



Southern
Impression
Homes



FORT MYERS

MARKET REPORT

FORT MYERS, FLORIDA MARKET REPORT

Key Facts



Polygon
Area: 41.68 square miles

KEY FACTS

95,878

Population



Average
Household Size

40.2

Median Age

\$58,272

Median Household
Income

EDUCATION

15%

No High School
Diploma



27%

High School
Graduate



25%

Some College



33%

Bachelor's/Grad/Pr
of Degree

BUSINESS



6,261

Total Businesses



62,903

Total Employees

EMPLOYMENT



White Collar

60.2%



Blue Collar

19.5%



Services

20.3%



5.2%

Unemployment
Rate

INCOME



\$58,272

Median Household
Income



\$38,709

Per Capita Income



\$87,299

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (18.4%)

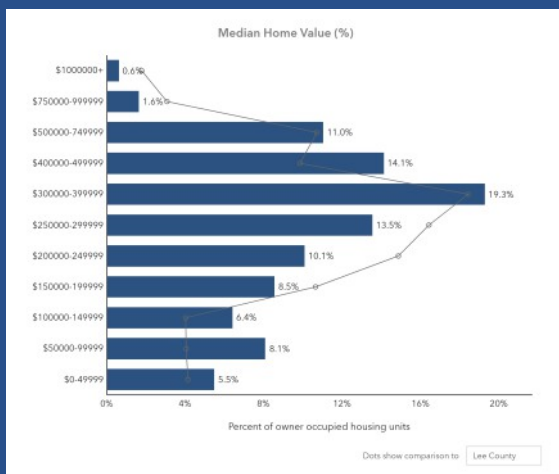
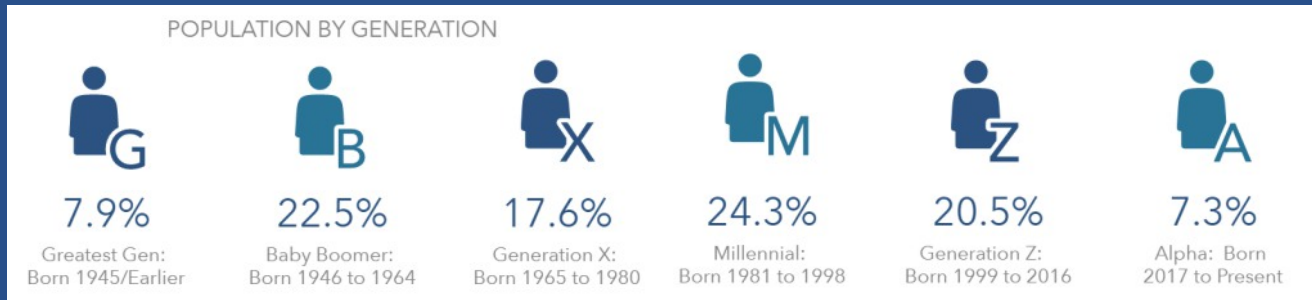
The smallest group: \$150,000 - \$199,999 (6.0%)

Indicator ▲	Value	Diff	
<\$15,000	10.0%	+3.5%	
\$15,000 - \$24,999	8.8%	+1.9%	
\$25,000 - \$34,999	9.5%	+1.9%	
\$35,000 - \$49,999	13.9%	+1.8%	
\$50,000 - \$74,999	18.4%	-1.7%	
\$75,000 - \$99,999	11.9%	-3.5%	
\$100,000 - \$149,999	13.5%	-2.7%	
\$150,000 - \$199,999	6.0%	-0.5%	
\$200,000+	8.0%	-0.6%	

Bars show deviation from Lee County



As one of the most popular destination in Florida, Fort Myers boasts impressive investor property purchase opportunities. Fort Myers has been named one of the fastest-growing metro areas on the Best Places to Live list in recent years. One of the largest factors for this attractive cost of living is the relatively low cost of real estate in the market.



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

Fort Myers 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 44%.

Fort Myers' population makes it the 29th largest city in Florida

Explore this Market



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@FtMyersSanibel



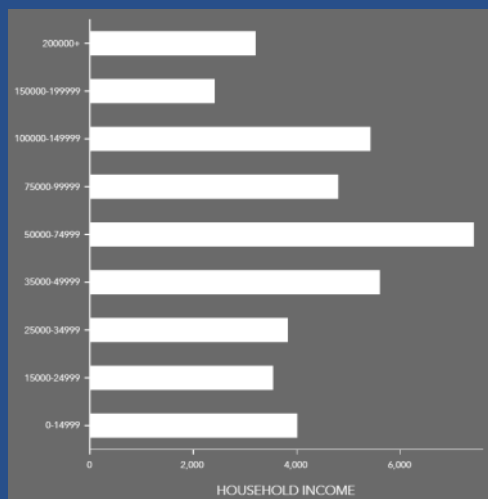
@FtMyersSanibel

Fort Myers is a vibrant and well known tourist destination in Southwest Florida. Retail, healthcare, and accommodation industries contributes to its prosperous economy. Fort Myers has seen incredible growth to its population and industry throughout its history, which makes a positive outlook for the future that will continue as people and businesses move into the area.



Fort Myers is bursting with things to do. Vacationers and residents can experience natural encounters, play on top-notch beaches, treat themselves to fine dining and shopping experiences, or travel back in time and visit the Edison and Ford Winter Estate Museums. Fort Myers offers endless opportunities which makes it an attractive area to potential investors and residents.

With a large population and land mass comes a large tenant pool. About **43% of Fort Myers residents are renters**. This makes it easy to see why many investors would be interested in the housing market in Fort Myers, FL.



The healthy Household Income in Fort Myers is high enough to support increasing rental rates.



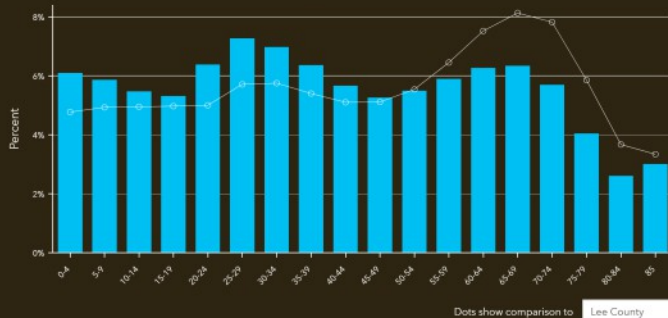
Demographics



TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	323	0.80%	10.00%	8
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)	7,003	17.39%	11.26%	154
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	1,630	4.05%	7.20%	56
Middle Ground (L8)	4,044	10.04%	10.79%	93
Senior Styles (L9)	9,679	24.04%	5.80%	414
Rustic Outposts (L10)	268	0.67%	8.30%	8
Midtown Singles (L11)	12,797	31.78%	6.16%	516
Hometown (L12)	3,607	8.96%	6.01%	149
Next Wave (L13)	913	2.27%	3.78%	60
Scholars and Patriots (L14)	0	0.00%	1.61%	0

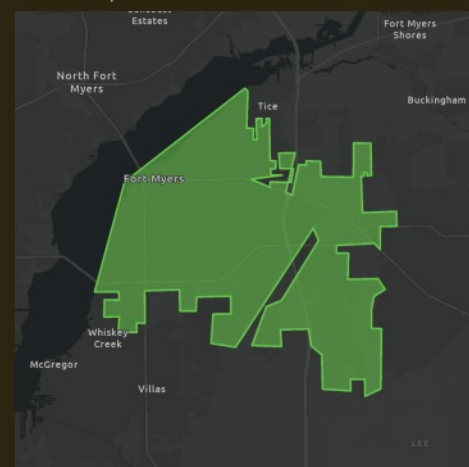


Households By Income

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\$100,000 - \$149,999	13.5%	-2.7%
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Polygon
Area: 41.68 square miles



Tapestry Segments

	Metro Fusion 7,644 households	19.0% of Households
	Silver and Gold 6,583 households	16.3% of Households
	In Style 5,753 households	14.3% of Households

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



11C Metro Fusion
7,644 households
19.0% of Households

Household Type: Singles
Median Age: 30
Employment: Svcs; Admin; Prof
Education: HS Diploma Only
Income: \$41,700
Race / Ethnicity: White; Black

View full segment profile

Multi-Unit Rentals; Single Fa

5B In Style
5,753 households
14.3% of Households

Household Type: Married Couples w/No Kids
Median Age: 43
Employment: Prof; Mgmt
Education: College Degree
Income: \$81,500
Race / Ethnicity: White

View full segment profile

Single Family

9A Silver and Gold
6,583 households
16.3% 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

View full segment profile

Single Family/Seasonal

One of the most important factors for real estate?

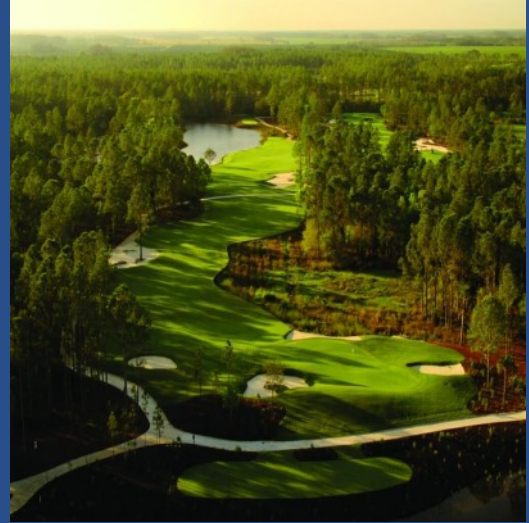
LOCATION



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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FORT MYERS

floor plans coming soon



Southern
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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

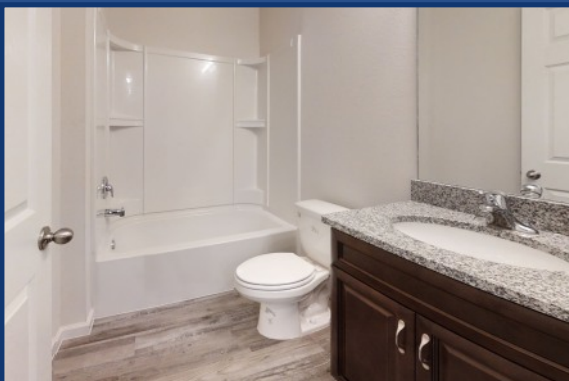
Standard Finishes



Vinyl Plank Flooring



Stainless Steel Appliances



Granite or Quartz Countertops
in Kitchen & Baths



Attractive Exteriors

About Us

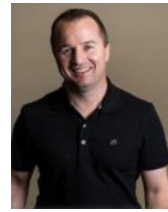


Southern
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Homes



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.

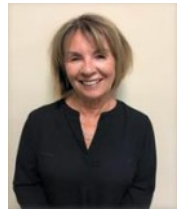
Suncoast Property Management is a full-service real estate firm, currently managing approximately 2000 properties across Florida and Georgia including Jacksonville, St. Augustine, Palm Coast, Ocala, Cape Coral, Punta Gorda and the Greater Atlanta Area. We offer full services for: Turn, Renovation, Collections (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



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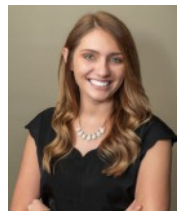
Jessica This
Director of Operations



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.

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www.SouthernImpressionHomes.com