



Southern
Impression
Homes



CAPE CORAL

MARKET REPORT

CAPE CORAL, FLORIDA MARKET REPORT

Key Facts



Polygon
Area: 138.43 square miles

KEY FACTS

218,034

Population



Average
Household Size

47.1

Median Age

\$69,739

Median Household
Income

EDUCATION

8%

No High School
Diploma



37%
High School
Graduate



30%
Some College



25%
Bachelor's/Grad/
of Degree

BUSINESS



7,862

Total Businesses



50,517

Total Employees

EMPLOYMENT

59.2%

White Collar



Blue Collar



Services

21.6%

19.1%

4.9%

Unemployment
Rate

INCOME



\$69,739

Median Household
Income



\$38,290

Per Capita Income



\$226,977

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (21.3%)

The smallest group: \$150,000 - \$199,999 (5.7%)

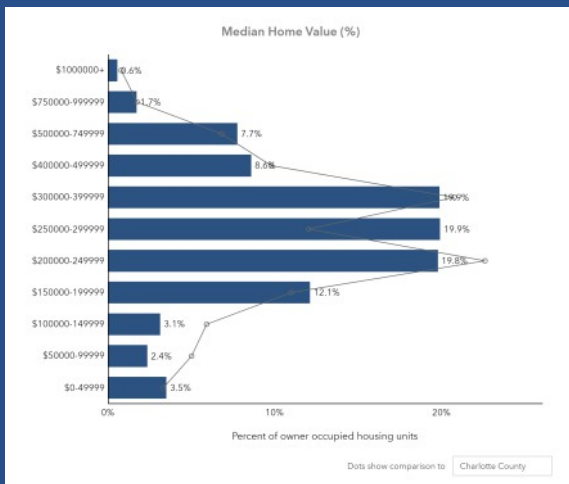
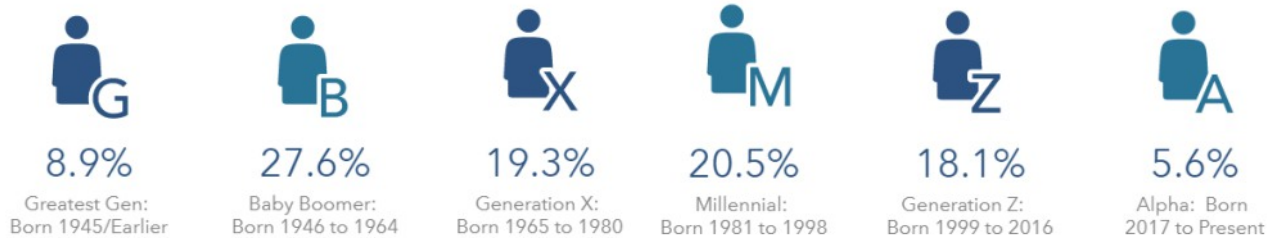
Indicator ▲	Value	Diff	
<\$15,000	5.9%	-1.5%	
\$15,000 - \$24,999	6.3%	-4.8%	
\$25,000 - \$34,999	7.1%	-1.7%	
\$35,000 - \$49,999	12.6%	-1.3%	
\$50,000 - \$74,999	21.3%	+3.5%	
\$75,000 - \$99,999	17.3%	+3.6%	
\$100,000 - \$149,999	17.3%	+1.2%	
\$150,000 - \$199,999	5.7%	-0.2%	
\$200,000+	6.4%	+1.1%	

Bars show deviation from Charlotte County



Located just south of Charlotte County and positioned along the Gulf Coast with 10 beach parks and 7 beach access points, you will find Cape Coral, one of our popular markets.

POPULATION BY GENERATION



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

Cape Coral has seen a 1.9% increase in the job market over the last year.

Future job growth over the next ten years is set to be 41.0%.

Cape Coral's population makes it the 8th largest city in Florida.

AVERAGE COMBINED INCOME PER HOUSEHOLD RANGE: \$50,000-74,999

Explore this Market



facebook.com/CityofCapeCoral



@CapeCoralParks



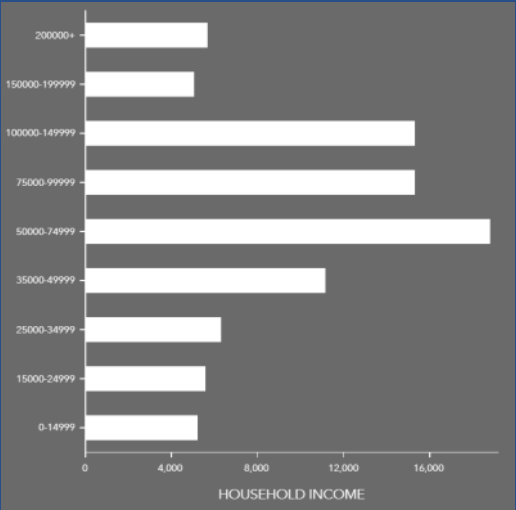
@CapePIO

Cape Coral is one of the fastest growing cities in the US experiencing a 2% growth rate annually making it the 8th largest city in Florida. It's ideal location between Miami and Tampa makes it an attractive place to live for a younger population. The median age is 42 and declining as more newcomers arrive, especially millennials. Cape Coral holds great potential for investors, and it will continue to be prosperous as the population grows and new businesses arrive. Beautiful Gulf Coast beaches, championship golf courses and family attractions like the popular Sun Splash Family Waterpark make Cape Coral an exciting destination for future residents and investors.



With more than 400 miles of canals and bordering the glimmering Gulf of Mexico, boating, fishing, and water sports are a significant enhancement to the quality of life in Cape Coral. The endless beaches, golf courses, tennis courses, athletic parks and nature preserves make Cape Coral the perfect place to call home.

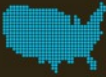
With a large population and land mass comes a large tenant pool. About **29% of Cape Coral residents are renters**. This makes it easy to see why many investors would be interested in the housing market in Cape Coral, FL.



The healthy Household Income in Cape Coral is high enough to support increasing rental rates.



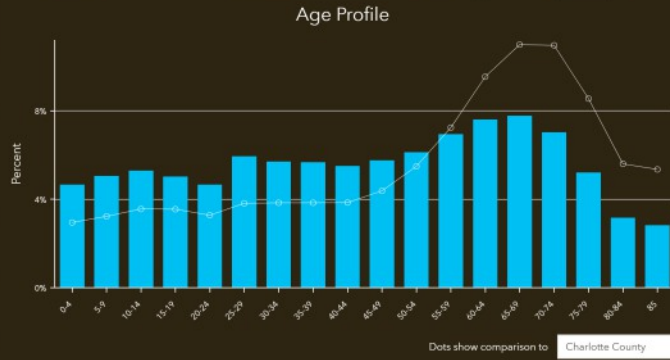
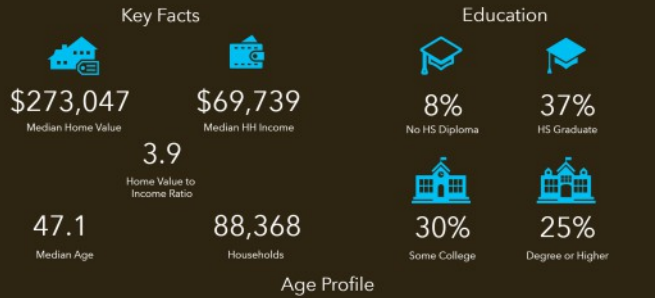
Demographics



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)	7,508	8.50%	7.63%	111
GenXurban (L5)	18,226	20.63%	11.26%	183
Cozy Country Living (L6)	17,512	19.82%	12.06%	164
Sprouting Explorers (L7)	21,059	23.83%	7.20%	331
Middle Ground (L8)	1,567	1.77%	10.79%	16
Senior Styles (L9)	20,217	22.88%	5.80%	394
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	1,970	2.23%	6.16%	36
Hometown (L12)	309	0.35%	6.01%	6
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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The smallest group: \$150,000 - \$199,999 (5.7%)

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Bars show deviation from **Charlotte County**

Polygon
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Tapestry Segments

7A	Up and Coming Families 10,893 households	12.3% of Households
7C	Urban Edge Families 10,166 households	11.5% of Households
6C	The Great Outdoors 10,026 households	11.3% of Households

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

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CLICK EACH PROFILE
TO LEARN MORE

7A

Up and Coming Families
10,893 households

12.3%
of Households

Household Type:
Married Couples

Median Age:
32

Employment:
Prof; Svcs

Education:
College Degree

Income:
\$82,300

Race / Ethnicity:
White

View full segment profile

Married Couples

Single Family

6C

The Great Outdoors
10,026 households

11.3%
of Households

Household Type:
Married Couples

Median Age:
48

Employment:
Prof; Svcs

Education:
College Degree

Income:
\$65,200

Race / Ethnicity:
White

View full segment profile

Married Couples

Single Family

7C

Urban Edge Families
10,166 households

11.5%
of Households

Household Type:
Married Couples

Median Age:
33

Employment:
Svcs; Admin

Education:
HS Diploma Only

Income:
\$57,400

Race / Ethnicity:
White; Black

View full segment profile

Married Couples

Single Family

One of the most important factors for real estate?

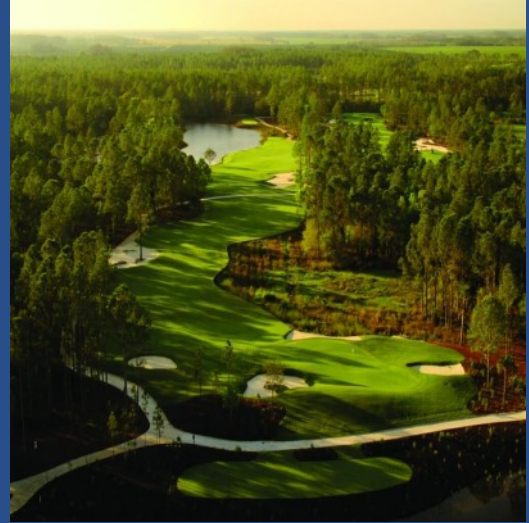
LOCATION



beaches



shopping



scenic views

Offering water views, year-round warm weather, various outdoor amenities, water sports and retail shopping, this area has everything needed to make it a great area for real estate investing. There are several state parks offering boar tours, camping sites, horseback riding, picnic areas, and much more! In addition to all these amenities, you are close to the ocean and many famous golf courses. There is a large retail sector here as well including some of the most popular stores and brands. All of 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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CAPE CORAL

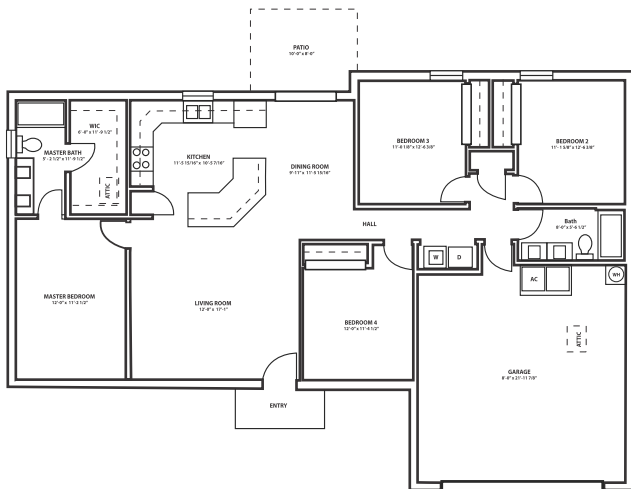


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CAPE CORAL SFR

1617 - 1 STORY

4 Bedroom | 2 Bath | 2 Car Garage
1,617 Square Feet



Floor plans and elevations are artist's renderings for illustration purposes only. Features, sizes, and details are approximate and will vary from the homes as built. Builder reserves the right to change and/or alter materials, specifications, features, dimensions, and designs without prior notice or obligation. ©2020 Southern Impression Homes

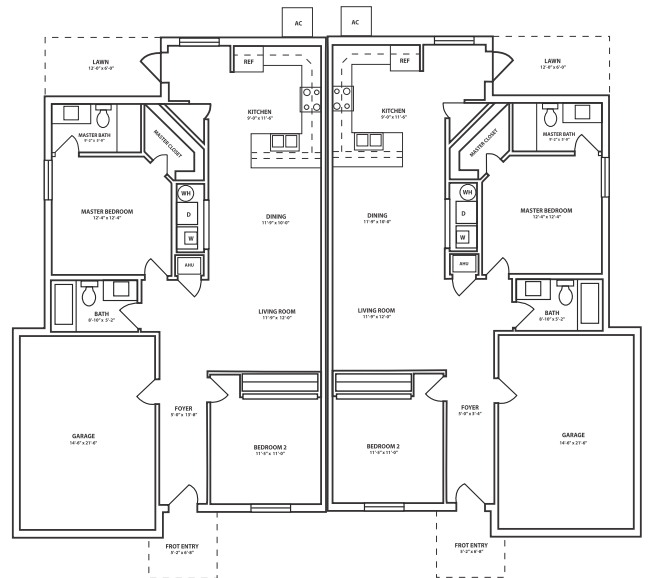


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CAPE CORAL VILLA

2254 - 1 STORY

2 Bedroom | 2 Bath | 1 Car Garage
2,254 Square Feet



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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

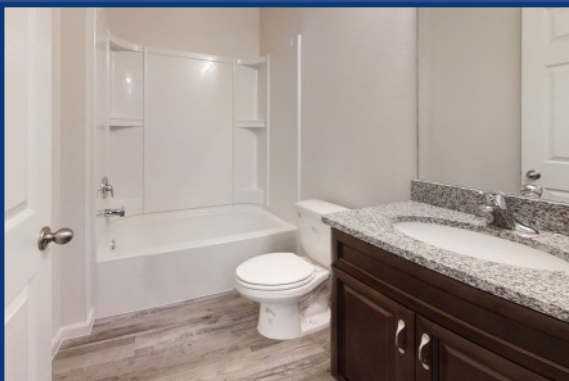
Standard Finishes



Vinyl Plank Flooring



Stainless Steel Appliances



Granite or Quartz Countertops
in Kitchen & Baths



Attractive Exteriors

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.



Chris Funk
President & CEO



Carter Funk
Managing Partner



Peggy Funk
Broker



Leslie Adamson
CFO



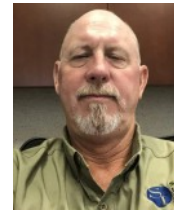
Ariane Godby
Sales Manager



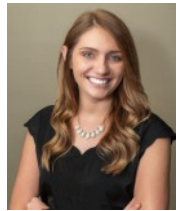
Jessica This
Director of Operations



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