



Southern  
Impression  
Homes



# INVERNESS

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## MARKET REPORT



# INVERNESS, FLORIDA MARKET REPORT

## Key Facts



Polygon  
Area: 7.61 square miles

### KEY FACTS

7,573

Population



2.1

Average  
Household Size

57.3

Median Age

\$43,243

Median Household  
Income

### EDUCATION

16%

No High School  
Diploma



35%

High School  
Graduate



33%

Some College



16%

Bachelor's/Grad/Pr  
of Degree

### BUSINESS



691

Total Businesses



7,429

Total Employees

### EMPLOYMENT



White Collar

54.3%



Blue Collar

21.7%



Services

24.1%



4.1%

Unemployment  
Rate

### INCOME



\$43,243

Median Household  
Income



\$27,611

Per Capita Income



\$87,343

Median Net Worth

### Households By Income

The largest group: \$50,000 - \$74,999 (21.4%)

The smallest group: \$200,000+ (1.4%)

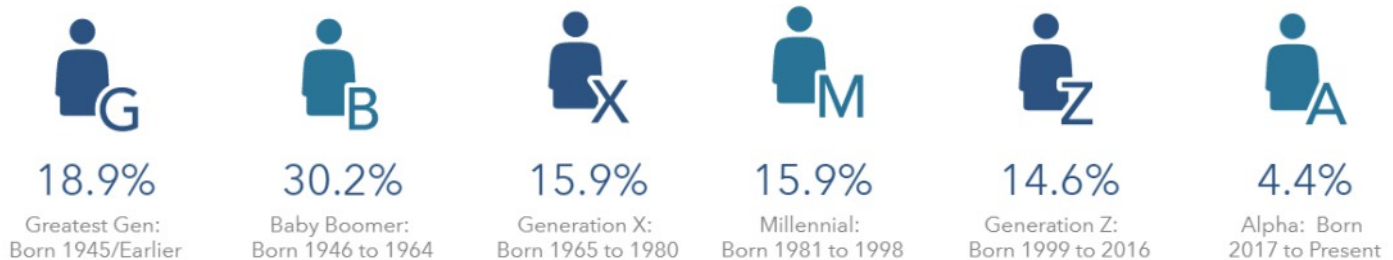
Indicator ▲	Value	Diff	
<\$15,000	16.4%	+5.1%	
\$15,000 - \$24,999	16.7%	+6.3%	
\$25,000 - \$34,999	10.3%	-0.3%	
\$35,000 - \$49,999	10.7%	-1.3%	
\$50,000 - \$74,999	21.4%	0	
\$75,000 - \$99,999	12.7%	-0.6%	
\$100,000 - \$149,999	7.6%	-4.4%	
\$150,000 - \$199,999	2.8%	-2.3%	
\$200,000+	1.4%	-2.5%	

Bars show deviation from Citrus County



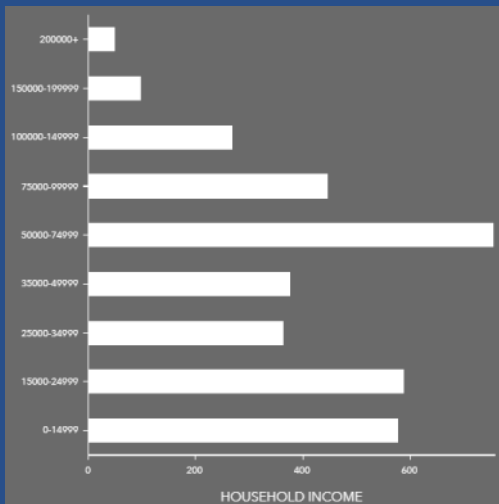
Inverness has blossomed into one of Florida's hidden treasures. Located on the scenic Tsala Apopka chain of lakes about an hour or so west of Orlando, Inverness has a bit of anything a resident could want. Tree-lined streets of old Florida homes, a pedestrian-friendly down-town anchored by the restored 1912 historic Courthouse, kitschy antique shops and dining fill this charming town.

#### POPULATION BY GENERATION



Inverness has seen a 1.2% increase in the job market over the last year.

Future job growth over the next ten years is set to be 29%.

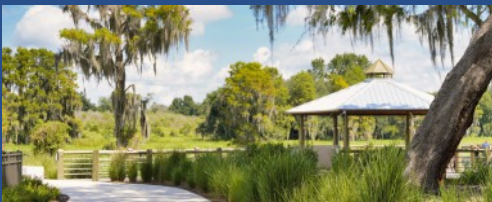


The healthy Household Income in Inverness is high enough to support increasing rental rates.



With a large population and land mass comes a large tenant pool. About **25.6% of Inverness residents are renters**. This makes it easy to see why many investors would be interested in the housing market in Inverness, FL.

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



Inverness, about 40 miles southwest of Ocala, is bordered by forests and lakes, and the area's natural resources have been protected and managed to provide a wealth of outdoor opportunities for family enjoyment. Pet-friendly Fort Cooper State Park is home to 710 acres for fishing, swimming, sunbathing, youth camping, canoeing, hiking, boat tours, and nature viewing. Race fans will love the Citrus County Speedway and its figure-eight race course. Golf and county clubs, full-service resorts, riverside inns, campgrounds, and bed and breakfasts all contribute to Inverness' growing economy.

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

## Explore this Market



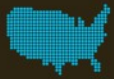
[facebook.com/InvernessFloridaGov](https://facebook.com/InvernessFloridaGov)

[www.VisitInvernessFL.com](http://www.VisitInvernessFL.com)





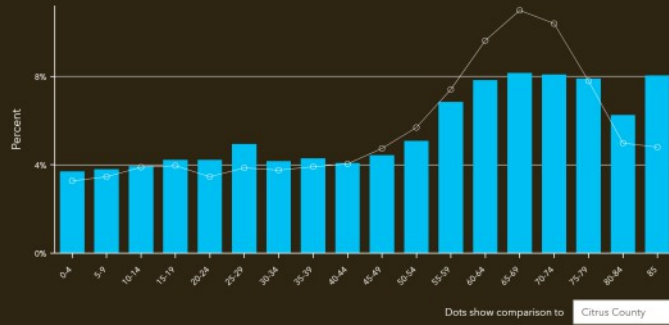
# Demographics



## TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
<a href="#">learn more</a>				
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)	0	0.00%	11.26%	0
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	0	0.00%	7.20%	0
Middle Ground (L8)	0	0.00%	10.79%	0
Senior Styles (L9)	3,358	95.34%	5.80%	1,644
Rustic Outposts (L10)	164	4.66%	8.30%	56
Midtown Singles (L11)	0	0.00%	6.16%	0
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0



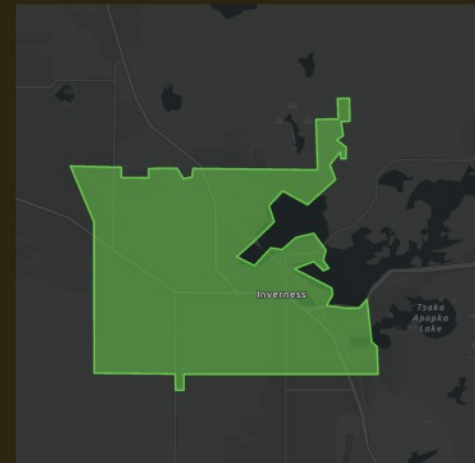
**Households By Income**

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Bars show deviation from **Citrus County**



**Tapestry Segments**

<b>9D Senior Escapes</b> 1,448 households	<b>41.1%</b> of Households
<b>9E Retirement Communities</b> 1,352 households	<b>38.4%</b> of Households
<b>9C The Elders</b> 558 households	<b>15.8%</b> of Households

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



CLICK EACH PROFILE  
TO LEARN MORE

**9D Senior Escapes**  
1,448 households  
41.1% 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

View full segment profile

Single Family; Mobile Homes/S

**9C The Elders**  
558 households  
15.8% 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

View full segment profile

Single Family; High-Rises; Mobile Homes

**9E Retirement Communities**  
1,352 households  
38.4% of Households

Household Type: Singles  
Median Age: 55

Employment: Retired; Prof; Svcs; Admin  
Education: College Degree

Income: \$47,400  
Race / Ethnicity: White

View full segment profile

Multi-Units; Single Family

*One of the most important factors for real estate?*

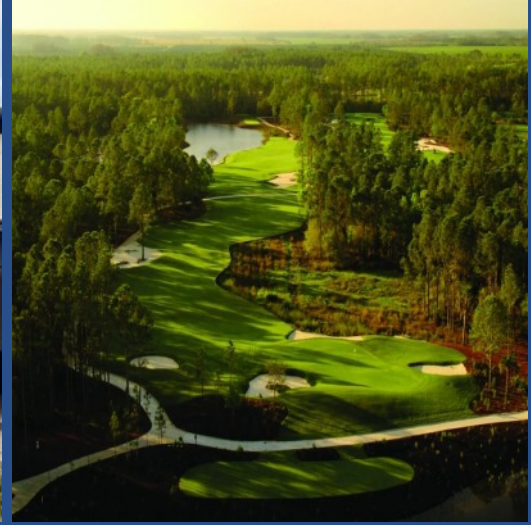
# LOCATION



*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!



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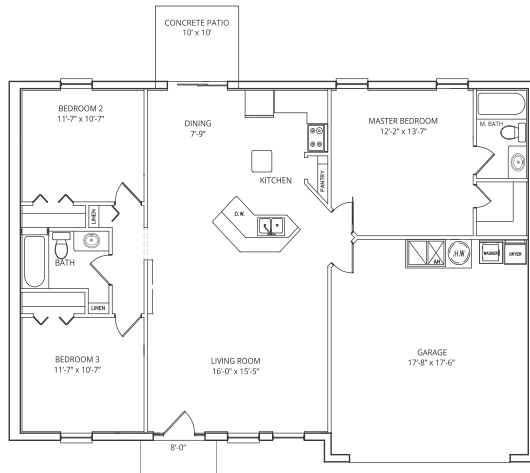
# INVERNESS



INVERNESS SFR

## 1239 - 1 STORY

3 Bedroom | 2 Bath | 1.5 Car Garage  
1239 Square Feet



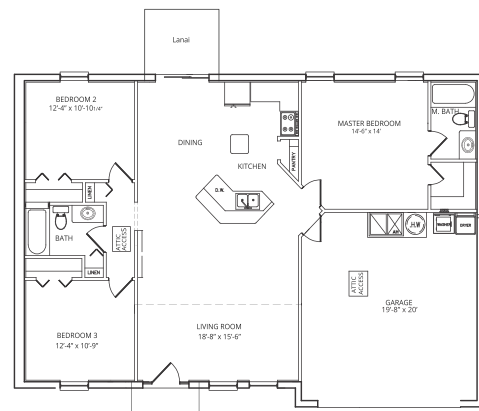
Floor plans and elevations are artist's renderings for illustration purposes only. Features, sizes, and details are approximate and will vary from the homes as built. Builder reserves the right to change and/or alter materials, specifications, features, dimensions, and designs without prior notice or obligation. ©2018 Southern Impression Homes.



INVERNESS SFR

## 1357 - 1 STORY

3 Bedroom | 2 Bath | 2 Car Garage  
1357 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

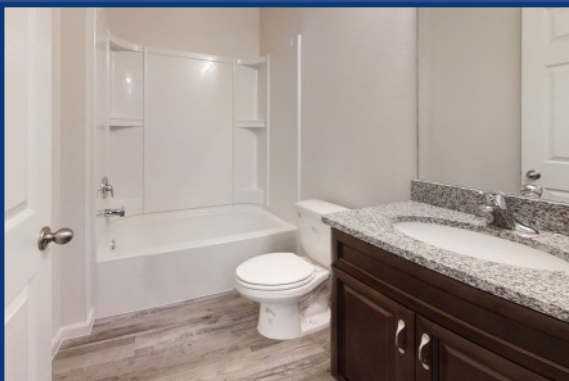
## *Standard Finishes*



Vinyl Plank Flooring



Stainless Steel Appliances



Granite or Quartz Countertops  
in Kitchen & Baths



Attractive Exteriors



# About Us

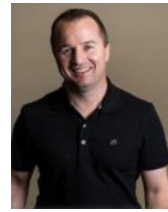


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Southern Impression Homes is dedicated in designing and building homes with the highest form of quality possible. Along with incorporating craftsmanship, beauty, and functionality into our homes, we aim to develop a sense of community as well as creating 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.



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Carter Funk  
Managing Partner



Peggy Funk  
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Ariane Godby  
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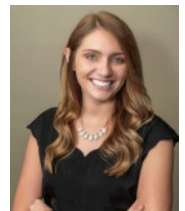
Jessica This  
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Len Gorney  
COO



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](http://www.SouthernImpressionHomes.com)