



Southern  
Impression  
Homes



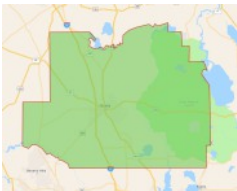
# Ocala

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## MARKET REPORT

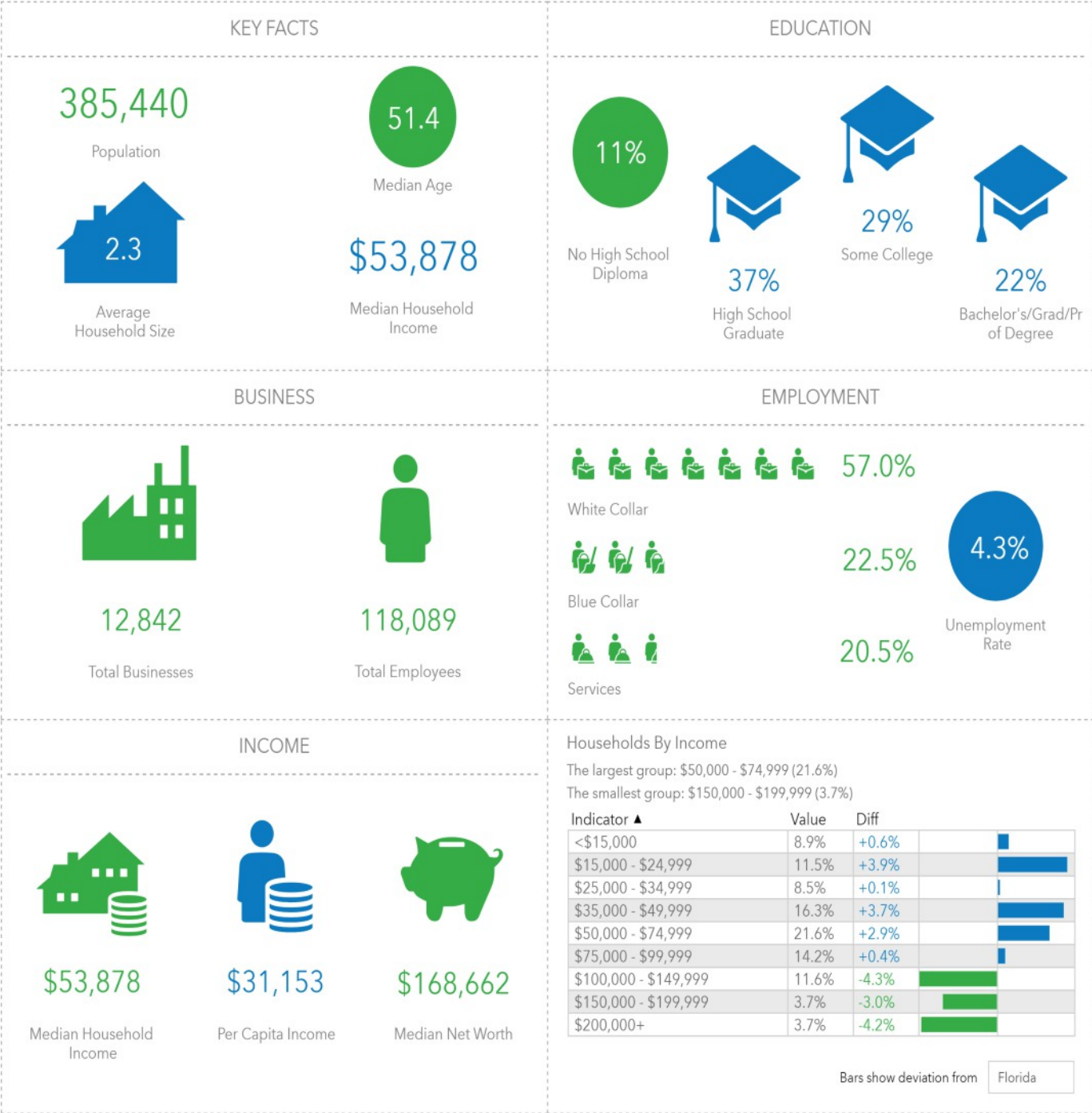
# Ocala, Florida Market Report

Ocala  
Area: 1,665.56 square miles



## Key Facts

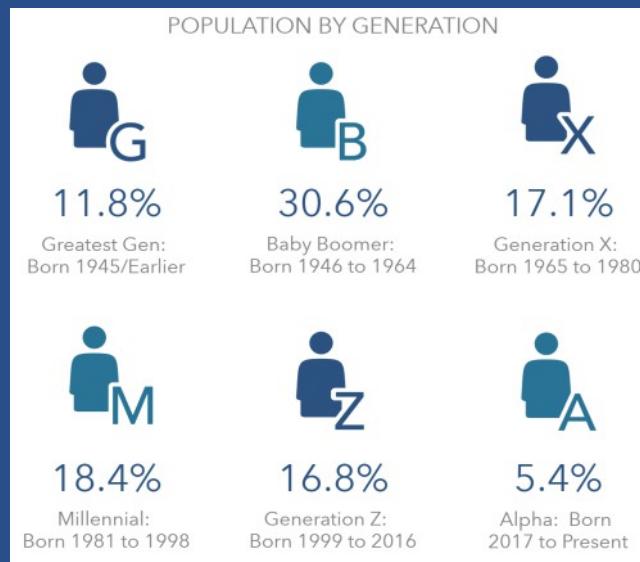
Ocala  
Area: 1,665.56 square miles





Marion County (Ocala) is in the north central portion of the state and is known for being one of the largest equestrian communities across Florida. Ocala is the hub of Marion County with an estimated population of 354,353. It is about an hour from the Gulf of Mexico and about an hour to the Atlantic Ocean. It's 90 minutes north of Orlando and only 45 minutes from Gainesville.

Looking back at the Covid Pandemic, not all cities suffered from population decline in the first year of the pandemic. Many major metropolitan areas have reported substantial population growth. In the Ocala metro area, the population climbed from 377,370 in July 2020 to 385,915 in July 2021. The 2.3% increase ranks as the 24th highest among all U.S. metro areas.



Marion County's unadjusted unemployment rate dropped to 2.8% in April 2022, down 2.3 percentage points in one year, according to the state's latest jobs report. Marion's labor force grew by 1,964 and the number of people who are employed increased by 5,216 in one year. The labor force in Marion County in April 2022 was 142,569, far more than it was a year ago in 2021.

Health Care, Social Assistance, Retail Trade, and Educational Service jobs make up a majority of the available employment.

Ocala's population makes it the 48th largest city in Florida.

Explore this Market



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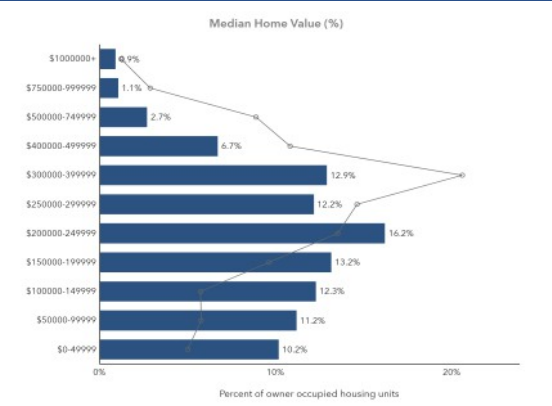


As a growing tourist destination and retreat for outdoor lovers, the Ocala market has seen an economic boom in recent years. Ocala's bluegrass terrain brought one of Ocala's earliest tourists attractions to the area - equestrian sports, and it is now known as the horse capital of the world. The largest equestrian complex in the US is nestled on 4,000 acres. The World Equestrian Center is a world-class multi indoor and outdoor facility with state of the art amenities that include numerous different disciplines within the Equine Industry. Fort King National Historic Park was an important Second Seminole site. The collection at the Appleton Museum of Art includes pre-Columbian artifacts and contemporary art. The waters of Silver Springs State Park are dotted with kayaks and glass-bottom boats. The park is also gateway to the woods and lakes of the second largest national forest in the state, the Ocala National Forest.



An abundance of outdoor activities bring in recurring visitors from all over the world. Along with the stable economy, Ocala's major industries of agriculture, aerospace and defense make for a prosperous job market. All of these factors make the Ocala market a desirable place to call home.

With a large population and land mass comes a large tenant pool. About **54% of Ocala residents are renters**. This makes it easy to see why many investors would be interested in the housing market in Ocala, FL.



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

It's a hot housing market in Ocala. According to recent numbers from Florida Realtors, the market has no signs of slowing down. Sales rose in the Ocala market by nearly 3% earlier this year, and the median sales price on homes is up 39%. Data from the real estate brokerage site Redfin shows that on average, homes are selling in just 15 days after being put on the market.

The final July 1 total for Marion County property value was \$1.72 billion more than the June 1 estimate. That means property values increased year over year by 21.04%, not the 14.02% that was estimated in June. A commercial and residential construction boom, which continued skyrocketing in 2021 during the latter stages of the pandemic, helped boost Marion County's 2022 property value to \$29.73 billion, the highest level ever.



# Demographics



## TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
<a href="#">learn more...</a>				
Affluent Estates (L1)	2,389	1.49%	10.00%	15
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	10,855	6.75%	7.63%	88
GenXurban (L5)	13,354	8.30%	11.26%	74
Cozy Country Living (L6)	21,174	13.17%	12.06%	109
Sprouting Explorers (L7)	3,668	2.28%	7.20%	32
Middle Ground (L8)	4,482	2.79%	10.79%	26
Senior Styles (L9)	67,760	42.13%	5.80%	726
Rustic Outposts (L10)	22,392	13.92%	8.30%	168
Midtown Singles (L11)	5,583	3.47%	6.16%	56
Hometown (L12)	8,992	5.59%	6.01%	93
Next Wave (L13)	173	0.11%	3.78%	3
Scholars and Patriots (L14)	0	0.00%	1.61%	0



### Households By Income

The largest group: \$50,000 - \$74,999 (21.6%)  
The smallest group: \$150,000 - \$199,999 (3.7%)

Indicator ▲	Value	Diff
<\$15,000	8.9%	+0.6%
\$15,000 - \$24,999	11.5%	+3.9%
\$25,000 - \$34,999	8.5%	+0.1%
\$35,000 - \$49,999	16.3%	+3.7%
\$50,000 - \$74,999	21.6%	+2.9%
\$75,000 - \$99,999	14.2%	+0.4%
\$100,000 - \$149,999	11.6%	-4.3%
\$150,000 - \$199,999	3.7%	-3.0%
\$200,000+	3.7%	-4.2%

Bars show deviation from Florida

Ocala  
Area: 1,665.56 square miles



### Tapestry Segments

	<b>The Elders</b> 31,292 households	<b>19.5%</b> of Households
	<b>Senior Escapes</b> 31,157 households	<b>19.4%</b> of Households
	<b>Down the Road</b> 12,475 households	<b>7.8%</b> of Households

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



CLICK EACH PROFILE  
TO LEARN MORE

**The Elders**  
31,292 households

**19.5%**  
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 Home

**Down the Road**  
12,475 households

**7.8%**  
of Households

Household Type: Married Couples

Median Age: 36

Employment: Svcs; Admin

Education: HS Diploma Only

Income: \$44,800

Race / Ethnicity: White

[View full segment profile](#)

Mobile Homes; Single Family

**Senior Escapes**  
31,157 households

**19.4%**  
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

[View full segment profile](#)

Single Family; Mobile Homes/Sea



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

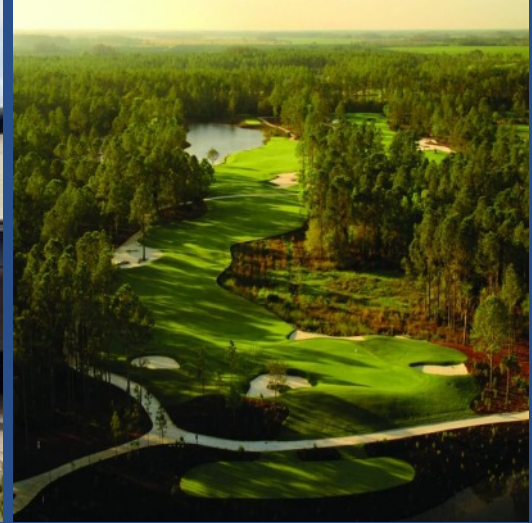
# LOCATION



*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!



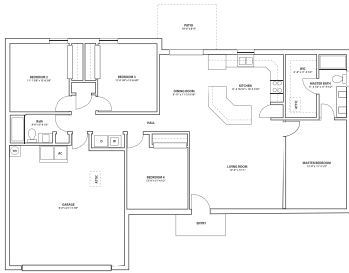
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## OCALA



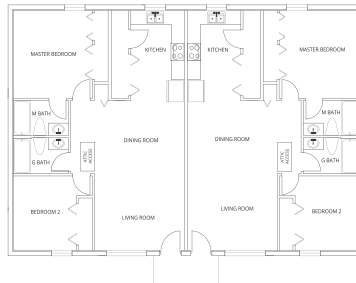
OCALA SFR  
**1617 - 1 STORY**  
4 Bedroom | 2 Bath | 2 Car Garage  
1,617 Square Feet



These plans and elevations are artist renderings for illustrative purposes only. Features, sizes, and details are approximate and will vary from the home 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.



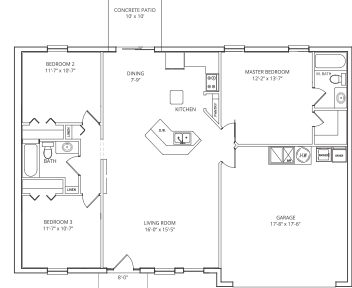
OCALA VELA  
**1971 - 1 STORY**  
2 Bedroom | 2 Bath  
1,971 Square Feet



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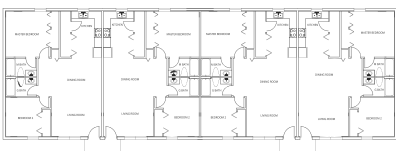
OCALA SFR  
**1239 - 1 STORY**  
3 Bedroom | 2 Bath | 1.5 Car Garage  
1,239 Square Feet



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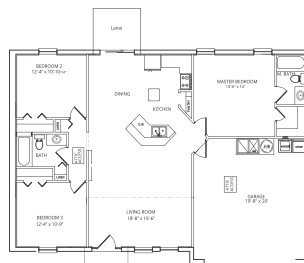
OCALA QUAD  
**3897 - 1 STORY**  
2 Bedrooms | 2 Bathrooms  
3,897 Square Feet



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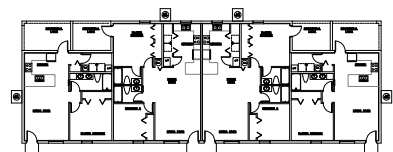
OCALA SFR  
**1357 - 1 STORY**  
3 Bedroom | 2 Bath | 2 Car Garage  
1,357 Square Feet



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OCALA QUAD  
**3432 - 1 STORY**  
2 Bedrooms | 2 Bathrooms  
1 Bedroom | 1 Bathroom  
3,432 Square Feet



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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

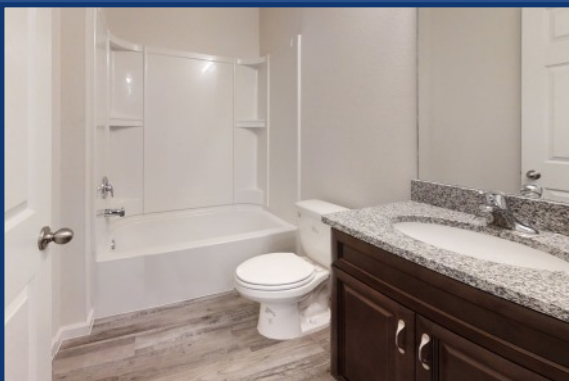
## *Standard Finishes*



Vinyl Plank Flooring



Stainless Steel Appliances



Granite or Quartz Countertops  
in Kitchen & Baths



Attractive Exteriors



# About Us

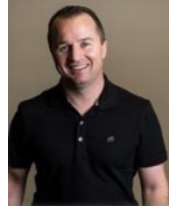


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Southern Impression Homes is dedicated in designing and building homes with the highest form of quality possible. Along with incorporating craftsmanship, beauty, and functionality into our homes, we aim to develop a sense of community as well as creating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



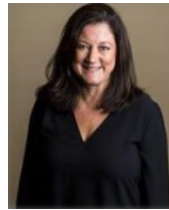
Chris Funk  
President & CEO



Carter Funk  
Managing Partner



Peggy Funk  
Broker



Leslie Adamson  
CFO



Ariane Godby  
Sales Manager



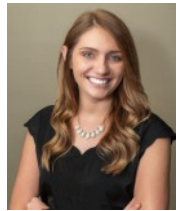
Jessica This  
Director of Operations



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.

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