



Southern
Impression
Homes



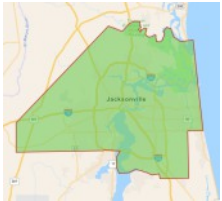
JACKSONVILLE

MARKET REPORT

Jacksonville, Florida Market Report

Jacksonville

Area: 862.87 square miles



Key Facts

Jacksonville
Area: 862.87 square miles

KEY FACTS

1,024,652

Population



2.4

Average
Household Size

37.6

Median Age

\$64,337

Median Household
Income

EDUCATION

9%

No High School
Diploma



28%

High School
Graduate



30%

Some College



33%

Bachelor's/Grad/Pr
of Degree

BUSINESS



46,991

Total Businesses



511,015

Total Employees

EMPLOYMENT



63.5%

White Collar



20.3%

Blue Collar



16.2%

Services

4.1%

Unemployment
Rate

INCOME



\$64,337

Median Household
Income



\$36,856

Per Capita Income



\$98,775

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (19.5%)

The smallest group: \$200,000+ (6.6%)

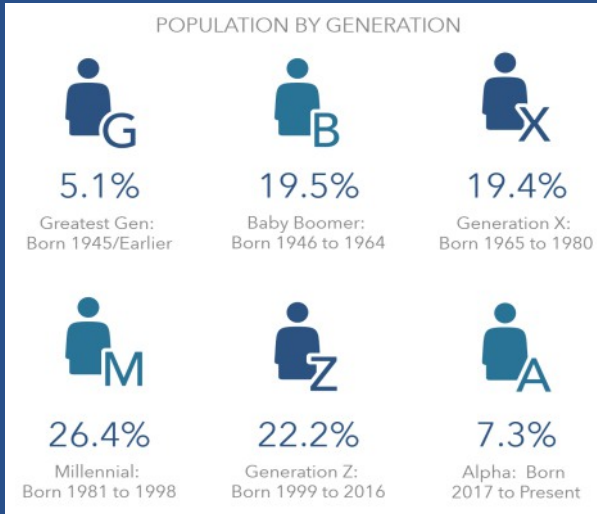
Indicator ▲	Value	Diff	
<\$15,000	8.7%	+0.4%	
\$15,000 - \$24,999	7.3%	+0.3%	
\$25,000 - \$34,999	8.2%	+0.1%	
\$35,000 - \$49,999	12.8%	+1.4%	
\$50,000 - \$74,999	19.5%	-1.4%	
\$75,000 - \$99,999	14.2%	-0.3%	
\$100,000 - \$149,999	15.8%	-0.8%	
\$150,000 - \$199,999	6.9%	-1.5%	
\$200,000+	6.6%	+1.9%	

Bars show deviation from

Baker County



As the continental United States largest city by land mass, Jacksonville (Duval County) boasts impressive investor property purchase opportunities. In 2021, Forbes ranked Jacksonville as the 8th most affordable city in the country. One of the largest factors for this attractive cost of living is the relatively low cost of real estate in the market.



Jacksonville ranked 5th hottest job market in the United States and the top market in Florida by The Wall Street Journal. The rankings measured five factors: the unemployment rate, labor-force participation rate, job growth, labor-force growth and wage growth in 2021.

The Wall Street Journal cited that over the last two years, in particular, the region has attracted jobs in health care, technology and financial services “relatively high paying jobs and those kind of jobs have a very strong multiplier effect,” which helps add employment across the local economy.

The region offers Fortune 500 companies - 100+ divisional, regional and corporate headquarters and innovative startups. The Jacksonville region welcomed more than 5,800 new jobs and more than \$1.6 billion in private capital investment.

Based on census data as of 2021, Jacksonville has been ranked the 12th largest city in the country. Jacksonville is trending on par with Florida’s growth rate. This is impressive for a city of this size.

Jacksonville made Forbes’ list of the 25 best places to retire in 2023 due to its median home price, great air quality, abundance of parks, and no state income tax. The list also called Jacksonville “unusually safe for costal Florida” in terms of hurricane threat.”

Explore this Market



facebook.com/VisitJacksonville



@Visit_Jax



@Visit_Jax

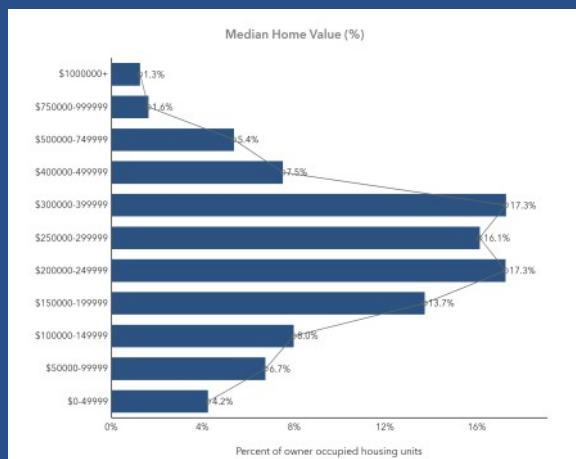
Florida is the 4th largest economy in the US. Jacksonville is the largest city in the continental US, it has been ranked by Forbes as the 7th best city for future job growth and the 8th biggest city with the fastest economy. Jacksonville's rich history contributes to making it a desirable place to call home.

- Jacksonville was named for General Andrew Jackson, the first military governor of Florida.
- Duval Street, like the county was named for William Pope Duval, the first Territorial Governor of Florida.
- Isiah Hart, who founded Jacksonville, named two of the city's first streets for his daughters, Julia and Laura.
- Hemming Park, the city's oldest public park is named for Charles C. Hemming.
- The Mayport Ferry is Florida's only public auto ferry.
- The St. Johns River is one of just a few rivers that flows north instead of south.
- The eclectic Five Points area, with unique shops and dining experiences, is named for its landmark five-way intersection.
- The military employs over 30,000 active-duty personnel and nearly 20,000 civilians in the Jacksonville area.
- As of 2020, the median age in Northeast Florida is 37.6 years old - younger than all major cities in Florida.

Jax is experiencing faster job growth than most other U.S. cities today. It's likely this trend will continue as people and businesses continue moving to the area for its year-round sunshine, open space, and low taxes.

With a large population and land mass comes a large tenant pool. About **44% of Jacksonville residents are renters**. This makes it easy to see why many investors would be interested in the housing market in Jacksonville, FL.

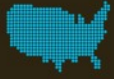
*According to real estate brokerage firm Redfin, the Jacksonville metro area had the ninth fastest-rising rent in the country, ahead of Florida cities like Orlando and Tampa. **The average rent in Jacksonville is up 31% over the last year.***



The trend in the Jacksonville's real estate market is **affordability**. Affordable investment properties are a staple of many Florida markets, but it is particularly true with the Jacksonville housing forecast. Your return on investment will continue to increase over the time that you buy and hold your properties.



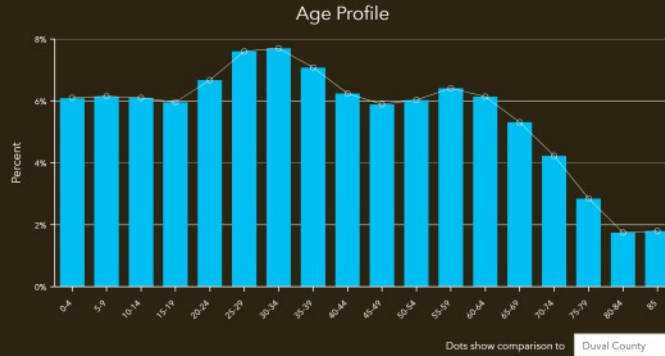
Demographics



TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	20,369	4.94%	10.00%	49
Upscale Avenues (L2)	8,370	2.03%	5.55%	37
Uptown Individuals (L3)	5,010	1.22%	3.58%	32
Family Landscapes (L4)	67,829	16.46%	7.63%	216
GenXurban (L5)	54,856	13.31%	11.26%	118
Cozy Country Living (L6)	9,372	2.27%	12.06%	19
Sprouting Explorers (L7)	24,344	5.91%	7.20%	82
Middle Ground (L8)	83,070	20.16%	10.79%	187
Senior Styles (L9)	16,868	4.09%	5.80%	71
Rustic Outposts (L10)	13,349	3.24%	8.30%	39
Midtown Singles (L11)	57,561	13.97%	6.16%	227
Hometown (L12)	48,597	11.79%	6.01%	196
Next Wave (L13)	451	0.11%	3.78%	3
Scholars and Patriots (L14)	2,023	0.49%	1.61%	30

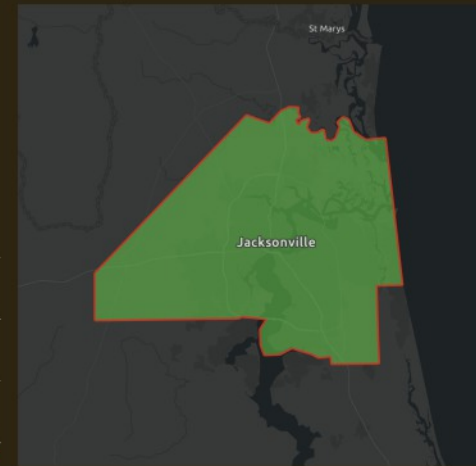


Households By Income

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Jacksonville
Area: 862.87 square miles



Tapestry Segments

	Bright Young Professionals 38,880 households	9.4% of Households	▼
	Middleburg 29,746 households	7.2% of Households	▼
	Rustbelt Traditions 25,596 households	6.2% of Households	▼

Source: Esri. The vintage of the data is 2022.
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CLICK EACH PROFILE
TO LEARN MORE

Bright Young Professionals
38,880 households

9.4%
of Households

Household Type: Married Couples

Median Age: 34

Employment: Prof; Svcs

Education: College Degree

Income: \$61,000

Race / Ethnicity: White

View full segment profile

Married Couples

Single Family, Multi-Units

Rustbelt Traditions
25,596 households

6.2%
of Households

Household Type: Married Couples

Median Age: 40

Employment: Svcs; Prof; Admin

Education: HS Diploma Only

Income: \$57,400

Race / Ethnicity: White

View full segment profile

Married Couples

Single Family

Middleburg
29,746 households

7.2%
of Households

Household Type: Married Couples

Median Age: 37

Employment: Prof; Svcs

Education: College Degree

Income: \$69,200

Race / Ethnicity: White

View full segment profile

Married Couples

Single Family

One of the most important factors for real estate?

LOCATION



beaches



shopping



museums

Offering pleasant year-round weather, various amenities, water sports and retail shopping, this area has everything needed to make it a great area for real estate investing. There are almost twenty different museums in Jacksonville with a guarantee that you will learn something new with each visit! In addition to the arts, historical and cultural scene, you are close to the ocean, many popular golf courses, and a few wildlife sanctuaries. There is a large retail sector here as well including some of the most popular stores and brands. All these features make this an attractive market for tenants to live and work, making it a great place to invest in real estate!



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SUNCOAST
Property Management, LLC

Southern Impression Homes, along with SunCoast Property Management are transforming the property management and the build-to-rent industry by affording investors the connection between quality investments and a superior level of dedicated management services

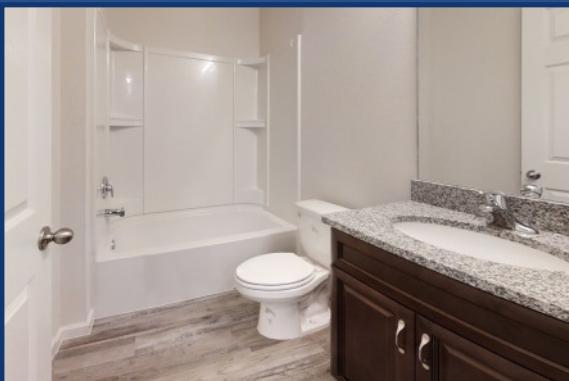
Standard Finishes



Vinyl Plank Flooring



Stainless Steel Appliances



Granite or Quartz Countertops
in Kitchen & Baths



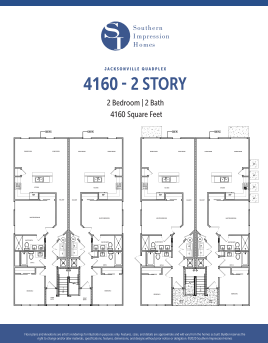
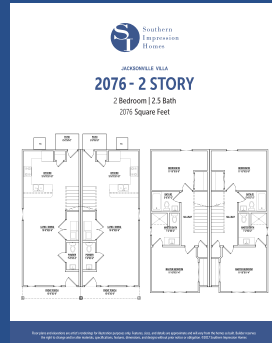
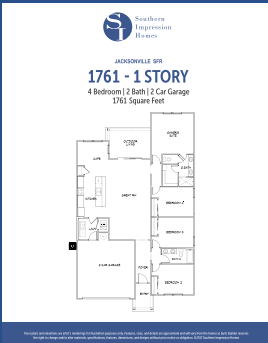
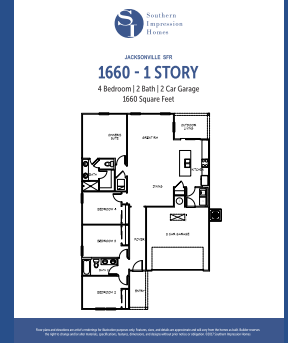
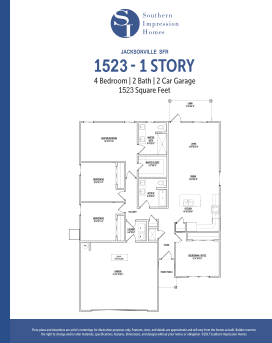
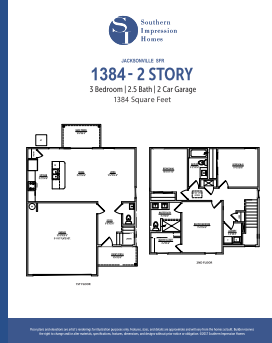
Attractive Exteriors



Southern
Impression
Homes



JACKSONVILLE



About Us



Southern
Impression
Homes



Southern Impression Homes is dedicated in designing and building homes with the highest form of quality possible. Along with incorporating craftsmanship, beauty, and functionality into our homes, we aim to develop a sense of community as well as creating long lasting relationships with our customers. We strive to make your experience in home buying and leasing stress free, with a high level of customer service.

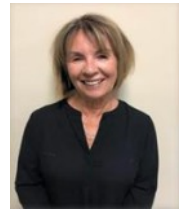
Suncoast Property Management is a full-service real estate firm, currently managing approximately 2000 properties across Florida and Georgia including Jacksonville, St. Augustine, Palm Coast, Ocala, Cape Coral, Punta Gorda and the Greater Atlanta Area. We offer full services for: Turn, Renovation, Collections (including field collections), Maintenance, Field Maintenance Technicians, Accounting, Marketing, Application Processing, and dedicated Leasing Agents. Suncoast utilizes a wide variety of tools to syndicate our rental listings to hundreds of online websites such as; our website, ShowMojo, Zillow, Hot Pads, Trulia, Realtor.com. We also utilize self-entry lockboxes and the Multiple Listing Service. Our Owners have 24/7 access to their online Owners Portal where they can find their Monthly Accounting Statements, Delinquency Report, Open and Closed Maintenance Request, all documents pertaining to any active lease, community messages from the Staff of Suncoast, and the ability to make contributions when necessary.



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Peggy Funk
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Leslie Adamson
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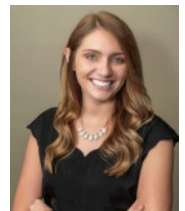
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Director of Operations



Len Gorney
COO



John McDaniel
Director of
Construction



Becky House
Director of Property
Management

We would love to speak with you, in detail, about our property management services and how we may benefit your portfolio. Please schedule a day/time with our Investor Relations Manager to speak with you about our services and answer any questions that you may have prior to joining our Property Management Family.

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www.SouthernImpressionHomes.com