

**2023** COMMERCIAL  
CONFERENCE



**What if?**

## Economic Stimulators

A thriving real estate market positively impacts the local economy. **REALTORS® and Institute Affiliates (CCIM, SIOR, IREM, RLI and CRE)** attract new businesses, residents, and investments to an area, which leads to job creation and increased economic activity.

**Local and State REALTOR® Associations** support valuable collaborations with government entities and Economic Development Councils (EDCs).





## Where are the right people for a business?

Examine a larger geographic area and the demographics of the intended people to find the best trade areas to locate a business. Then search for available commercial properties. ⓘ

### 1 What's the broad area you want to search?

For example, to find the best city, enter a county.

Laguna Beach, California

Or s

### 2 Find people using spending and demographic data

Choose up to five attributes.

What They Buy

Food

Includes

- ☒ Bread
- ☒ Fresh Pies and Tarts
- ☒ Fruit and Vegetables
- ☒ Meat / Poultry / Fish
- ☒ Tea



Presented by  
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### Ranking of Search Results

This grid ranks your analysis results. The trade areas with the best matches to your criteria are shown first. The results include the name of the trade area and how the area scored for each of the selected criteria.

No Match Good Better Best

Rank	Intermediate Neighborhoods	Fruit and Vegetables	Bread	Fresh Pies and Tarts	Meat / Poultry / Fish	Eggs
1	Alta Vista in Laguna Beach, CA	\$2,992	\$363	\$59		\$3,204
2	Arch Beach Heights in Laguna Beach, CA	\$2,956	\$366	\$55		\$3,121
3	Mystic Hills in Laguna Beach, CA	\$2,781	\$344	\$52		\$2,936
4	Park Avenue Estates in Laguna Beach, CA	\$3,156	\$381	\$63		\$3,392
5	Portafina in Laguna Beach, CA	\$2,723	\$333	\$52		\$2,901
6	Rancho Laguna in Laguna Beach, CA	\$2,649	\$327	\$53		\$2,828
7	Summit Ridge in Laguna Beach, CA	\$2,776	\$339	\$53		\$2,957
8	Temple Hills in Laguna Beach, CA	\$2,624	\$324	\$52		\$2,802
9	Three Arch Bay in Laguna Beach, CA	\$3,181	\$384	\$63		\$3,418
10	Top of the World in Laguna Beach, CA	\$3,193	\$385	\$64		\$3,432
11	Upper Diamond in Laguna Beach, CA	\$3,040	\$367	\$61		\$3,267
12	Woods Cove in Laguna Beach, CA	\$3,105	\$377	\$61		\$3,325
		\$2,625	\$324	\$49		\$2,777

### About this segment

## Top Tier

This is the <b>#1</b> dominant segment for this area	In this area <b>100.0%</b> of households fall into this segment	In the United States <b>1.6%</b> of households fall into this segment
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An overview of who makes up this segment across the United States

### Who We Are

The residents of the wealthiest Tapestry market, Top Tier, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over \$3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

### Our Neighborhood

- Married couples without children or married couples with older children dominate this market. Housing units are owner occupied with the highest home values—and above-average use of mortgages. Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

### Socioeconomic Traits

- Top Tier is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree. Annually, they earn more than three times the US median household income, primarily from wages and salary but also self-employment income and investments. These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products. Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends. These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the internet, radio, and newspapers as key media sources. They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.

### Market Profile

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the internet. Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects. Hire housekeepers or professional cleaners. Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities. Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on internet shopping; Amazon.com is a favorite website. Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly. All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines. Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

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 2022. Update Frequency: Annually.

## Three Arch Bay in Laguna Beach, CA: 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, 2022

Update Frequency: Annually



### 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, 2022

Update Frequency: Annually



### 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, 2022

Update Frequency: Annually

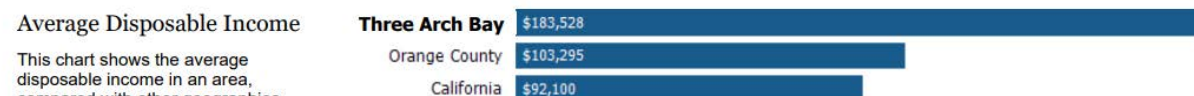


### Average Disposable Income

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

Data Source: U.S. Census American Community Survey via Esri, 2022

Update Frequency: Annually





# REALTOR® Site Selection is the key That Unlocks Local Economic Development Efforts



Helping  
Communities  
Make Better  
Economic  
Decisions



RPR's (Realtors Property Resource®) Site Selection is an essential part of a commercial practitioner's toolkit. It's an [advanced, data-driven tool](#) that simplifies site selection by analyzing comprehensive demographics, economic factors and behavioral patterns.

Site Selection helps commercial agents and business owners and investors answer the question: "Where are the right people for a business?"

## Finding Business Locations with RPR

A commercial Site Selection analysis starts with a large geography such as a city or county, and from there can be drilled down to identify where optimal conditions exist in smaller geographies, such as zip codes or neighborhoods. From there, even further refinement by applying specific attributes from a broad data of categories such as economic, demographic, spending and more. This process helps ensure that the core drivers of a client's business reside in the area, and have the spending power to sustain it.

Traditionally, REALTORS® have utilized the RPR Site Selection tool to access extensive information about population characteristics, household incomes and consumer behavior. With this tool, practitioners can identify optimum real estate locations matched to specific client needs. Market trends and prospective investment opportunities can be discerned easily thanks to this valuable tool. Its unique capabilities make it an essential resource for commercial pros seeking instant access to critical information.

However, local community leaders are now working with REALTORS® to use it to help build their communities and drive local economic development...

## Reshaping Local Economic Development With Site Selection

Data from RPR's Site Selection isn't just about helping businesses find the ideal location. It's also great for local leaders such as mayors or city council members. The information it gathers helps these leaders make better economic development decisions about how they can improve their towns and what kinds of businesses would be best to attract.

Think about it: What if we could find the perfect spot for a farmers' market where locals get the healthiest, freshest options and farmers have the opportunity to sell the fruits of their labor? Or predict what kind of shop would succeed on Main Street and at the same time, fill a need for the community? RPR's Site Selection and Trade Area data can help with that, shining light on areas such as jobs, income levels, interests and spending habits in any given area.

This data and insight could go even further and be applied from a different angle to help solve tricky planning problems, such as where to break ground on new buildings or how public transportation might affect development.



## Improved Trade Area Details

Here's the previous version of the Trade Area Information page:

**Grand Rapids, MI 49505**

Trade Area Information

< Property Trade Area Information

**Key Details** ⓘ

<b>Median Household Income</b> <b>\$59,842</b>	<b>Median Age</b> <b>37.9</b>	<b>Total Population</b> <b>31,781</b>	<b>1st Dominant Segment</b> <b>Rustbelt Traditions</b>
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And here's the new version!

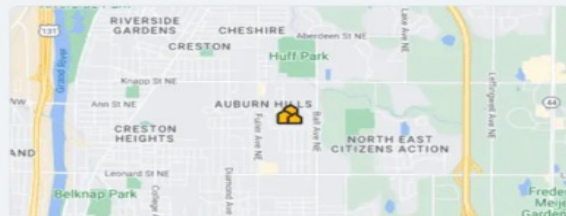
**Grand Rapids, MI 49505** [CREATE REPORT](#)

Trade Area Information

< Property Trade Area Information

**Attribute Summary for Grand Rapids** ⓘ

<b>Median Household Income</b> <b>\$59,842</b> <small>Source - 2022 Income (Esri)</small>	<b>Median Age</b> <b>37.9</b> <small>Source - 2022 Age: 5 Year Increments (Esri)</small>
<b>Total Population</b> <b>31,781</b> <small>Source - 2022 Key Demographic Indicators (Esri)</small>	<b>1st Dominant Segment</b> <b>Rustbelt Traditions</b> <small>Source - 2022 Tapestry Market Segmentation (Households)</small>



Source: Listing

# Miami, FL 33130

## Trade Area Information

Create Script

Share

< Property Trade Area Information

### Attribute Summary for Miami ⓘ

Median Household Income

\$51,679

Source - 2022 Income (Esri)

Median Age

38.9

Source - 2022 Age: 5 Year Increments (Esri)

Total Population

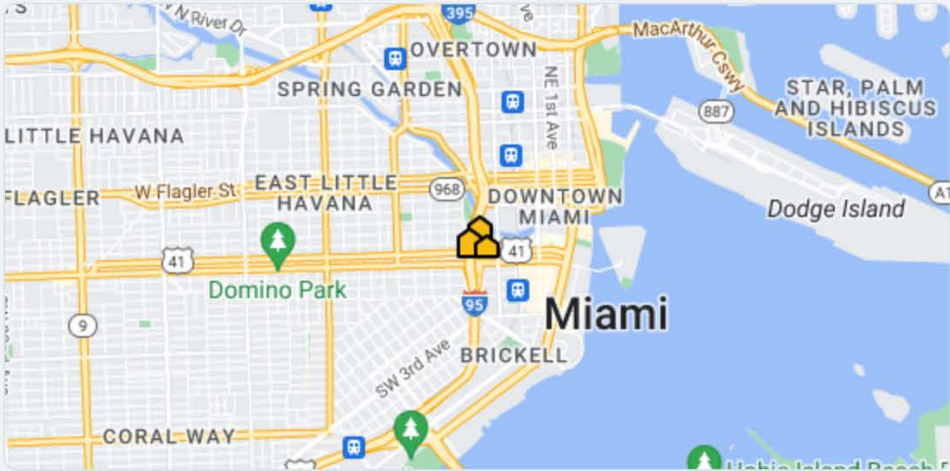
36,505

Source - 2022 Key Demographic Indicators (Esri)

1st Dominant Segment

Southwestern Families

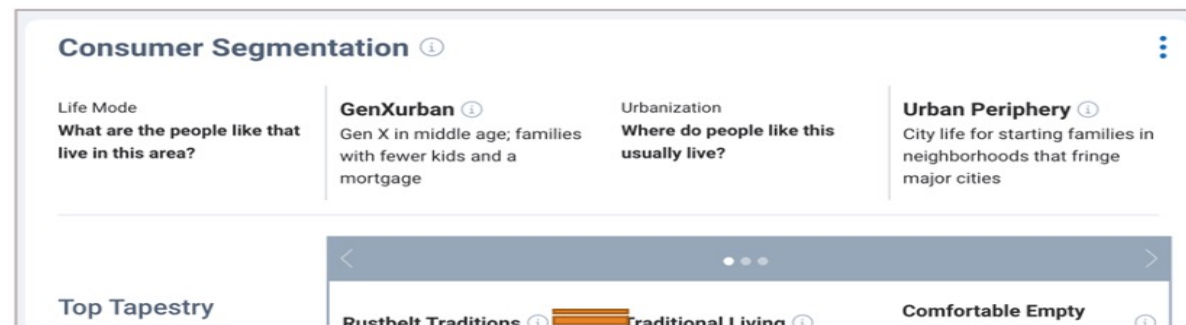
Source - 2022 Tapestry Market Segmentation (Households)



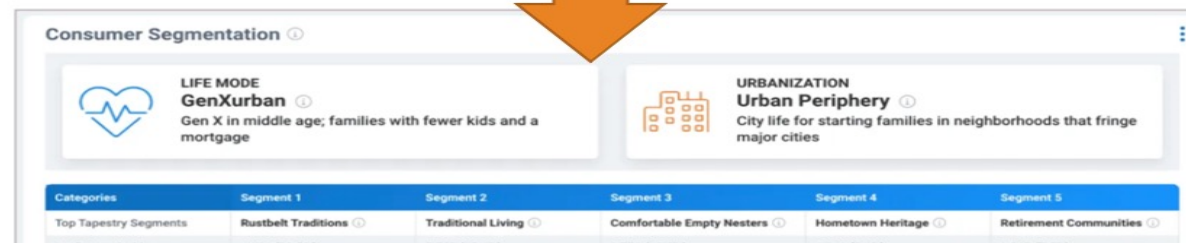


## Quick Visual Validation

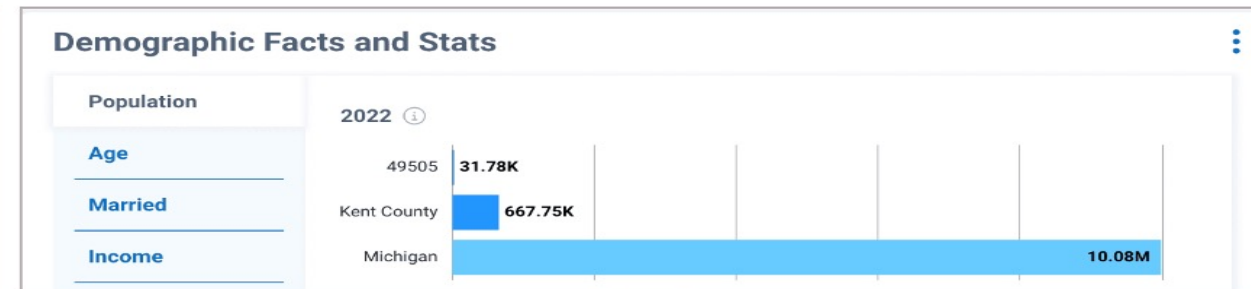
Here's the "before" of the Consumer Segmentation section:



And here's the new and improved version:



And finally, here we see the previous Demographic Facts and Stats:



The redesigned page now looks like this:





**2023** COMMERCIAL  
CONFERENCE



Thank you for  
your feedback,  
Miami  
Commercial!!!

# Coming Soon: Commercial AI ScriptWriter

Home > Property Search > Search Results > 440 SW 8th St > 33130

Miami, FL 33130

Trade Area Information

Create Script

Share

< Property Trade Area Information

## Attribute Summary for Miami ⓘ

Median Household Income

**\$51,679**

Source - 2022 Income (Esri)

Median Age

**38.9**

Source - 2022 Age: 5 Year Increments (Esri)

Total Population

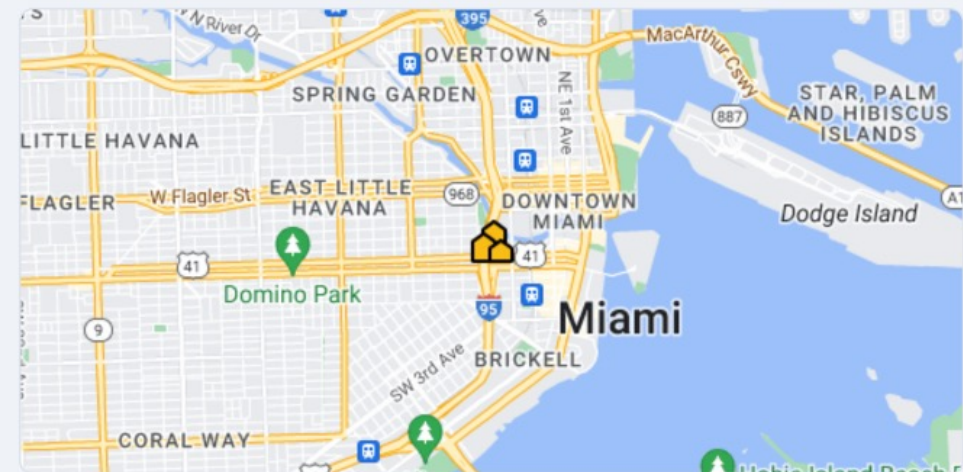
**36,505**

Source - 2022 Key Demographic Indicators (Esri)

1st Dominant Segment

**Southwestern Families**

Source - 2022 Tapestry Market Segmentation (Households)



Source: Listing