

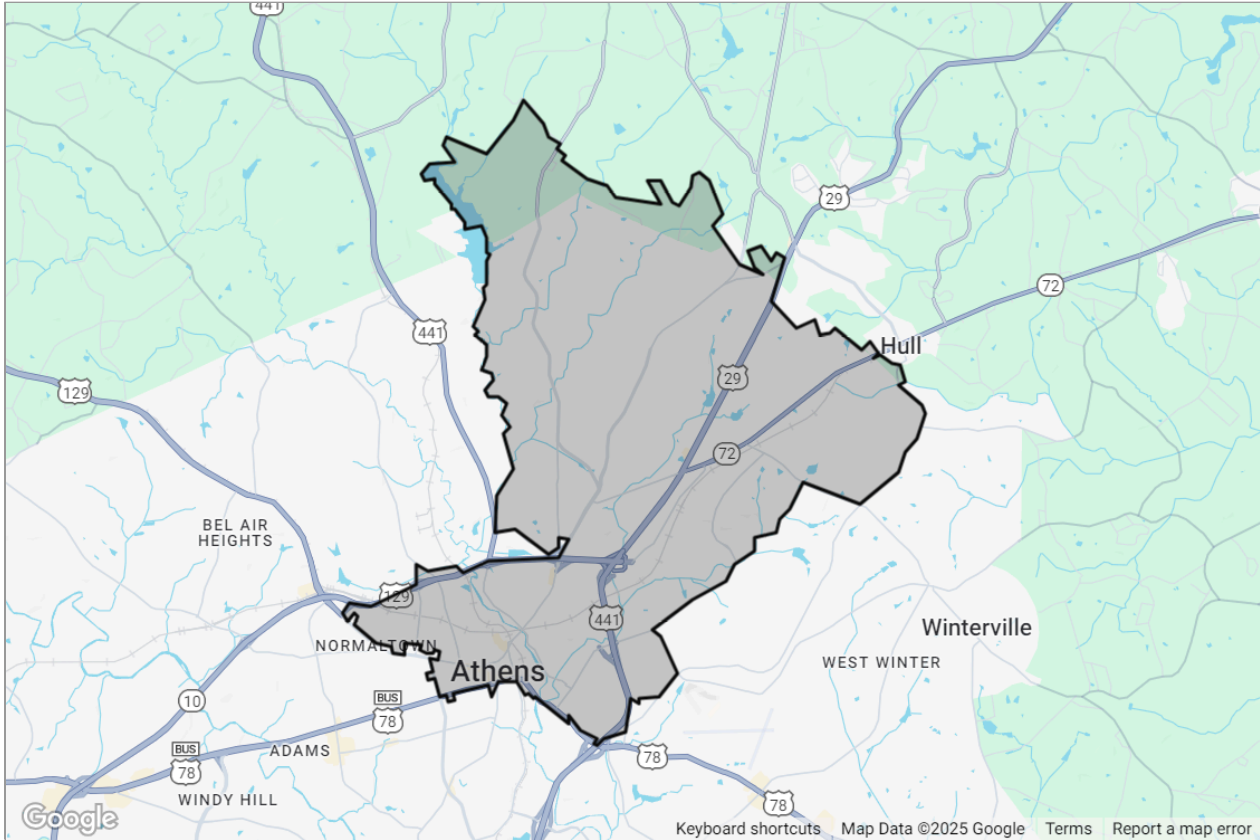


**RPR**<sup>®</sup>

**REALTORS  
PROPERTY  
RESOURCE**

TRADE AREA REPORT

# Athens, GA 30601



Presented by

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## Criteria Used for Analysis

**Median Household Income**  
**\$38,873**

**Median Age**  
**26.9**

**Total Population**  
**25,340**

**1st Dominant Segment**  
**Dorms to Diplomas**

## Consumer Segmentation

Life Mode

**What are the people like that live in this area?**

**Scholars and Patriots**

Highly mobile, recently moved to attend school or serve in military

Urbanization

**Where do people like this usually live?**

**Metro Cities**

Affordable city life, including smaller metros, satellite cities

## Top Tapestry Segments

|                                | <b>Dorms to Diplomas</b>   | <b>College Towns</b>   | <b>City Commons</b>   | <b>Down the Road</b>   | <b>Southern Satellites</b>                  |
|--------------------------------|--|--|---|--|---|
| <b>% of Households</b>         | 3,077 (29.1%)  | 1,625 (15.4%)  | 1,490 (14.1%)   | 905 (8.6%)   | 847 (8.0%)                                  |
| <b>% of Athens</b>             | 10,206 (19.2%)   | 9,798 (18.4%)  | 2,389 (4.5%)  | 1,692 (3.2%)   | 749 (1.4%)                                  |
| <b>Lifestyle Group</b>         | Scholars and Patriots  | Scholars and Patriots  | Midtown Singles   | Rustic Outposts  | Rustic Outposts                             |
| <b>Urbanization Group</b>      | Metro Cities   | Metro Cities   | Metro Cities  | Semirural  | Rural                                       |
| <b>Residence Type</b>          | Multi-Unit Rentals   | Multi-Unit Rentals; Single Family  | Multi-Unit Rentals; Single Family                                 | Mobile Homes; Single Family  | Single Family ; Mobile Homes                |
| <b>Household Type</b>          | Nonfam HHs w/ 2+ Persons   | Singles  | Single Parents  | Married Couples  | Married Couples                             |
| <b>Average Household Size</b>  | 2.09   | 2.06   | 2.46  | 2.69   | 2.6   |
| <b>Median Age</b>              | 21.8   | 26   | 31.5  | 36.6   | 41.6  |
| <b>Diversity Index</b>         | 64.3   | 65.4   | 59.4  | 79.9   | 51.1  |
| <b>Median Household Income</b> | \$27,300   | \$49,000   | \$29,500  | \$56,000   | \$66,600                                    |
| <b>Median Net Worth</b>        | \$9,700  | \$14,500   | \$12,100  | \$130,000  | \$240,600                                   |
| <b>Median Home Value</b>       | \$303,100  | \$309,500  | \$133,300   | \$178,200  | \$239,600                                   |
| <b>Homeownership</b>           | 8.1 %  | 26.2 %   | 25 %  | 67.7 %   | 81.1 %                                      |
| <b>Employment</b>              | Professional or Services   | Professional or Services   | Services or Professional  | Services or Professional   | Professional or Services                    |
| <b>Education</b>               | Bachelor's Degree  | Bachelor's Degree  | High School Diploma   | High School Diploma  | High School Diploma                         |
| <b>Preferred Activities</b>    | Socializing, having fun, and learning new things are valued . Participate in sports go out to bars for drinks. | Go out to the movies and out for drinks . Popular activities: backpacking, Pilates, and Frisbee. | Shop primarily at warehouse clubs . Buy baby/children's products. | Place importance on preserving time-honored customs . Go hunting, fishing. | Go hunting, fishing . Own a pet dog.        |
| <b>Financial</b>               | Carry a balance on credit cards so they can buy what they want   | Limited incomes result in thrifty purchases  | Nearly 1/4 receive Social Security and public assistance          | Shop at Walmart Supercenters, Walgreens and dollar stores                  | More concerned about cost rather than brand |
| <b>Media</b>                   | Use a computer for just about everything   | Use the Internet for social media, blogging, watch movies and TV.                                | Magazines are popular sources of news/trends                      | Use the Internet to stay connected, listen to radio at work                | Obtain most of their information from TV    |
| <b>Vehicle</b>                 | Vehicles are just a means of transportation  | Prefer vehicle with good gas mileage   | Take public transportation  | Bought used vehicle last year  | Own 1 or 2 vehicles likely a truck          |

About this segment

## Dorms to Diplomas

This is the

# #1

dominant segment for this area

In this area

# 29.1%

of households fall into this segment

In the United States

# 0.5%

of households fall into this segment

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

#### Who We Are

On their own for the first time, Dorms to Diplomas residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the internet, and cell phones.

#### Our Neighborhood

- Mix of dorms, on-campus and off-campus housing cater to young renters.
- Off-campus householders are commonly students living alone or with roommates; average household size is 2.22.
- More than 80% of the housing are apartments; many older homes in town have been converted into multifamily living units.
- With limited parking on campus, many walk, bike, or car pool to class.
- Less than one in ten homes are owner occupied.

#### Socioeconomic Traits

- This is the youngest market with half of the population aged 20–24.
- Impulse buyers who experiment with different brands.
- Often purchase trendy clothes on a budget.
- Vehicles are just a means of transportation, economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice.
- Socializing, having fun, and learning new things are valued.
- Always connected; their cell phone is never out of reach.

#### Market Profile

- Going to the movies, out to bars for drinks and maybe a game of billiards are common activities.
- With little experience cooking, fast food and frozen dinners are the “go-to” choices.
- Rely on Internet shopping to express appearance and fashion preferences; hair color and teeth whiteners are commonplace.
- Mobile devices provide access to all the latest music.
- Active on and off campus, residents participate in many sports and activities like Frisbee, bowling, weightlifting, jogging, and yoga.
- Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.

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 2024. Update Frequency: Annually.

## About this segment

# College Towns

This is the  
**#2**  
dominant segment  
for this area

In this area  
**15.4%**  
of households fall  
into this segment

In the United States  
**0.9%**  
of households fall  
into this segment

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

### Who We Are

About half the residents of College Towns are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, schoolwork, news, social media, and entertainment. College Towns residents are all about new experiences, and they seek out variety and adventure in their lives.

### Our Neighborhood

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

### Market Profile

- Own laptops/notebooks and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

### Socioeconomic Traits

- Limited incomes result in thrifty purchases.
- Dress to impress with the latest fashions of the season.
- Strong preference for environmentally friendly products and vehicles that get good gas mileage.
- Heavily influenced by celebrity endorsements and trends in magazines.
- Most feel anything that can be done online is easier than in person.

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 2024. Update Frequency: Annually.

About this segment

## City Commons

This is the

### #3

dominant segment for this area

In this area

### 14.1%

of households fall into this segment

In the United States

### 0.9%

of households fall into this segment

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

#### Who We Are

This segment is one of Tapestry's Segmentation's youngest markets. It is primarily composed of single-parent and single-person households living within large metro cities located primarily in the eastern half of the US. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school. These residents strive for the best for themselves and their children. Most occupations are within office and administrative Support.

#### Our Neighborhood

- Single parents, primarily female, and singles head these young households.
- Average household size is slightly higher than the US at 2.67.
- City Commons are found in large metropolitan cities, where most residents rent apartments in midrise buildings.
- Neighborhoods are older, built before 1960.
- Typical of the city, many households own either one vehicle or none, and use public transportation or taxis

#### Socioeconomic Traits

- Although some have college degrees, nearly a quarter have not graduated from high school.
- Labor force participation is low at 53%.
- Most households receive income from wages or salaries, with nearly one in four that receive contributions from Social Security and public assistance.
- Consumers endeavor to keep up with the latest fashion trends.
- Many families prefer the convenience of fast-food restaurants to cooking at home.

#### Market Profile

- Baby and children's products, like food and clothing, are the primary purchases.
- Shop primarily at warehouse clubs like Sam's Club, WalMart Super Centers, and discount department stores such as Old Navy and Burlington.
- While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid.
- Subscribe to cable TV; children-oriented programs are popular, as are game shows and movie channels.
- Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines.
- Enjoy listening to urban radio.

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 2024. Update Frequency: Annually.

About this segment

## Down the Road

This is the

# #4

dominant segment for this area

In this area

# 8.6%

of households fall into this segment

In the United States

# 1.2%

of households fall into this segment

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

#### Who We Are

Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest primarily in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are young, family-oriented consumers who value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US.

#### Our Neighborhood

- Nearly two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 32% of homes are valued under \$50,000.

#### Socioeconomic Traits

- Education completed: 36% with a high school diploma only, 41% with some college education or a degree.
- Labor force participation rate is 59.0%, slightly lower than the US.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.

#### Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase gas, groceries, and snacks.
- Participate in fishing and hunting.
- Use the Internet to stay connected with friends and play online video games.
- Listen to the radio, especially at work, with a preference for rap, R&B, and country music.
- Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: burgers and pizza.
- Frequent Walmart Supercenters, Walgreens, dollar stores, Kmart, and Big Lots 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 2024. Update Frequency: Annually.

About this segment

## Southern Satellites

This is the

### #5

dominant segment for this area

In this area

### 8.0%

of households fall into this segment

In the United States

### 3.1%

of households fall into this segment

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

#### Who We Are

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost 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 US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

#### Our Neighborhood

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households.
- Most are single-family homes (67%), 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; 45% have college education.
- Labor force participation rate is 59.1%, slightly lower than the US.
- 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 2024. Update Frequency: Annually.

## Athens, GA 30601: 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, 2024

Update Frequency: Annually

■ 2024  
■ 2029 (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, 2024

Update Frequency: Annually

■ 2024  
■ 2029 (Projected)



### Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024  
■ 2029 (Projected)



### Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 30601



## 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, 2024

Update Frequency: Annually

■ 30601



## 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, 2024

Update Frequency: Annually

■ 2024  
■ 2029 (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, 2024

Update Frequency: Annually

■ 2024  
■ 2029 (Projected)



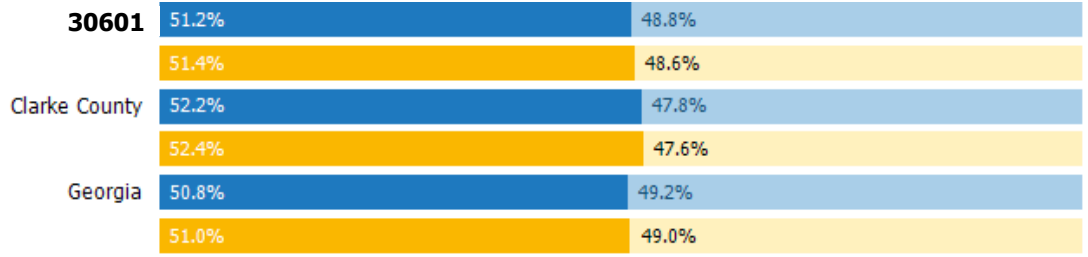
## Female / Male Ratio

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, 2024

Update Frequency: Annually

- Women 2024 2024
- Men 2024 2024
- Women 2029 (Projected) 2029 (Projected)
- Men 2029 (Projected) 2029 (Projected)



## Athens, GA 30601: 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, 2024

Update Frequency: Annually

■ 2024  
■ 2029 (Projected)



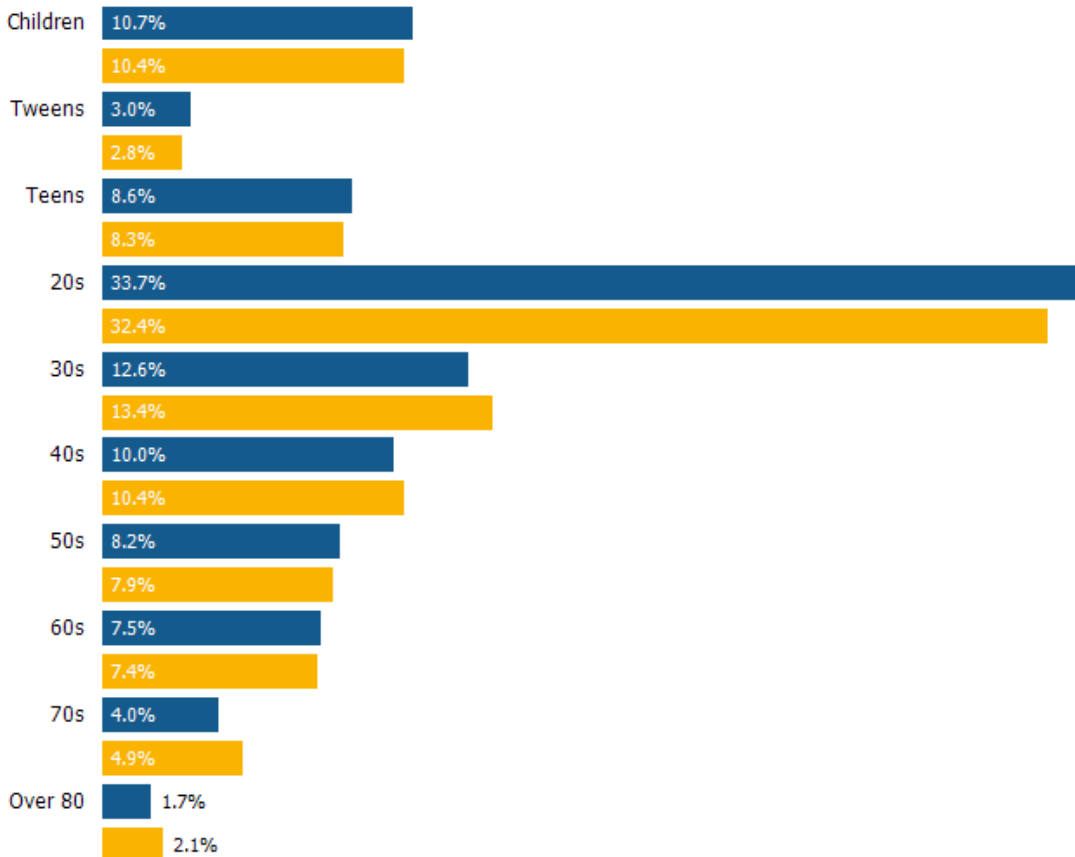
### Population by Age

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

■ 2024  
■ 2029 (Projected)



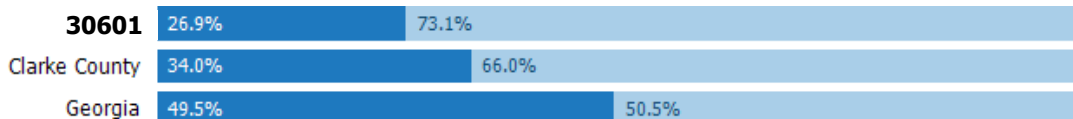
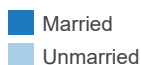
## Athens, GA 30601: Marital Status Comparison

### 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, 2024

Update Frequency: Annually



### Married

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



### Never Married

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



### Widowed

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



### Divorced

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

Data Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



## Athens, GA 30601: 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, 2024

Update Frequency: Annually

■ 2024  
■ 2029 (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, 2024

Update Frequency: Annually

■ 2024  
■ 2029 (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, 2024

Update Frequency: Annually

■ 2024  
■ 2029 (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, 2024

Update Frequency: Annually



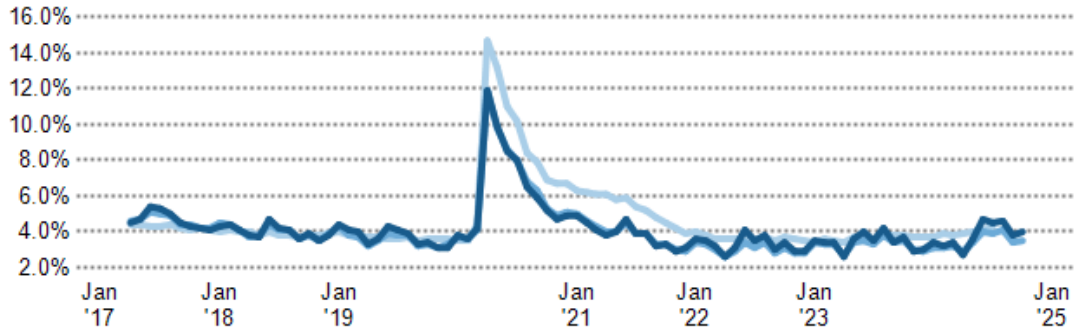
## Unemployment Rate

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

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Clarke County
- Georgia
- USA

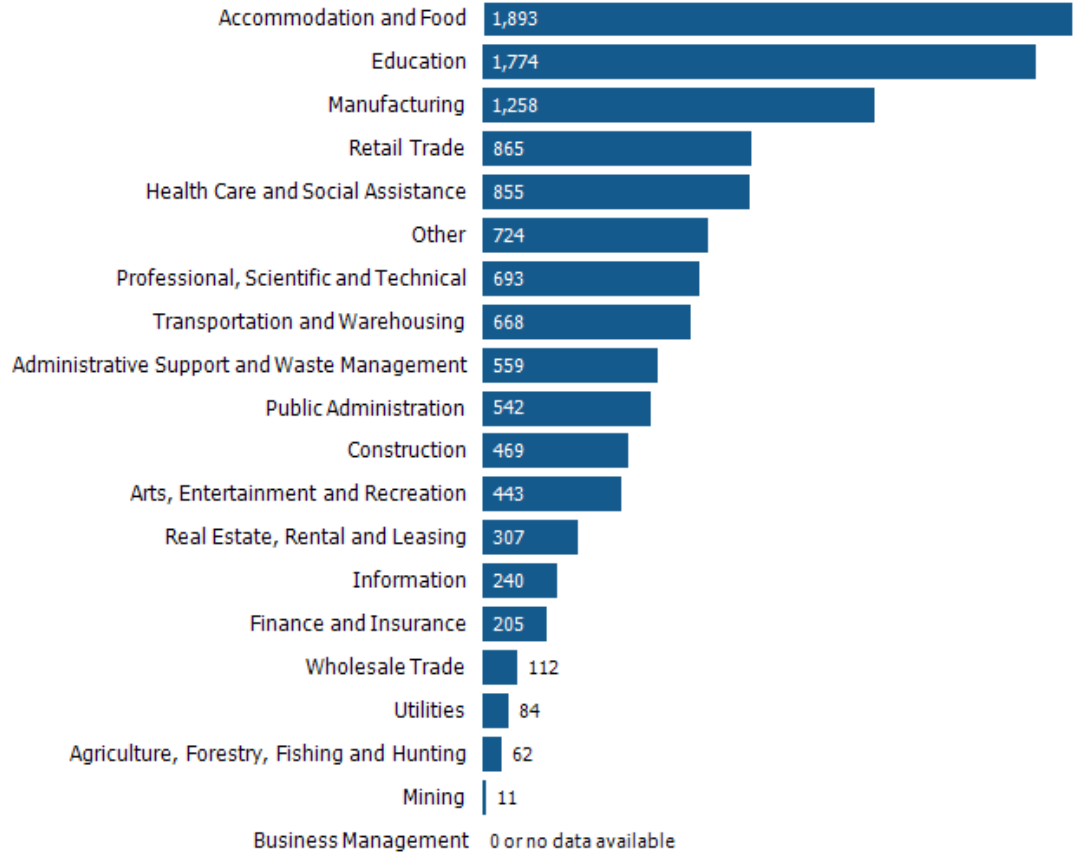


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



## Athens, GA 30601: 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, 2024

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, 2024

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, 2024

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, 2024

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, 2024

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, 2024

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, 2024

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, 2024

Update Frequency: Annually



## Athens, GA 30601: Commute Comparison

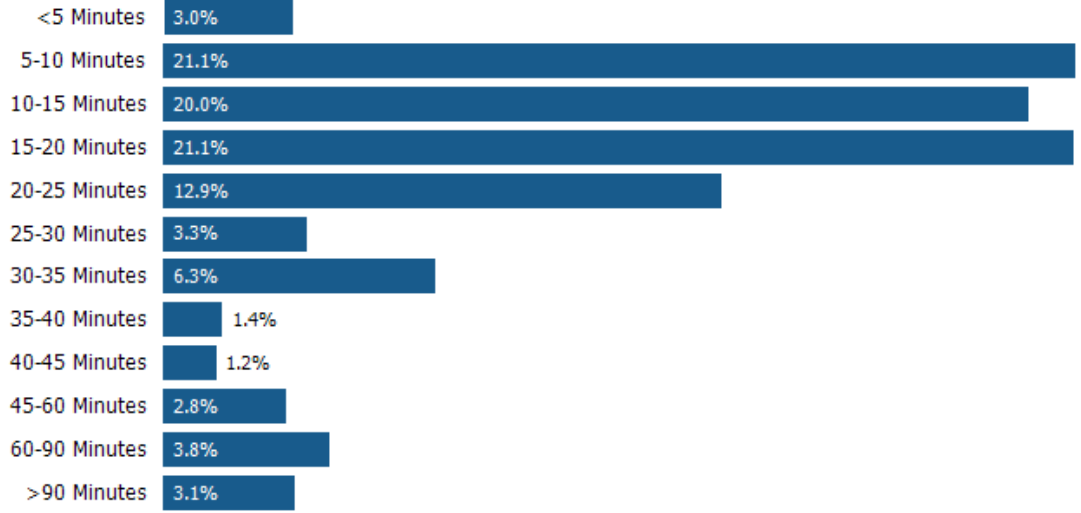
### Average Commute Time

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, 2024

Update Frequency: Annually

30601



### 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, 2024

Update Frequency: Annually

30601



## Athens, GA 30601: Home Value Comparison

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### 12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly



### 12 mo. Change in Median Listing Price

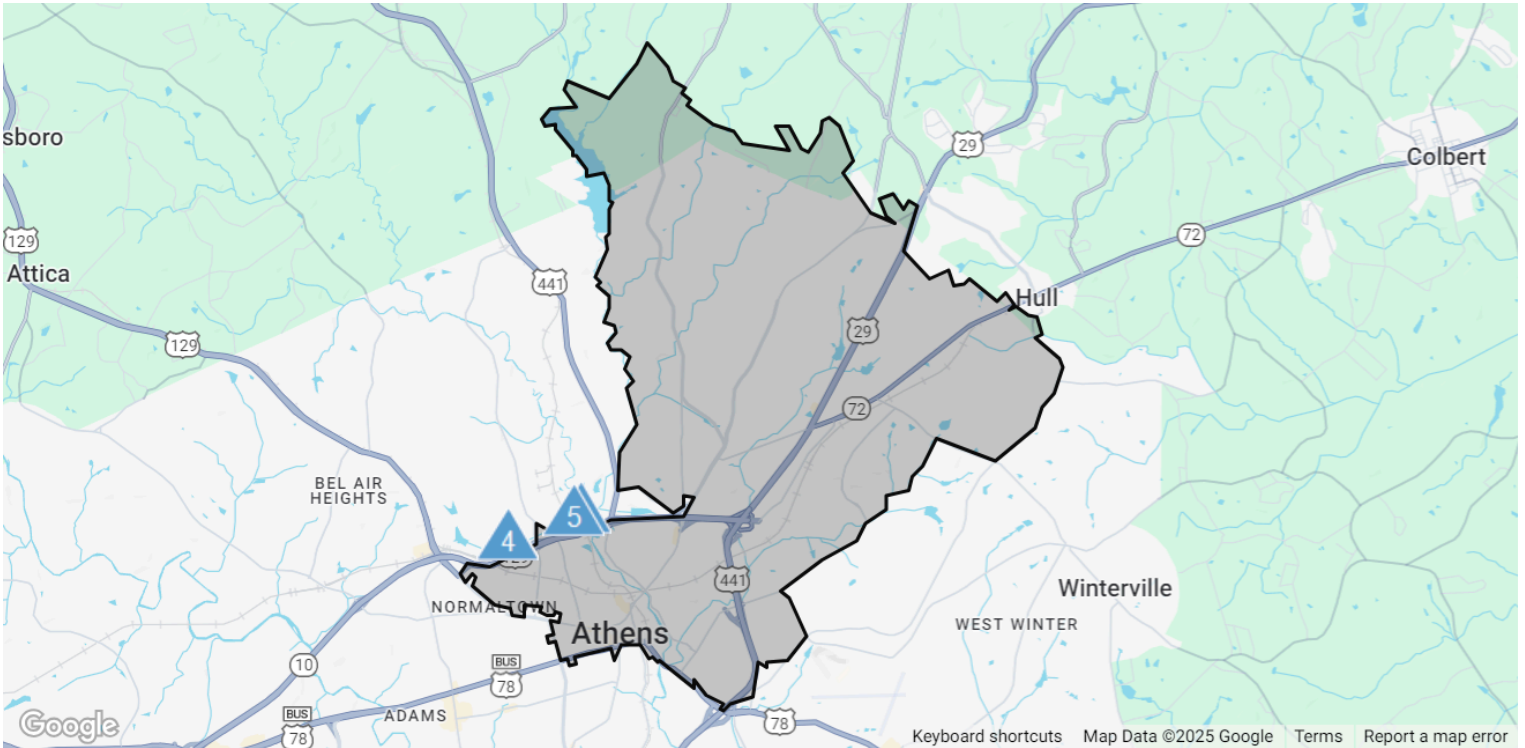
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: Listing data

Update Frequency: Monthly



# Traffic Counts



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

**1**  
**58,102**  
2024 Est. daily traffic counts

Street: Athens Perimeter  
Cross: Barber St  
Cross Dir: W  
Dist: -

Historical counts  
Year Count Type

**2**  
**56,200**  
2022 Est. daily traffic counts

Street: US 129;GA 10 Loop  
Cross: Hiwassee Ave  
Cross Dir: SE  
Dist: 0.23 miles

Historical counts  
Year Count Type

2019 ▲ 53,000 AADT

**3**  
**55,956**  
2024 Est. daily traffic counts

Street: Athens Perimeter  
Cross: Hiwassee Ave  
Cross Dir: SE  
Dist: -

Historical counts  
Year Count Type

2018 ▲ 54,400 AADT

**4**  
**55,903**  
2024 Est. daily traffic counts

Street: Athens Perimeter  
Cross: -  
Cross Dir: -  
Dist: -

Historical counts  
Year Count Type

**5**  
**55,200**  
2022 Est. daily traffic counts

Street: GA Outer Loop 10  
Cross: Barber St  
Cross Dir: W  
Dist: 0.27 miles

Historical counts  
Year Count Type

2019 ▲ 64,900 AADT

2018 ▲ 61,100 AADT

2015 ▲ 57,000 AADT

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

## About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



## About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



## Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

## Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>





# ERNIE ANAYA, MBA

## BROKER PROFILE



Ernie Anaya is President, Senior Housing & Behavioral Health at Bull Realty focusing in the Age Restricted Multifamily, Independent Living, Assisted Living/Memory Care, Skilled Nursing, Hospice, and Behavioral Health sectors. *2020, 2021, 2022, and 2023 Million Dollar Club*, Investment Properties, Atlanta Commercial Board of Realtors. *Fellow, Royal Anthropological Institute of Great Britain and Ireland* focusing on the anthropology of aging for senior housing.

Member of the National Association of Realtors, Atlanta Commercial Board of Realtors, Association of Professional Mergers & Acquisition Advisors, Assisted Living Association of Georgia, Registered Professional Member, National Association of Real Estate Appraisers, Academic Member, National Association of Appraisers, and National Investment Center for Senior Housing (NIC). Licensed in Georgia and South Carolina.

Over 20 years of experience in Sales Management and Management Consulting, with a focus on the healthcare industry. Previous Fortune 500 experience includes **Abbott Laboratories** - Diagnostics Division, **GE Medical Systems**, **Cardinal Health**, and **Xerox Corporation**. Ernie created the Senior Housing Practice at Bull Realty in 2016.

Consulting experience includes *Client Solutions Director* with **EMC Corporation** covering Department of the Army in US and Germany (*Top Secret Clearance*), and *Principal, Healthcare Sector* with **SunGard Consulting Services** covering the *US and Latin America*. Expert Speaker at several international conferences addressing Information Security, Enterprise Risk Management and Business Continuity for Healthcare institutions in Baton Rouge, Seattle, Mexico City, and Santo Domingo.

BA in **Astrophysics** from **Ole Miss** and an MBA from **Michigan State University**, including their Global Management Course in Japan & Singapore. Also attended the Center for Transportation and Logistics Executive Program at Massachusetts Institute of Technology. Diploma in Architecture & the Environment focusing on Senior Housing from Universidad de Salamanca, Spain. Graduated prep school from St. John's Military.

Past professional designations include Certified in Risk and Information Systems Control (CRISC), Certified Information Security Systems Professional (CISSP), National Security Agency InfoSec Assessment Methodology (IAM) and InfoSec Evaluation Methodology (IEM), Certified Business Continuity Professional (CBCP), ASTL Certified in Transportation & Logistics, AAFM's Master Financial Manager (MFM), and Certified Foreign Investor Specialist.

In addition, he is a former Army Officer with the 1st Cavalry Division (*Top Secret Clearance*), Honorable Order of St. Barbara (US Field Artillery), Military Order of Foreign Wars, Life Member of the 7th Cavalry Regiment Association, Order of Daedalians for Military Aviators, Life Member Royal Artillery Association (UK), and Strathmore's Who's Who Worldwide. Also a member of the Army & Navy Club in Washington, D.C.



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- Additional disposition and lease marketing services may include video, social media, auctions and national radio exposure.
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