



Southern
Impression
Homes



PALM COAST

MARKET REPORT

Palm Coast, Florida Market Report

Palm Coast

Area: 509.66 square miles



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Key Facts

KEY FACTS

120,034

Population



2.4
Average Household Size

50.8

Median Age

\$65,122

Median Household Income

EDUCATION

7%

No High School Diploma



34%

High School Graduate



31%

Some College



27%

Bachelor's/Grad/Pr of Degree

BUSINESS



3,978

Total Businesses



29,512

Total Employees

EMPLOYMENT



63.1%

White Collar



19.1%

Blue Collar



17.8%

Services

2.6%

Unemployment Rate

INCOME



\$65,122

Median Household Income



\$39,169

Per Capita Income



\$227,091

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (19.0%)

The smallest group: <\$15,000 (5.4%)

Indicator ▲	Value	Diff		
<\$15,000	5.4%	0		
\$15,000 - \$24,999	9.6%	+0.1%		
\$25,000 - \$34,999	8.7%	0		
\$35,000 - \$49,999	13.3%	+0.1%		
\$50,000 - \$74,999	19.0%	0		
\$75,000 - \$99,999	12.8%	0		
\$100,000 - \$149,999	17.4%	0		
\$150,000 - \$199,999	8.2%	0		
\$200,000+	5.8%	0		

Bars show deviation from

Flagler County

This infographic contains data provided by Esri, Esri-Data Axle. The vintage of the data is 2022, 2027.

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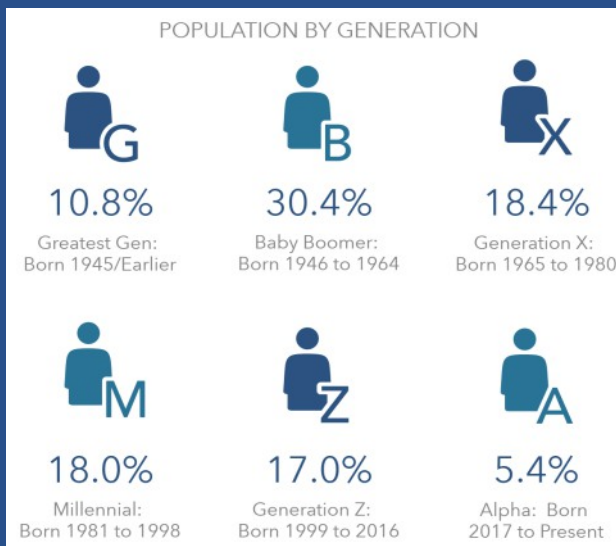
July 18, 2022



Palm Coast is one of Florida's newest cities. Incorporated in 1999, it is located along the Atlantic Ocean south of St. Augustine and north of Daytona Beach.

This paradise is home to saltwater and freshwater canals with access to the intercostal waterway.

"We see a steady increase in the vibrancy of downtown areas and an increase in Palm Coast as a place to work, employment opportunities, the quality of businesses and services, and economic development," said Lauren Johnston, the city's chief of staff.



Flagler County's unemployment rate in April 2022 fell to 2.6%, the lowest level ever recorded in Florida Department of Economic Opportunity figures going back to 1990.

The county's labor force and the number of people holding jobs are also at record highs. Flagler's labor force is now 49,199 breaking the previous record.

The labor force points to several economic factors—the willingness of people who had dropped out of the labor force to rejoin it, the attractiveness of the county to working-age people, and the continuing increase in the county's population.

Health Care, Social Assistance, Retail Trade, Accommodation/Food Services, and Educational Service jobs make up a majority of available employment.

Spanning over 96 square miles, Palm Coast has a population density of 971 people per square mile.

Explore this Market



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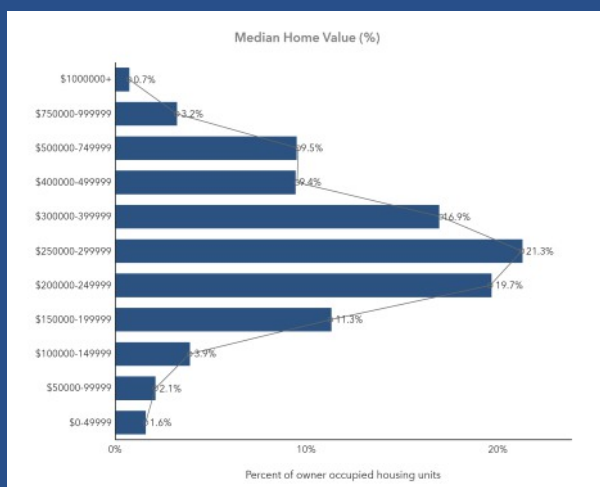
@PalmCoastGov

As a growing and vibrant city, Palm Coast's economy and population have been booming. It is projected to be one of the top five fastest-growing counties in Florida through 2030. Flagler county alone is ranked 5th in business growth among the top ten counties in Florida with 12 percent growth in a three-year period.



Palm Coast offers a perfect mix of golf resorts and tropical nature preserves. Tee off on an award winning golf course or fish in the Intercoastal Waterway, Palm Coast has an endless amount of things to do. The positive growth will increase as people and businesses continue moving to what has been designated the most productive ecosystem on the planet.

With a large population and land mass comes a large tenant pool. About **28% of Palm Coast residents are renters**. The tight market for rental properties can be felt in Volusia and Flagler counties, real estate experts say. As a result, rental prices have steadily increased. This makes it easy to see why many investors would be interested in the housing market in Palm Coast, FL.



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



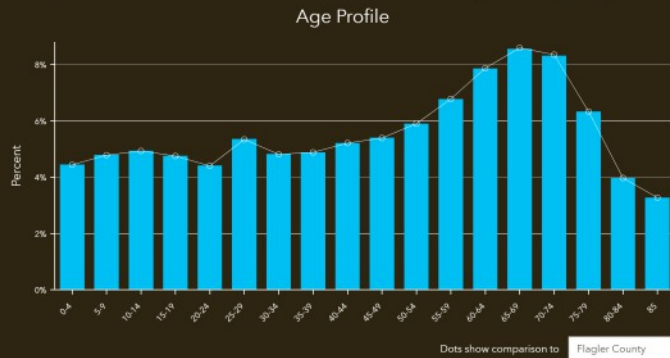
Demographics



TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	0	0.00%	10.00%	0
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	9,678	19.20%	7.63%	252
GenXurban (L5)	19,171	38.03%	11.26%	338
Cozy Country Living (L6)	1,905	3.78%	12.06%	31
Sprouting Explorers (L7)	0	0.00%	7.20%	0
Middle Ground (L8)	0	0.00%	10.79%	0
Senior Styles (L9)	18,306	36.32%	5.80%	626
Rustic Outposts (L10)	879	1.74%	8.30%	21
Midtown Singles (L11)	0	0.00%	6.16%	0
Hometown (L12)	468	0.93%	6.01%	15
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0



Households By Income

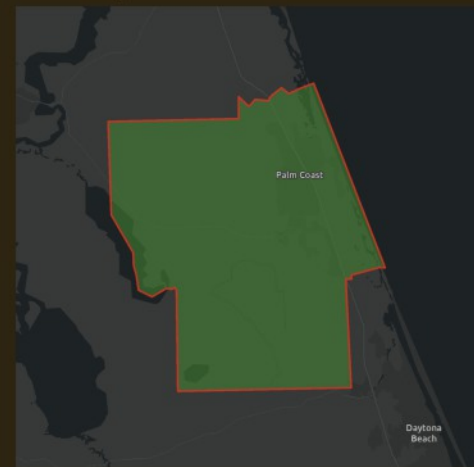
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Bars show deviation from **Flagler County**

Palm Coast
Area: 509.66 square miles



Tapestry Segments

5E	Midlife Constants 13,423 households	26.6% of Households	▼
9A	Silver and Gold 11,983 households	23.8% of Households	▼
4C	Middleburg 9,678 households	19.2% of Households	▼

Source: Esri. The vintage of the data is 2022.

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CLICK EACH PROFILE
TO LEARN MORE

5E

Midlife Constants
13,423 households

26.6%
of Households

Household Type:

Married Couples w/No Kids

Median Age:

48

Employment:

Prof; Svcs

Education:

College Degree

Income:

\$59,100

Race / Ethnicity:

White

Married Couples w/No Kids

Single Family

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Mid

One of the most important factors for real estate?

LOCATION



beaches



water sports



scenic views

Offering water views, year-round warm weather, various outdoor amenities, and water sports, this area has everything needed to make it a great area for real estate investing. There are several state parks offering mountain bike trails, camping sites, picnic areas, and much more! In addition to all these amenities, you are close to the ocean and the world's first oceanarium. All these features make this an attractive market for tenants to live and work, making it a great place to invest in real estate!



Southern
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Homes



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

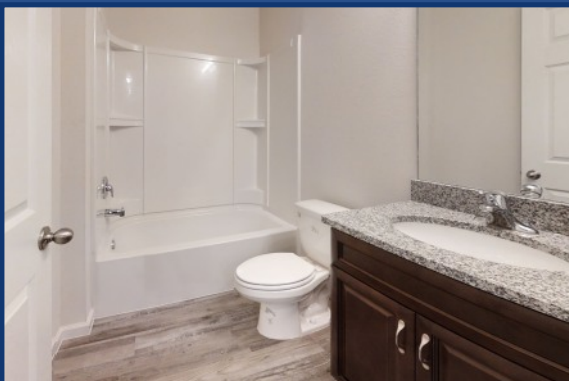
Standard Finishes



Vinyl Plank Flooring



Stainless Steel Appliances



Granite or Quartz Countertops
in Kitchen & Baths



Attractive Exteriors



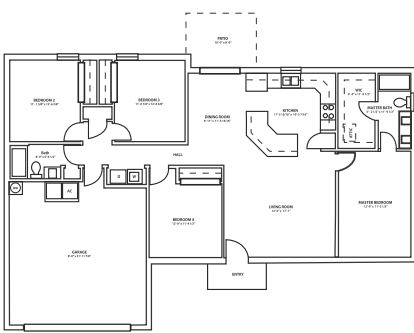
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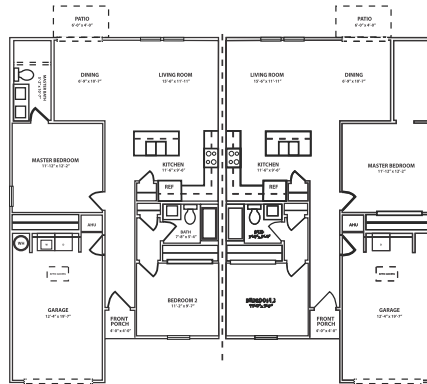
PALM COAST SFR
1617 - 1 STORY
4 Bedroom | 2 Bath | 2 Car Garage
1,617 Square Feet



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PALM COAST VILLA
1954 - 1 STORY
2 Bedroom | 2 Bath | 1 Car Garage
1,954 Square Feet



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PALM COAST VILLA
2574 - 1 STORY
3 Bedroom | 2 Bath | 1 Car Garage
2,574 Square Feet



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About Us



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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.



Chris Funk
President & CEO



Carter Funk
Managing Partner



Peggy Funk
Broker



Leslie Adamson
CFO



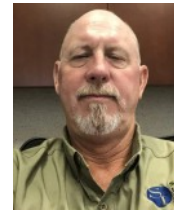
Ariane Godby
Sales Manager



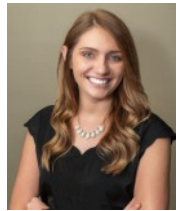
Jessica This
Director of Operations



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.

VISIT OUR WEBSITE TO LEARN MORE

www.SouthernImpressionHomes.com