



Southern  
Impression  
Homes



# PUNTA GORDA

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## MARKET REPORT



# PUNTA GORDA, FLORIDA MARKET REPORT

## Key Facts



Polygon  
Area: 554.76 square miles

### KEY FACTS

64,619

Population



2.1

Average  
Household Size

60.8

Median Age

\$67,057

Median Household  
Income

### EDUCATION

9%

No High School  
Diploma



32%

High School  
Graduate



30%

Some College



29%

Bachelor's/Grad/  
of Degree

### BUSINESS



2,445

Total Businesses



19,968

Total Employees

### EMPLOYMENT



61.1%

White Collar



21.2%

Blue Collar



17.7%

Services

4.5%

Unemployment  
Rate

### INCOME



\$67,057

Median Household  
Income



\$44,342

Per Capita Income



\$302,501

Median Net Worth

### Households By Income

The largest group: \$100,000 - \$149,999 (18.0%)

The smallest group: \$150,000 - \$199,999 (6.3%)

Indicator ▲	Value	Diff	
<\$15,000	7.1%	-0.3%	
\$15,000 - \$24,999	10.6%	-0.5%	
\$25,000 - \$34,999	7.6%	-1.2%	
\$35,000 - \$49,999	12.7%	-1.2%	
\$50,000 - \$74,999	16.0%	-1.8%	
\$75,000 - \$99,999	14.6%	+0.9%	
\$100,000 - \$149,999	18.0%	+1.9%	
\$150,000 - \$199,999	6.3%	+0.4%	
\$200,000+	7.2%	+1.9%	

Bars show deviation from Charlotte County



Punta Gorda is home to a beautiful, restored historic district and is located along the Gulf of Mexico. The area is well known for fishing, boating, shopping and simply enjoying the sun. Punta Gorda boasts impressive investor property purchase opportunities.

#### POPULATION BY GENERATION



15.0%

Greatest Gen:  
Born 1945/Earlier



39.6%

Baby Boomer:  
Born 1946 to 1964



16.1%

Generation X:  
Born 1965 to 1980



13.9%

Millennial:  
Born 1981 to 1998



12.0%

Generation Z:  
Born 1999 to 2016



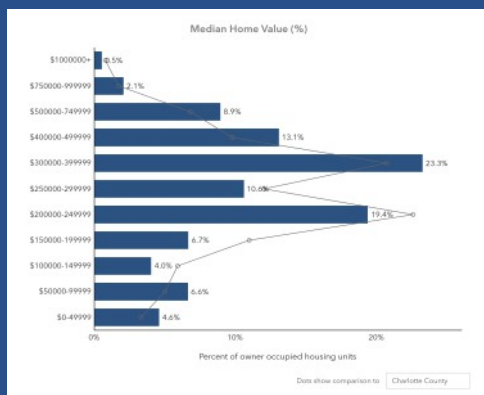
3.4%

Alpha: Born  
2017 to Present

Punta Gorda 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 38.9%.

Spanning over 22 miles, Punta Gorda has a population density of 1,355 people per square mile



The trend in the Punta Gorda real estate market is **affordability**. Affordable investment properties are a staple of many Florida markets, but it is particularly true with the Punta Gorda 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/CityOfPuntaGorda



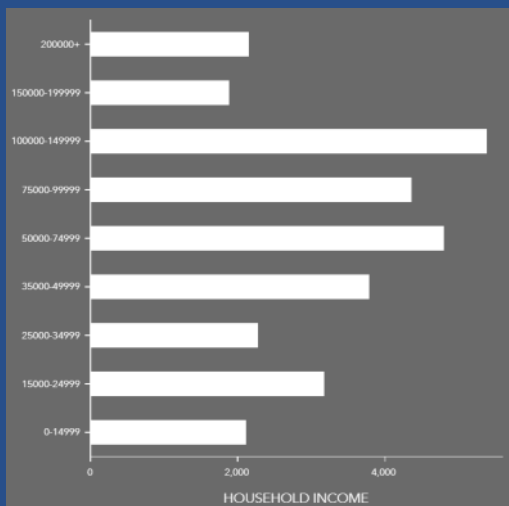
@PuntaGorda\_FL

Beautiful beaches, great neighborhoods, and community-based activities make Punta Gorda an amazing place to live. The city offers businesses a year-round clientele made of local, domestic, and international customers. Punta Gorda offers a diverse commercial arena: distribution services, construction, design, retail, hospitality and tourism, health services, life sciences, and real estate are the largest industry sectors. Easily accessible by I-75, Punta Gorda offers many natural attractions, waterside shopping and leisurely strolls along the Harborwalk and Fishermen's Village - a unique shopping and dining destination.



Royal palm lined streets, old Florida-era tin roofed homes, brick lanes, and street lamps immerse you in old-Florida charm. Museums, such as the A.C. Freeman House Museum, can be found throughout the city. Punta Gorda's active community makes it an attractive place for potential residents and makes it the ideal place for investors.

With a large population and land mass comes a large tenant pool. About **19.42% of Punta Gorda residents are renters**. This makes it easy to see why many investors would be interested in the housing market in Punta Gorda, FL.



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

Average Household Size

for this area

2.08

which is less than the average for United States

Area	Value	0.00	4.00
DeSoto County	2.57	<div></div>	
United States	2.55	<div></div>	
Florida	2.47	<div></div>	
Lee County	2.35	<div></div>	
Charlotte County	2.13	<div></div>	
<b>This area</b>	<b>2.08</b>	<div></div>	





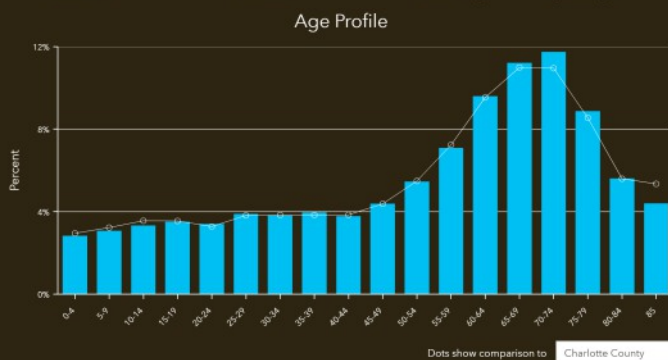
# Demographics



## 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)	3,999	13.36%	11.26%	119
Cozy Country Living (L6)	4,942	16.51%	12.06%	137
Sprouting Explorers (L7)	0	0.00%	7.20%	0
Middle Ground (L8)	1,294	4.32%	10.79%	40
Senior Styles (L9)	19,546	65.31%	5.80%	1,126
Rustic Outposts (L10)	145	0.48%	8.30%	6
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



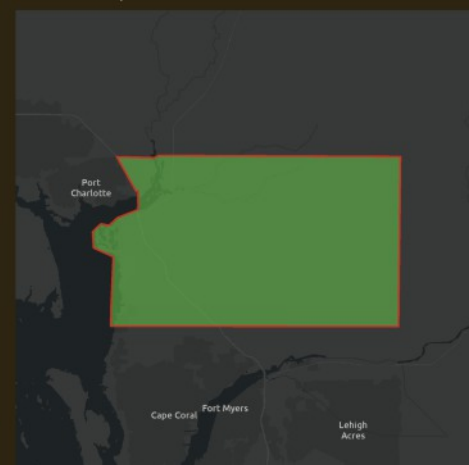
**Households By Income**

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Bars show deviation from **Charlotte County**

**Polygon**  
Area: 554.76 square miles



### Tapestry Segments

	<b>Senior Escapes</b> 8,878 households	<b>29.7%</b> of Households	▼
	<b>Silver and Gold</b> 7,625 households	<b>25.5%</b> of Households	▼
	<b>Rural Resort Dwellers</b> 3,645 households	<b>12.2%</b> of Households	▼

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



CLICK EACH PROFILE  
TO LEARN MORE

**Senior Escapes**  
8,878 households

**29.7%**  
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](#)

Married Couples w/No Kids

Single Family; Mobile Homes/Seasonal

**Rural Resort Dwellers**  
3,645 households

**12.2%**  
of Households

Household Type:  
Married Couples w/No Kids

Median Age:  
55

Employment:  
Svcs; Prof

Education:  
HS Diploma Only

Income:  
\$57,400

Race / Ethnicity:  
White

[View full segment profile](#)

Married Couples w/No Kids

Single Family/Seasonal

**Silver and Gold**  
7,625 households

**25.5%**  
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

[View full segment profile](#)

Married Couples w/No Kids

Single Family/Seasonal

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

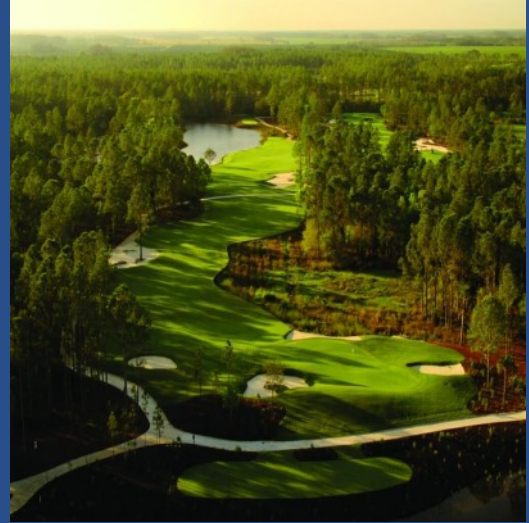
# LOCATION



*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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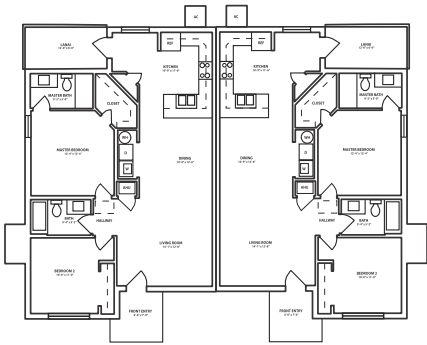


## PUNTA GORDA



### PUNTA GORDA VILLA 2104 - 1 STORY

2 Bedroom | 2 Bath  
2,104 Square Feet

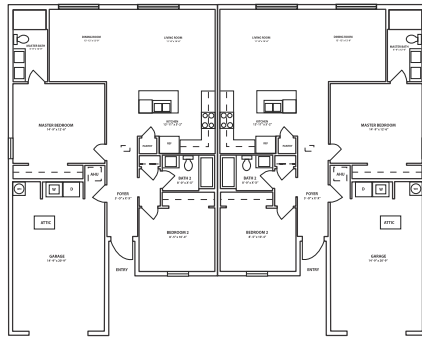


Floor plans and elevations are artist's renderings for illustration purposes only. Features, sizes, and details are approximate and will vary from the actual built. Builder reserves the right to change and/or alter materials, specifications, features, dimensions, and design without prior notice or obligation. ©2022 Southern Impression Homes.



### PUNTA GORDA VILLA 2158 - 1 STORY

2 Bedroom | 2 Bath | 1 Car Garage  
2,158 Square Feet

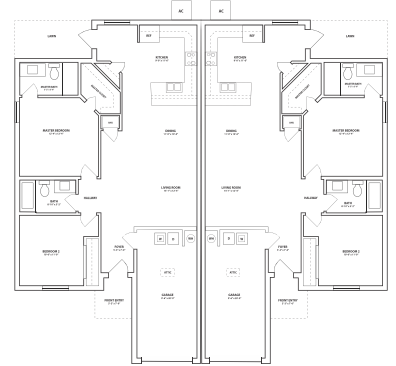


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### PUNTA GORDA VILLA 2086 - 1 STORY

2 Bedroom | 2 Bath | 1 Car Garage  
2,086 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

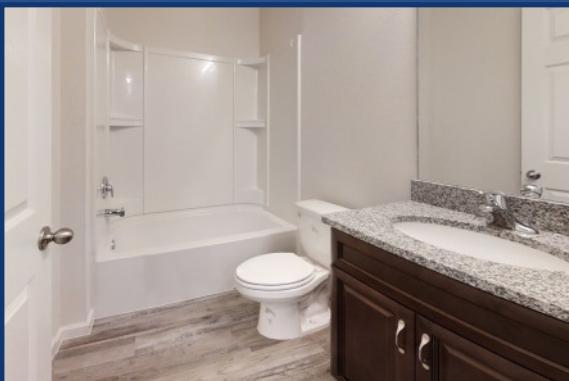
## *Standard Finishes*



Vinyl Plank Flooring



Stainless Steel Appliances



Granite or Quartz Countertops  
in Kitchen & Baths



Attractive Exteriors



# About Us

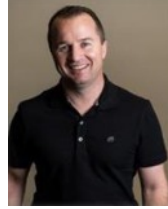


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Southern Impression Homes is dedicated in designing and building homes with the highest form of quality possible. Along with incorporating craftsmanship, beauty, and functionality into our homes, we aim to develop a sense of community as well as creating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



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Carter Funk  
Managing Partner



Peggy Funk  
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Ariane Godby  
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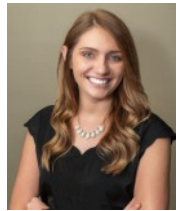
Jessica This  
Director of Operations



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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