



Southern
Impression
Homes



CITRUS COUNTY MARKET REPORT

Citrus County, Florida Market Report

Polygon
Area: 668.15 square miles



Key Facts

Polygon
Area: 668.15 square miles

KEY FACTS

156,876

Population



2.2

Average
Household Size

59.0

Median Age

\$54,567

Median Household
Income

EDUCATION

11%

No High School
Diploma



37%

High School
Graduate



32%

Some College



20%

Bachelor's/Grad/Pr
of Degree

BUSINESS



5,373

Total Businesses



41,529

Total Employees

EMPLOYMENT



White Collar

53.0%



Blue Collar

25.6%



Services

21.4%

5.1%

Unemployment
Rate

INCOME



\$54,567

Median Household
Income



\$34,624

Per Capita Income



\$203,182

Median Net Worth

Households By Income

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

The smallest group: \$200,000+ (3.9%)

Indicator ▲	Value	Diff		
<\$15,000	11.4%	+0.1%		
\$15,000 - \$24,999	10.4%	0		
\$25,000 - \$34,999	10.6%	0		
\$35,000 - \$49,999	12.1%	+0.1%		
\$50,000 - \$74,999	21.3%	-0.1%		
\$75,000 - \$99,999	13.2%	-0.1%		
\$100,000 - \$149,999	12.0%	0		
\$150,000 - \$199,999	5.1%	0		
\$200,000+	3.9%	0		

Bars show deviation from

Citrus County

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

© 2022 Esri

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

©2022 Esri

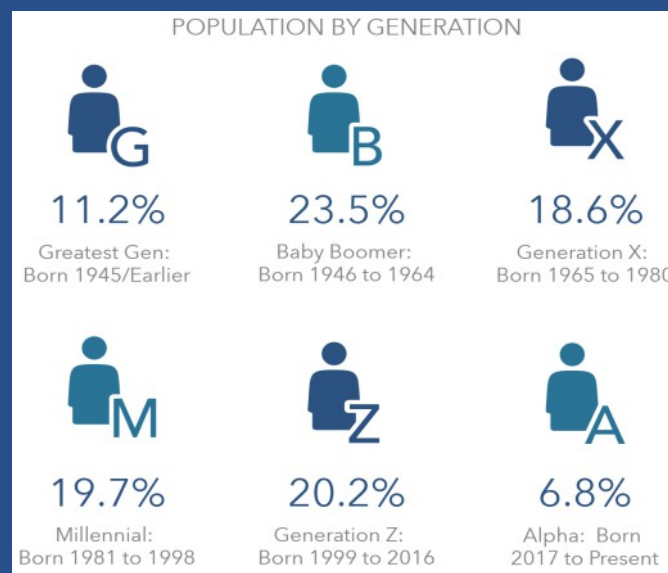
Page 1 of 1

July 29, 2022



Citrus County is dubbed as Mother Nature's Theme Park, it is the home to beautiful rivers and natural springs. It lies west of Marion County and covers 683 square miles of which more than 152,000 acres are set aside as public and protected land.

The immediate area of Citrus and Marion counties have well over 2,000 farms with around 25,000 horses. Horses are for recreation, show, and work, and have an economic impact on the GDP of over \$100 billion. Where there is a significant presence of horse activities in communities, it becomes an enticement for visitors, vacationers, tourists and residents.



Florida's Turnpike Enterprise, part of the Florida Department of Transportation, has proposed the expansion of the Florida Turnpike through Citrus County. Citrus County will become easily accessible leading to more traffic through the area and increasing Citrus County's exposure.

Health Care, Social Assistance, Retail Trade, Construction, and Educational Services make up the majority of the available employment.

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

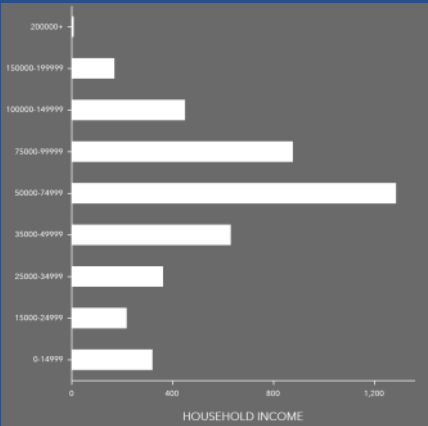
Citrus County is a vibrant and upcoming area in north central Florida. It offers a diverse mix of prosperous industries. Recreation, tourism, health care, and service-based industries all contribute to Citrus County's strong economy. The positive growth will continue as people and businesses continue to move into the area.



This area allows you to truly discover Florida in warm gulf water, spring-fed rivers, gentle manatees, great fishing, and bountiful lakes. Outdoor water and land adventures, arts and culture, and unique shopping every day. These endless activities make Citrus County an attractive experiences gives Citrus County's active community something to do place to call home.

Citrus County's moderate population brings a favorable sized tenant pool. About 17% of current residents are renters which is increasing as more residents move into the area. Citrus County's rental market is an attractive option for real estate investors.

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



The healthy Household Income in Citrus County is high enough to support increasing rental rates.

Average Household Size		
for this area		
	2.53	which is less than the average for United States
Area	Value	0.004.00
United States	2.55	
This area	2.53	
Florida	2.47	
Citrus County	2.17	



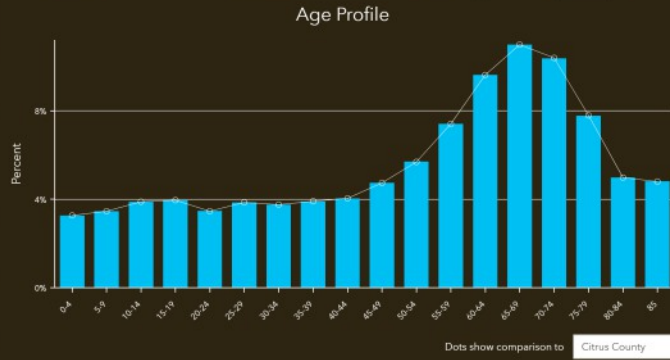
Demographics



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)	0	0.00%	7.63%	0
GenXurban (L5)	7,338	10.34%	11.26%	92
Cozy Country Living (L6)	1,980	2.79%	12.06%	23
Sprouting Explorers (L7)	0	0.00%	7.20%	0
Middle Ground (L8)	0	0.00%	10.79%	0
Senior Styles (L9)	56,515	79.61%	5.80%	1,373
Rustic Outposts (L10)	2,181	3.07%	8.30%	37
Midtown Singles (L11)	0	0.00%	6.16%	0
Hometown (L12)	2,974	4.19%	6.01%	70
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0



Households By Income

The largest group: \$50,000 - \$74,999 (21.3%)
The smallest group: \$200,000+ (3.9%)

Indicator ▲	Value	Diff
<\$15,000	11.4%	+0.1%
\$15,000 - \$24,999	10.4%	0
\$25,000 - \$34,999	10.6%	0
\$35,000 - \$49,999	12.1%	+0.1%
\$50,000 - \$74,999	21.3%	-0.1%
\$75,000 - \$99,999	13.2%	-0.1%
\$100,000 - \$149,999	12.0%	0
\$150,000 - \$199,999	5.1%	0
\$200,000+	3.9%	0

Bars show deviation from **Citrus County**

Polygon
Area: 668.15 square miles



Tapestry Segments

9D	Senior Escapes 32,926 households	46.4% of Households	▼
9A	Silver and Gold 11,704 households	16.5% of Households	▼
9C	The Elders 8,500 households	12.0% of Households	▼

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



CLICK EACH PROFILE
TO LEARN MORE

9D

Senior Escapes
32,926 households

46.4%
of Households

Household Type:
Married Couples w/No Kids

Median Age:
56

Employment:
Retired; Svcs; Prof; Admin

Education:
HS Diploma Only

Income:
\$44,200

Race / Ethnicity:
White

Single Family; Mobile Homes/Sea

[View full segment profile](#)

9C

The Elders
8,500 households

12.0%
of Households

Household Type:
Married Couples w/No Kids

Median Age:
73

Employment:
Retired; Svcs; Prof; Admin

Education:
College Degree

Income:
\$50,200

Race / Ethnicity:
White

Single Family; High-Rises; Mobile Home

[View full segment profile](#)

9A

Silver and Gold
11,704 households

16.5%
of Households

Household Type:
Married Couples w/No Kids

Median Age:
65

Employment:
Retired; Prof; Svcs

Education:
College Degree

Income:
\$81,100

Race / Ethnicity:
White

Single Family/Seasonal

[View full segment profile](#)

One of the most important factors for real estate?

LOCATION



World Equestrian Center



shopping



scenic views

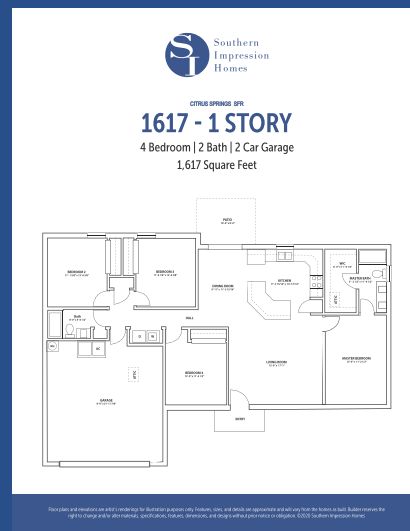
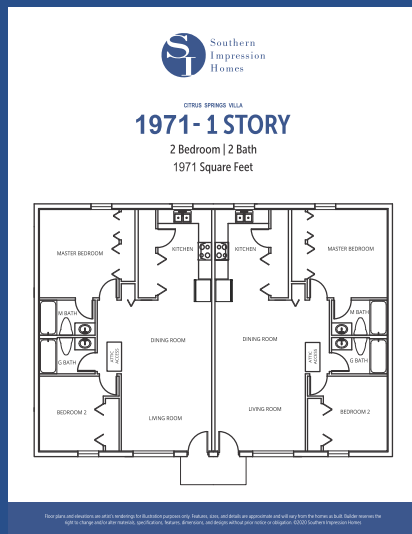
Offering beautiful rolling hills, various outdoor amenities, and one of the world's largest equestrian centers, this area has everything needed to make it a great area for real estate investing. There are several state parks offering boat tours, camping sites, horseback riding, picnic areas, and much more! In addition to all these amenities, you are close to numerous natural springs and golf courses. Additionally, there is a large retail sector here 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!



Southern
Impression
Homes



CITRUS SPRINGS





Southern
Impression
Homes



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

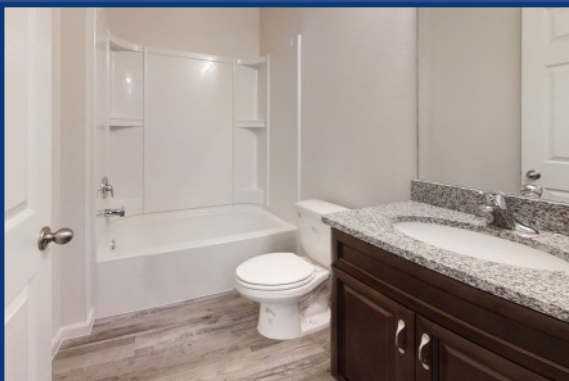
Standard Finishes



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



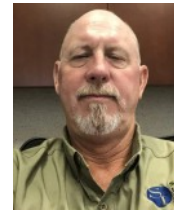
Ariane Godby
Sales Manager



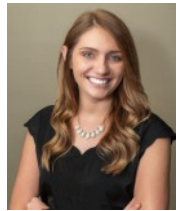
Jessica This
Director of Operations



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