**	**113**	**3,720**	**10.5%**	**99**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	232	1.4%	88	496	1.4%	77
Boomburbs (1C)	777	4.8%	284	1,451	4.1%	228
Savvy Suburbanites (1D)	481	3.0%	100	1,064	3.0%	93
Exurbanites (1E)	326	2.0%	103	709	2.0%	102
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**1,307**	**8.0%**	**107**	**2,963**	**8.3%**	**107**
Soccer Moms (4A)	518	3.2%	110	1,288	3.6%	117
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	789	4.9%	169	1,675	4.7%	164
5. GenXurban	**1,805**	**11.1%**	**98**	**4,669**	**13.1%**	**121**
Comfortable Empty Nesters (5A)	868	5.3%	218	1,659	4.7%	190
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	703	4.3%	219	1,386	3.9%	202
Rustbelt Traditions (5D)	234	1.4%	66	1,624	4.6%	221
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**633**	**3.9%**	**32**	**1,310**	**3.7%**	**31**
Green Acres (6A)	633	3.9%	122	1,310	3.7%	111
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**5,534**	**34.0%**	**481**	**13,338**	**37.5%**	**457**
Up and Coming Families (7A)	3,558	21.9%	901	7,942	22.3%	871
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	1,581	9.7%	659	3,411	9.6%	574
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	395	2.4%	295	1,985	5.6%	587

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Source: Esri

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
(877) 855-2246
Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

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Demographic Analysis

Tapestry Segmentation Profile (Drive Time Band: 0 - 10 drive time minute radius)

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,256	100.0%		35,570	100.0%	
8. Middle Ground	**2,687**	**16.5%**	**152**	**4,891**	**13.8%**	**136**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,322	8.1%	362	2,555	7.2%	355
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,141	7.0%	444	1,926	5.4%	357
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	224	1.4%	114	410	1.2%	99
9. Senior Styles	**1,519**	**9.3%**	**161**	**2,859**	**8.0%**	**161**
Silver & Gold (9A)	705	4.3%	563	1,373	3.9%	554
Golden Years (9B)	245	1.5%	112	383	1.1%	91
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	569	3.5%	429	1,103	3.1%	464
10. Rustic Outposts	**294**	**1.8%**	**22**	**662**	**1.9%**	**22**
Southern Satellites (10A)	294	1.8%	58	662	1.9%	59
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**661**	**4.1%**	**66**	**1,158**	**3.3%**	**59**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	661	4.1%	293	1,158	3.3%	274
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

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Demographic Analysis

Tapestry Segmentation Profile (Drive Time Band: 0 - 10 drive time minute radius)

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,256	100.0%		35,570	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**3,532**	**21.7%**	**130**	**9,575**	**26.9%**	**151**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	234	1.4%	66	1,624	4.6%	221
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	1,581	9.7%	659	3,411	9.6%	574
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	395	2.4%	295	1,985	5.6%	587
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	1,322	8.1%	362	2,555	7.2%	355
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**2,595**	**16.0%**	**88**	**4,597**	**12.9%**	**77**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	1,141	7.0%	444	1,926	5.4%	357
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	224	1.4%	114	410	1.2%	99
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	569	3.5%	429	1,103	3.1%	464
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	661	4.1%	293	1,158	3.3%	274
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Demographic Analysis

Tapestry Segmentation Profile (Drive Time Band: 0 - 10 drive time minute radius)

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	16,256	100.0%		35,570	100.0%	
4. Suburban Periphery	**8,413**	**51.8%**	**163**	**17,751**	**49.9%**	**153**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	232	1.4%	88	496	1.4%	77
Boomburbs (1C)	777	4.8%	284	1,451	4.1%	228
Savvy Suburbanites (1D)	481	3.0%	100	1,064	3.0%	93
Exurbanites (1E)	326	2.0%	103	709	2.0%	102
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	518	3.2%	110	1,288	3.6%	117
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	868	5.3%	218	1,659	4.7%	190
Parks and Rec (5C)	703	4.3%	219	1,386	3.9%	202
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	3,558	21.9%	901	7,942	22.3%	871
Silver & Gold (9A)	705	4.3%	563	1,373	3.9%	554
Golden Years (9B)	245	1.5%	112	383	1.1%	91
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**789**	**4.9%**	**52**	**1,675**	**4.7%**	**52**
Middleburg (4C)	789	4.9%	169	1,675	4.7%	164
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**927**	**5.7%**	**34**	**1,972**	**5.5%**	**33**
Green Acres (6A)	633	3.9%	122	1,310	3.7%	111
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	294	1.8%	58	662	1.9%	59
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

Demographic Analysis

Retail MarketPlace Profile (Drive Time Band: 0 - 10 drive time minute radius)

Summary Demographics

2018 Population		47,045
2018 Households		16,256
2018 Median Disposable Income		$54,704
2018 Per Capita Income		$31,779

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$595,064,810	$972,542,889	-$377,478,079	-24.1	364
Total Retail Trade	44-45	$534,987,779	$893,093,850	-$358,106,071	-25.1	258
Total Food & Drink	722	$60,077,032	$79,449,039	-$19,372,007	-13.9	105

2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$115,312,735	$473,075,858	-$357,763,123	-60.8	41
Automobile Dealers	4411	$92,723,690	$383,281,672	-$290,557,982	-61.0	14
Other Motor Vehicle Dealers	4412	$12,356,309	$72,127,862	-$59,771,553	-70.7	8
Auto Parts, Accessories & Tire Stores	4413	$10,232,736	$17,666,325	-$7,433,589	-26.6	19
Furniture & Home Furnishings Stores	442	$18,886,291	$16,885,478	$2,000,813	5.6	17
Furniture Stores	4421	$10,986,313	$8,659,405	$2,326,908	11.8	5
Home Furnishings Stores	4422	$7,899,978	$8,226,073	-$326,095	-2.0	12
Electronics & Appliance Stores	443	$19,660,447	$33,050,875	-$13,390,428	-25.4	11
Bldg Materials, Garden Equip. & Supply Stores	444	$35,024,249	$93,915,238	-$58,890,989	-45.7	26
Bldg Material & Supplies Dealers	4441	$33,083,146	$91,951,981	-$58,868,835	-47.1	21
Lawn & Garden Equip & Supply Stores	4442	$1,941,103	$1,963,257	-$22,154	-0.6	5
Food & Beverage Stores	445	$96,519,182	$32,340,544	$64,178,638	49.8	23
Grocery Stores	4451	$87,503,278	$22,737,319	$64,765,959	58.7	14
Specialty Food Stores	4452	$4,096,182	$3,580,062	$516,120	6.7	5
Beer, Wine & Liquor Stores	4453	$4,919,723	$6,023,163	-$1,103,440	-10.1	4
Health & Personal Care Stores	446,4461	$30,604,553	$42,704,106	-$12,099,553	-16.5	22
Gasoline Stations	447,4471	$53,245,145	$64,841,584	-$11,596,439	-9.8	17
Clothing & Clothing Accessories Stores	448	$24,613,615	$21,326,319	$3,287,296	7.2	26
Clothing Stores	4481	$16,269,157	$14,156,170	$2,112,987	6.9	17
Shoe Stores	4482	$3,448,413	$1,035,194	$2,413,219	53.8	2
Jewelry, Luggage & Leather Goods Stores	4483	$4,896,044	$6,134,956	-$1,238,912	-11.2	6
Sporting Goods, Hobby, Book & Music Stores	451	$18,488,445	$19,043,749	-$555,304	-1.5	19
Sporting Goods/Hobby/Musical Instr Stores	4511	$16,483,145	$16,297,106	$186,039	0.6	16
Book, Periodical & Music Stores	4512	$2,005,300	$2,746,643	-$741,343	-15.6	3
General Merchandise Stores	452	$93,587,037	$68,941,967	$24,645,070	15.2	9
Department Stores Excluding Leased Depts.	4521	$65,218,716	$64,239,937	$978,779	0.8	4
Other General Merchandise Stores	4529	$28,368,321	$4,702,030	$23,666,291	71.6	5
Miscellaneous Store Retailers	453	$20,929,790	$23,760,181	-$2,830,391	-6.3	46
Florists	4531	$893,798	$1,601,704	-$707,906	-28.4	4
Office Supplies, Stationery & Gift Stores	4532	$4,563,220	$5,725,626	-$1,162,406	-11.3	11
Used Merchandise Stores	4533	$3,606,814	$2,964,510	$642,304	9.8	13
Other Miscellaneous Store Retailers	4539	$11,865,958	$13,468,341	-$1,602,383	-6.3	19
Nonstore Retailers	454	$8,116,289	$3,207,951	$4,908,338	43.3	2
Electronic Shopping & Mail-Order Houses	4541	$5,902,934	$1,869,791	$4,033,143	51.9	1
Vending Machine Operators	4542	$479,183	$0	$479,183	100.0	0
Direct Selling Establishments	4543	$1,734,171	$1,338,160	$396,011	12.9	2
Food Services & Drinking Places	722	$60,077,032	$79,449,039	-$19,372,007	-13.9	105
Special Food Services	7223	$715,811	$111,131	$604,680	73.1	1
Drinking Places - Alcoholic Beverages	7224	$2,203,325	$719,338	$1,483,987	50.8	2
Restaurants/Other Eating Places	7225	$57,157,896	$78,618,570	-$21,460,674	-15.8	103

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

Source: Esri and Infogroup. Esri 2018 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2018 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
(877) 855-2246
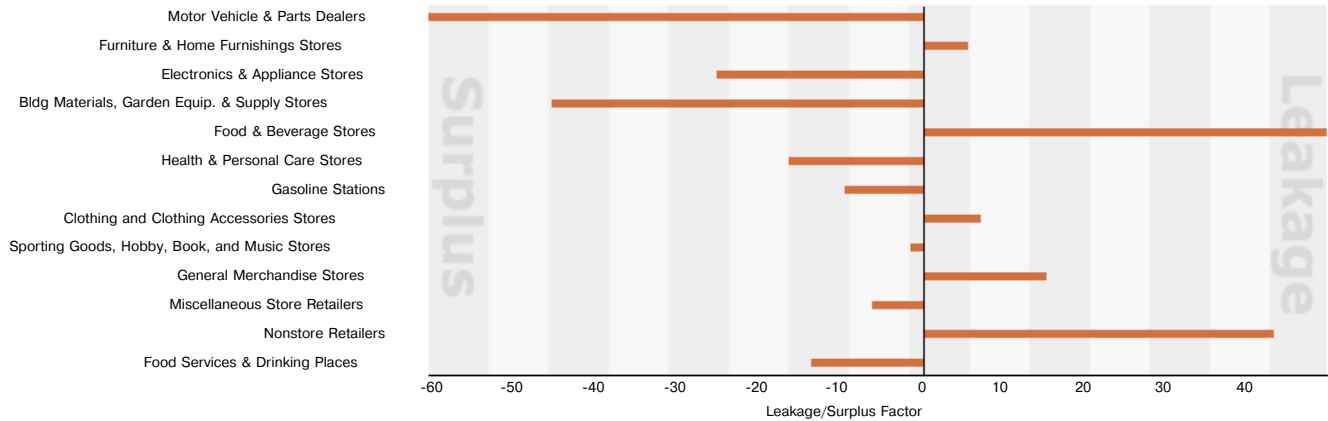Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

Demographic Analysis

Retail MarketPlace Profile (Drive Time Band: 0 - 10 drive time minute radius)

2017 Leakage/Surplus Factor by Industry Subsector

2017 Leakage/Surplus Factor by Industry Group

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
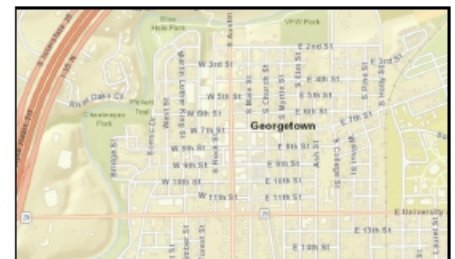(877) 855-2246
Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

Demographic Analysis

Traffic Count Map - Close-up (Drive Time Band: 0 - 10 drive time minute radius)
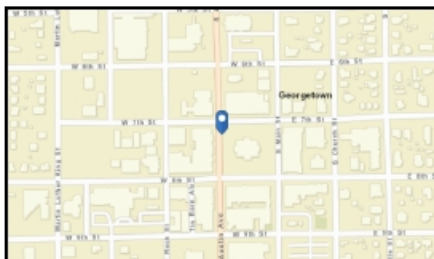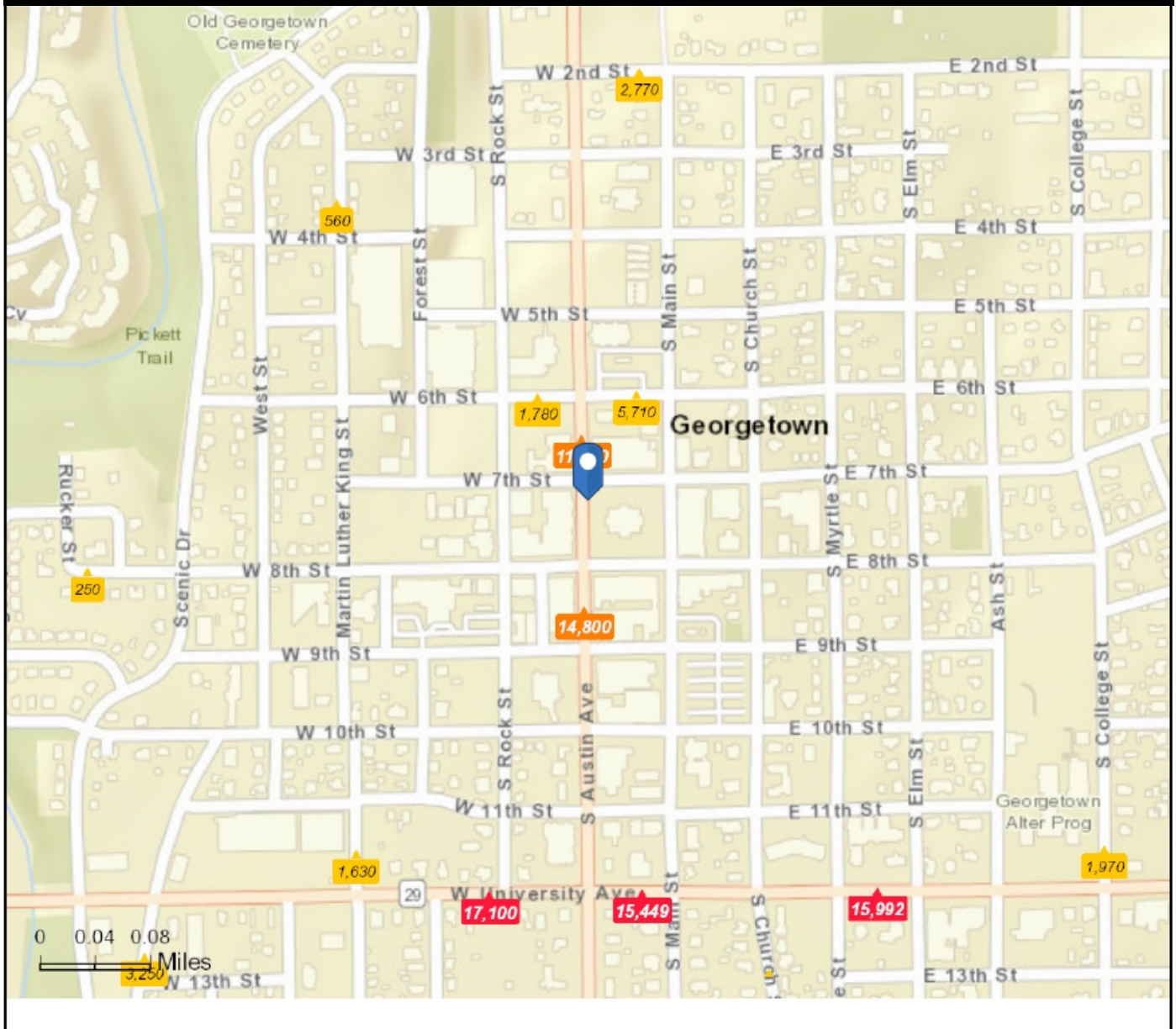
Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day

Source: ©2018 Kalibrate Technologies (Q1 2018).

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
(877) 855-2246
Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

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CRE TECH

Demographic Analysis

Traffic Count - Study Area (Drive Time Band: 0 - 10 drive time minute radius)

Average Daily Traffic Volume
- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day

Source: ©2018 Kalibrate Technologies (Q1 2018).

Todd Kuhlmann, CCIM
14900 Avery Ranch, Austin TX 78717
(877) 855-2246
Pro@TheAnalystPRO.info · https://TheAnalystPRO.com

TheAnalyst® PRO

Todd Kuhlmann, CCIM

CEO/President: Creator & founder of TheAnalyst® PRO
commercial analysis platform.
International Speaker/Trainer for CRE.

Experience

CRE Tech®, Inc.
President/CEO January
2011 - Present

Todd Kuhlmann, CCIM is the CEO and Founder of CRE Tech®, Inc., creators of TheAnalyst
PRO analysis platform designed by commercial real estate practitioners and investors for CRE
practitioners and investors! CRE Tech has entered into strategic alliances with companies such as
Fidelity National Title, C21 Commercial, NAI, SVN, Sperry, Colliers, and many others.

TheAnalyst® PRO software platform: https://TheAnalystPRO.com

Prior to CRE Tech, Todd served as the Vice President of CCIM Technologies, Inc., specializing in
commercial real estate property information exchange and marketing, as well as demographic and
GIS technology.

Independent Contractor / Instructor at CCIM Institute
June 2006 - Present

Educator and facilitator for the CCIM Negotiations, CI-101 (Investment Analysis), and
CI-104 (Decision Analysis) courses.

Consultant and Coach for Commercial Real Estate
1992 - January 2018 (26 years)

Advising and coaching real estate practitioners and investors on structuring complex transactions.

Vice President at CCIM Technologies, Inc.
2009 - 2010 (2 years)

President at KC Capital, Inc
September 1995 - May 2009 (14 years)

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