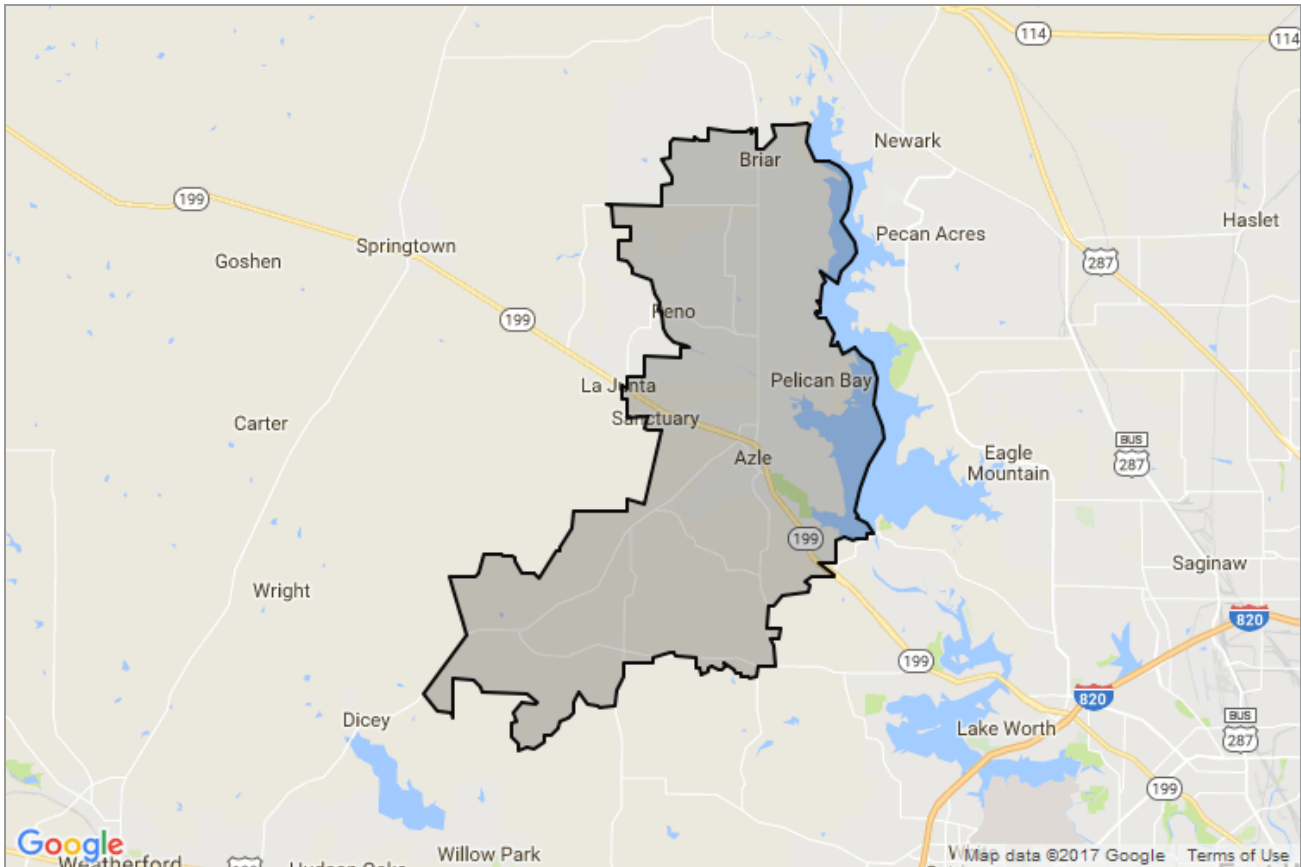
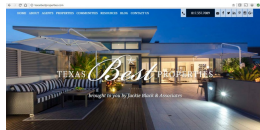


COMMERCIAL TRADE AREA REPORT

Azle, TX 76020



Presented by
Derek Anthony
Texas Real Estate License: 0677154



Work: (817) 518-9004 | Fax: (817) 887-2938

derek@danthonyrealty.net
www.texasbestproperties.com

Criteria Used for Analysis

Income:
Median Household Income
\$60,463

Age:
Median Age
42.3

Population Stats:
Total Population
28,955

Segmentation:
1st Dominant Segment
Southern Satellites

Consumer Segmentation

<p>Life Mode</p> <p>What are the people like that live in this area?</p>	<p>Rustic Outposts Country life with older families, older homes</p>	<p>Urbanization</p> <p>Where do people like this usually live?</p>	<p>Rural Country living with older families, low density and low diversity</p>
---	---	---	---

Top Tapestry Segments

	Southern Satellites	Middleburg	Green Acres	Savvy Suburbanites	Rustbelt Traditions
% of Households	3,316 (30.4%)	1,673 (15.3%)	1,527 (14.0%)	747 (6.9%)	658 (6.0%)
% of Tarrant County	1,792 (0.3%)	18,151 (2.6%)	11,246 (1.6%)	26,010 (3.8%)	24,215 (3.5%)
Lifestyle Group	Rustic Outposts	Family Landscapes	Cozy Country Living	Affluent Estates	GenXurban
Urbanization Group	Rural	Semirural	Rural	Suburban Periphery	Urban Periphery
Residence Type	Single Family or Mobile Homes	Single Family	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.65	2.73	2.69	2.83	2.46
Median Age	39.7	35.3	43	44.1	38.4
Diversity Index	38.6	46.3	24	33.2	44.2
Median Household Income	\$44,000	\$55,000	\$72,000	\$104,000	\$49,000
Median Net Worth	\$70,000	\$89,000	\$226,000	\$502,000	\$79,000
Median Home Value	\$119,000	\$158,000	\$197,000	\$311,000	\$118,000
Homeownership	78.6 %	74.3 %	86.7 %	91 %	72.2 %
Employment	Services, Professional or Administration	Professional or Services	Professional or Management	Professional or Management	Services, Professional or Administration
Education	High School Graduate	College Degree	College Degree	College Degree	High School Graduate
Preferred Activities	Go hunting, fishing. Own a pet dog.	Buy children's toys and clothes. Go hunting, bowling, target shooting.	Are member of veterans' club, fraternal order. Do home improvement projects.	Enjoy good food, wine. DIY gardening, home remodeling.	Buy American-made products. Play games online.
Financial	Shop at Walmart	Carry some debt; invest for future	Bank, pay bills online	Carry first, second mortgages	Hold home mortgage
Media	Listen to country music; watch CMT	Watch country, Christian TV channels	Watch TV by satellite	Shop, bank online	Read newspapers; watch TV
Vehicle	Own, maintain truck	Own trucks, SUVs	Own truck/SUV	Prefer late-model SUVs, minivans, station wagons	Own 2-3 vehicles

About this segment

Southern Satellites

This is the
#1
dominant segment
for this area

In this area
30.4%
of households fall
into this segment

In the United States
3.2%
of households fall
into this segment

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

Who We Are

Southern Satellites is the second largest market found in rural settlements, typically within metropolitan areas located primarily in the South. This market is generally non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade and construction, with higher proportions in mining and agriculture than the U.S. Residents enjoy country living, preferring outdoor activities and DIY home projects.

Our Neighborhood

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multi-generational households.
- Most are single-family homes (65%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common

Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 41% have college education.
- Unemployment rate is 9.2%, slightly higher than the U.S. rate.
- Labor force participation rate is 59.7%, slightly lower than the U.S.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

Market Profile

- Usually own a truck, likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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 2016. Update Frequency: Annually.

About this segment

Middleburg

This is the
#2
dominant segment
for this area

In this area
15.3%
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

Middleburg neighborhoods transformed from the easy pace of country living to semi-rural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the U.S. This market is younger but growing in size and assets.

Our Neighborhood

- Semi-rural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$158,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

Socioeconomic Traits

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4%.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here—faith, country and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

Market Profile

- Residents are partial to trucks, SUVs, and occasionally, convertibles or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

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 2016. Update Frequency: Annually.

About this segment Green Acres

This is the

#3

dominant segment for this area

In this area

14.0%

of households fall into this segment

In the United States

3.2%

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. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of Green Acres remain pessimistic about the near future yet are heavily invested in it.

Our Neighborhood

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in
- the past 10 years.
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: 60% are college educated.
- Unemployment is low at 6%; labor force participation rate is high at 67.4%.
- Income is derived not only from wages and salaries but also from self-employment (more than 15% of households), investments (30% 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 fraternal orders to veterans' clubs.

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 2016. Update Frequency: Annually.

About this segment

Savvy Suburbanites

This is the

#4

dominant segment
for this area

In this area

6.9%

of households fall
into this segment

In the United States

3.0%

of households fall
into this segment

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

Who We Are

Savvy Suburbanites residents are well educated, well read and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

Our Neighborhood

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.83.
- 91% owner occupied; 71% mortgaged.
- Primarily single-family homes, with a median value of \$311,000.
- Low vacancy rate at 4.5%.

Socioeconomic Traits

- Education: 48.1% college graduates; 76.1% with some college education.
- Low unemployment at 5.8%; higher labor force participation rate at 68.5% with proportionately more two-worker households at 65.4%.
- 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 2016. Update Frequency: Annually.

About this segment

Rustbelt Traditions

This is the
#5
dominant segment
for this area

In this area
6.0%
of households fall
into this segment

In the United States
2.2%
of households fall
into this segment

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

Who We Are

The backbone of older industrial cities in states surrounding the Great Lakes, Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade and health care. Rustbelt Traditions represents a large market of stable, hard-working consumers with modest incomes but above average net worth. Family oriented, they value time spent at home. Most have lived, worked and played in the same area for years.

Our Neighborhood

- Almost half (46%) of the households are married-couple families, similar to the U.S. (48%), most without children (also similar to the U.S.); the slightly higher proportion of singles reflects the aging of the population.
- Average household size is slightly lower at 2.46.
- They are movers, slightly more mobile than the U.S. population, but almost half of householders (46%) moved into their current homes before 2000.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s.
- Nearly three quarters own their homes; over half of households have mortgages.
- A large and growing market, Rustbelt Traditions residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have two or more vehicles available.

Market Profile

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ESPN, Animal Planet and AMC to children's shows on Nickelodeon and Cartoon Network.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Outback Steakhouse and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

Socioeconomic Traits

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the U.S. at 8%; labor force participation slightly higher than the U.S. at 67%.
- While most income derived from wages and salaries, nearly 30% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked and played in the same area for years.
- Budget-aware shoppers who favor American-made products.
- Read newspapers, especially the Sunday editions.

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 2016. Update Frequency: Annually.

Azle, TX 76020: 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, 2016

Update Frequency: Annually

■ 2016
■ 2021 (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, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2016, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)



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, 2016

Update Frequency: Annually

■ 2016
■ 2021 (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, 2016

Update Frequency: Annually

- 2016
- 2021 (Projected)



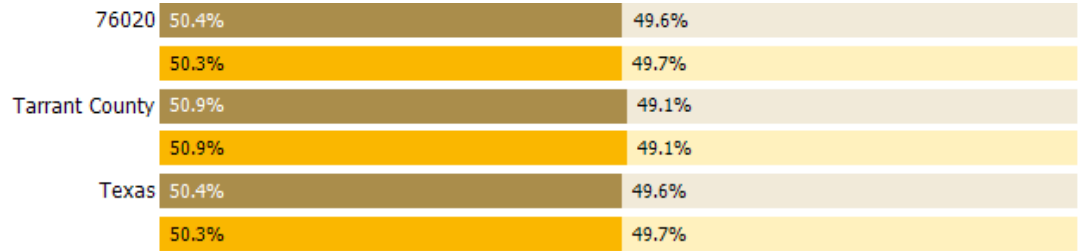
Female / Male Ratio

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, 2016

Update Frequency: Annually

- Women 2016
- Men 2016
- Women 2021 (Projected)
- Men 2021 (Projected)



Azle, TX 76020: 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, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)



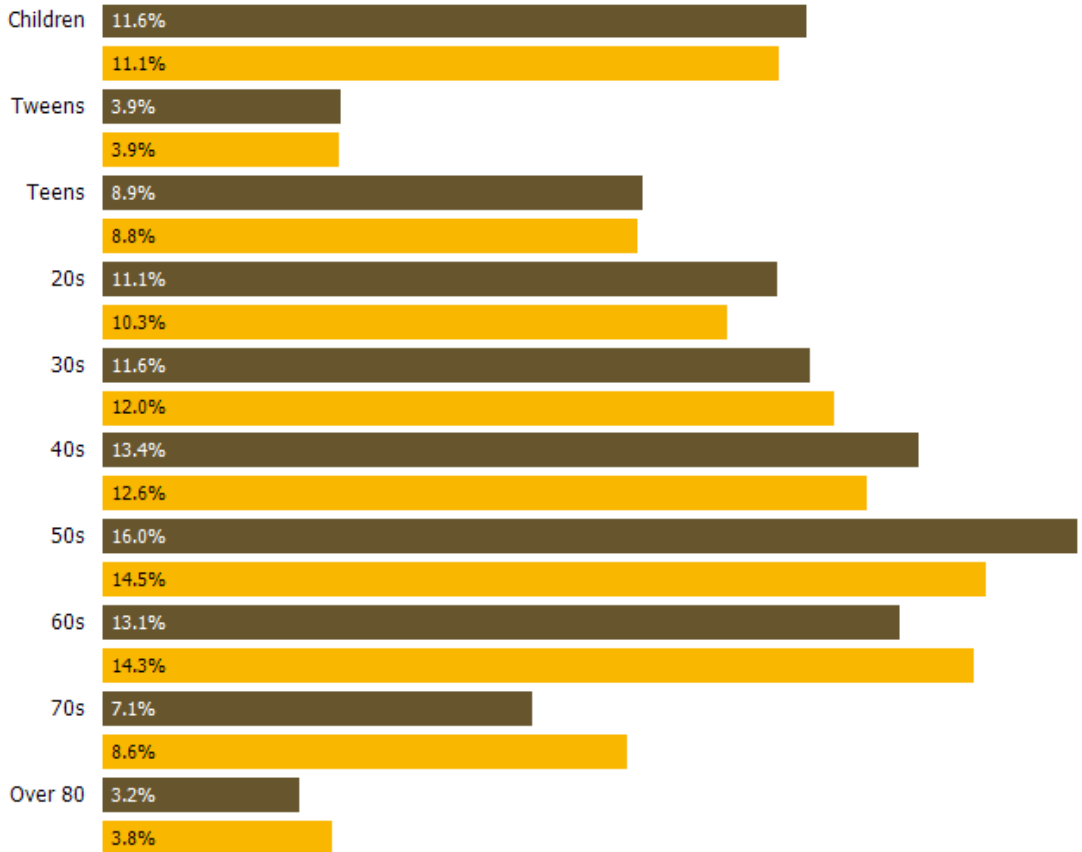
Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)



Azle, TX 76020: 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, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)



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, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)



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, 2016

Update Frequency: Annually

■ 2016
■ 2021 (Projected)



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, 2016

Update Frequency: Annually



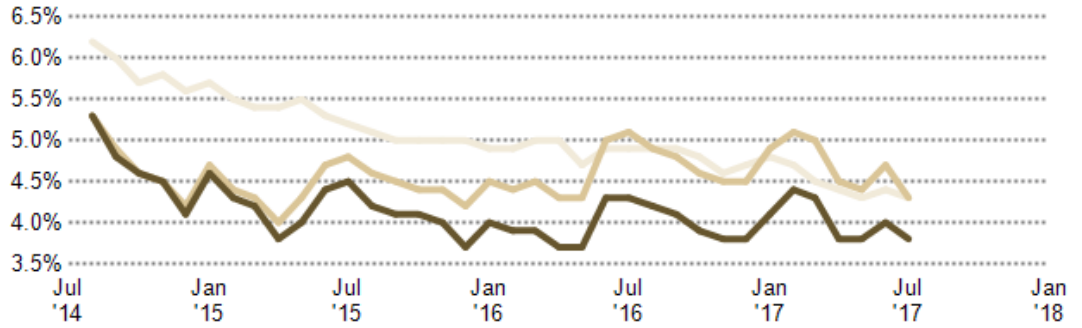
Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Tarrant 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, 2016

Update Frequency: Annually



Azle, TX 76020: 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, 2016

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, 2016

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, 2016

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, 2016

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, 2016

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, 2016

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, 2016

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, 2016

Update Frequency: Annually



Azle, TX 76020: 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-Month 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: On- and off-market listings sources

Update Frequency: Monthly



12-Month Change in Median Listing Price

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

Data Source: On- and off-market listings sources

Update Frequency: Monthly



Best Retail Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2016

Update Frequency: Annually

