



Southern  
Impression  
Homes



# Jacksonville Market Report



## SUMMARY

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Jacksonville offers excellent opportunities for real estate investors. In 2021, Forbes ranked it as the 8th most affordable city in the U.S. and the 2nd best job market. The city hosts more than 100 headquarters of Fortune 500 companies, including regional, divisional, and corporate offices, alongside a vibrant startup scene.

For those planning to move, Jacksonville provides a range of benefits. Its economy is steadily growing, with diverse job opportunities in sectors like finance, healthcare, and logistics, paired with a low unemployment rate. Housing remains more affordable than in other major Florida cities, with property values steadily rising but still within reach. The city's cost of living is below the national average, ensuring a high quality of life. Jacksonville's warm climate, cultural diversity, and expanding suburban areas make it appealing to both families and professionals. Additionally, the city continues to invest in infrastructure, and its strong educational system adds to its attractiveness. Jacksonville's rich historical heritage makes it an even more desirable place to settle.

**1,000,696**

Population

**404,240**

Households

**2.42**

Avg Size  
Household

**37.9**

Median  
Age

**\$70,583**

Median  
Household Income

**\$339,001**

Median  
Home Value

**78**

Wealth  
Index

**82**

Housing  
Affordability

**73**

Diversity  
Index

# LOCATION



*beaches*

*shopping*

*museums*

Offering pleasant year-round weather, various amenities, water sports and retail shopping, this area has everything needed to make it a great area for real estate investing. There are almost twenty different museums in Jacksonville with a guarantee that you will learn something new with each visit! In addition to the arts, historical and cultural scene, you are close to the ocean, many popular golf courses, and a few wildlife sanctuaries. There is a large retail sector here as well 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!

## LOCATION



Jacksonville's strong job market attracts many new residents, offering diverse employment opportunities across various industries. The city boasts a relatively low cost of living compared to other major U.S. cities, making it an affordable option for families and individuals alike. With its growing population, Jacksonville continues to develop its infrastructure and amenities, ensuring a high quality of life for its residents.



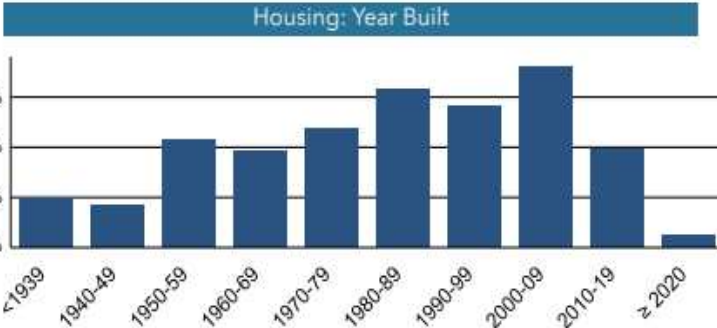
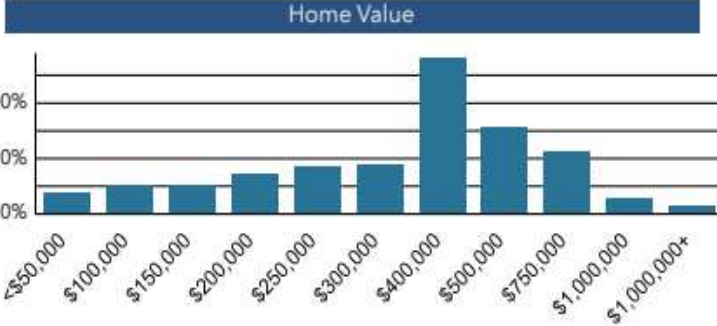
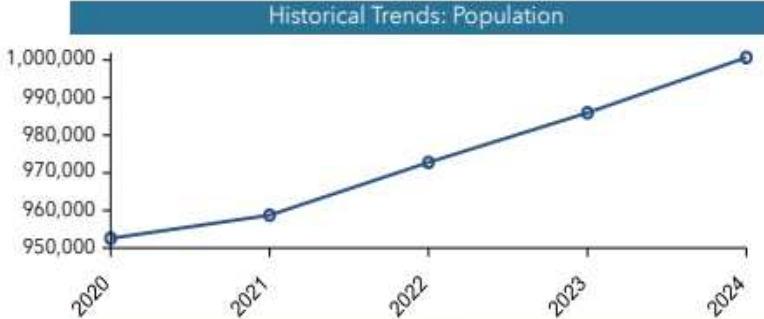
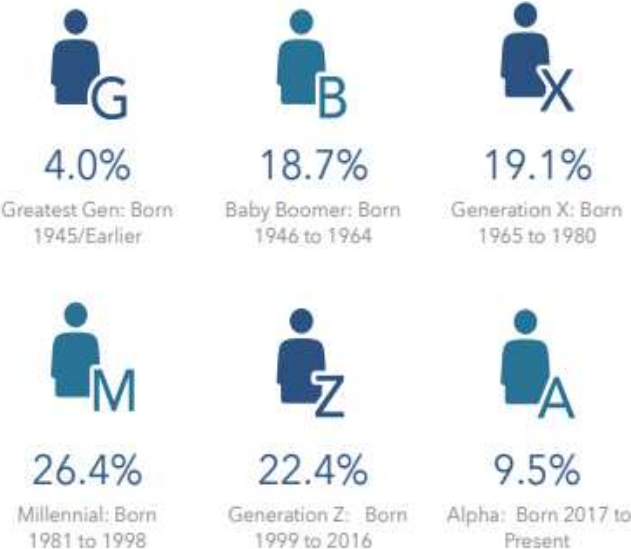
# POPULATION TRENDS AND KEY INDICATORS

Jacksonville has experienced steady population growth in recent years, driven by economic development, a favorable climate, and a high quality of life. With a population of just over 1 million, the city is becoming increasingly diverse. Jacksonville's economy is thriving, with key sectors like finance, healthcare, and logistics supporting a low unemployment rate and rising median income levels. The housing market has also seen substantial growth, with both home values and rental prices increasing. Despite these upward trends, Jacksonville remains an affordable destination compared to larger Florida cities. Ongoing infrastructure improvements and suburban expansion further support the city's role as a dynamic and growing hub in the state.

### MORTGAGE INDICATORS



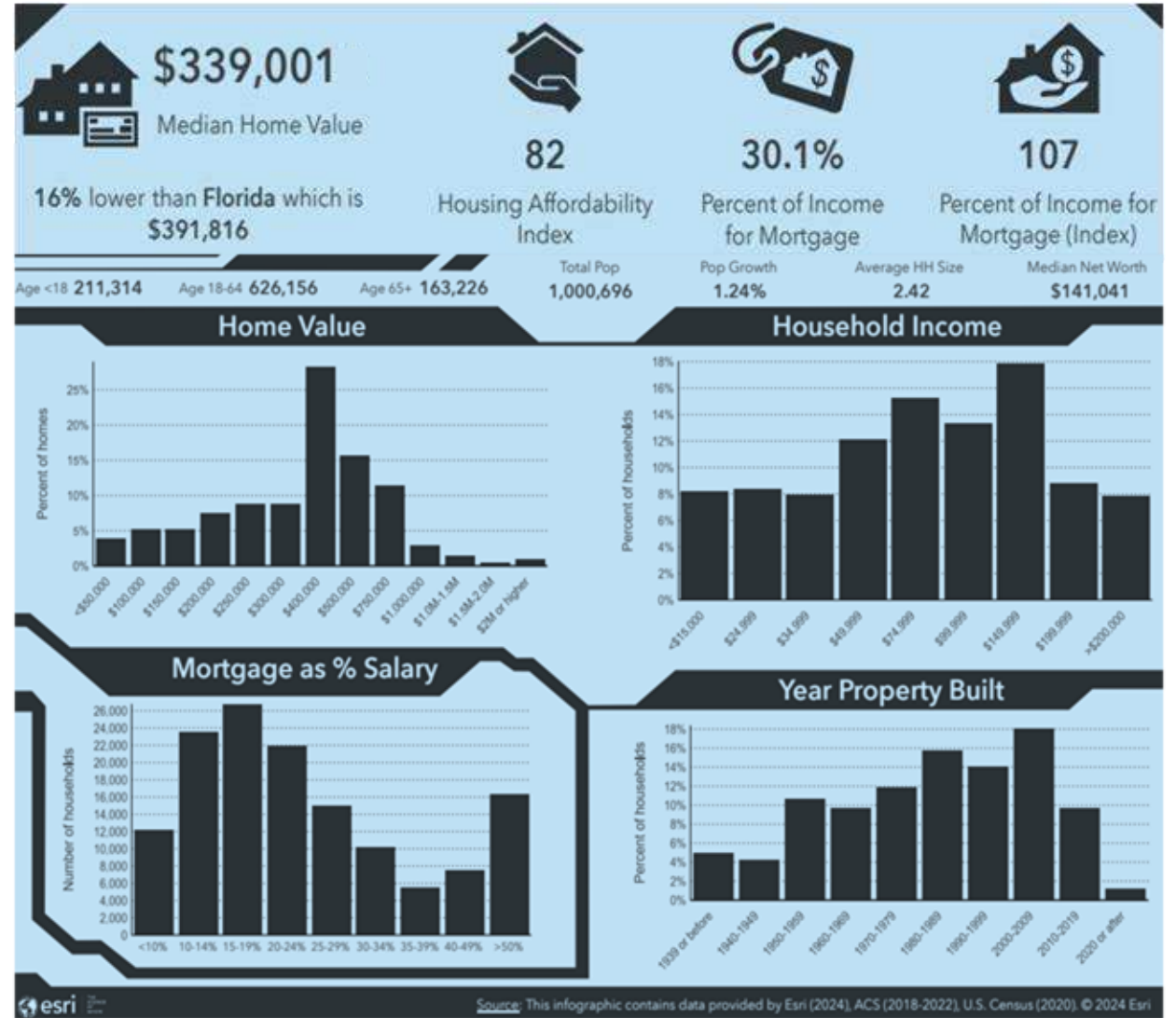
### POPULATION BY GENERATION



# HOUSING MARKET

The housing market in Jacksonville, offers a variety of options at relatively affordable prices. Approximately 43% of households are renter-occupied. This means that nearly half of the city's residents choose to rent their homes rather than own them. This diverse rental market offers a variety of options for different lifestyles and budgets.

As of September 2024, the median rent for all property types is \$1,695 per month, which is slightly below the national average. Studio apartments typically rent for around \$1,036 per month, while one-bedroom apartments average \$1,304 per month. Two-bedroom apartments are about \$1,538 per month, and three-bedroom rentals are around \$1,886 per month. With over 3,400 rental properties currently available, there are plenty of choices. Rental prices vary by neighborhood, with areas like Central Jacksonville, Royal Lakes, and Regency being more affordable. Compared to nearby coastal cities, Jacksonville's rent is generally lower, making it an attractive option for those seeking affordability without sacrificing amenities.



# EMPLOYMENT GROWTH

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Jacksonville has seen significant employment growth due to several key factors:

**Industry Expansion:** Growth in the education, health services, and construction sectors has added thousands of jobs annually (FloridaJobs) (Action News Jax).

**Population Growth:** The city's population is nearing one million, increasing demand for services, housing, and infrastructure, which in turn creates jobs (Action News Jax).

**Corporate Relocations and Expansions:** Major companies like SoFi and FIS have established significant presences in Jacksonville, enhancing job opportunities, particularly in office, financial services, manufacturing, and distribution sectors (Action News Jax).

**Strategic Location:** Jacksonville's access to major highways, railroads, and ports makes it a logistics and distribution hub, supporting job growth in transportation, warehousing, and manufacturing industries (Bureau of Labor Statistics).

**Economic Initiatives:** Florida's favorable business climate, characterized by low taxes and business-friendly policies, combined with local development initiatives, supports job creation. Workforce development programs and business incentives also play crucial roles (FloridaJobs).

These factors together make Jacksonville one of the top metro areas for job creation.

# EMPLOYMENT OPPORTUNITIES

Jacksonville, often referred to as the River City, is a noteworthy destination. Located just south of the Georgia border, it is known for its relaxed vibe, pristine beaches, vast urban park system, and a metropolitan area with over a million residents driving its dynamic business environment. As of February 2023, Jacksonville led all metropolitan areas in private sector job growth, adding 41,100 new jobs in a year—a 6% increase. The city is a hub for Fortune 500 companies, including CSX Corp., Fidelity National Information Services Inc., Fidelity National Financial Inc., and Landstar System Inc. Jacksonville has over 100 headquarters and many innovative startups. Since 2020, it has attracted over \$1.6 billion in private capital investment, ensuring sustained economic growth.





## HEALTH CARE

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Jacksonville has several highly regarded hospitals.

Mayo Clinic Florida: Known for its world-class care, Mayo Clinic Florida is nationally ranked in multiple specialties.

UF Health Jacksonville: This academic medical center offers comprehensive services and is a major teaching hospital.

Baptist Medical Center Jacksonville: A faith-based hospital providing a wide range of medical services.

HCA Florida Memorial Hospital: Offers specialties in cardiology, oncology, neurology, and more.

Wolfson Children's Hospital: A leading pediatric hospital in the region.

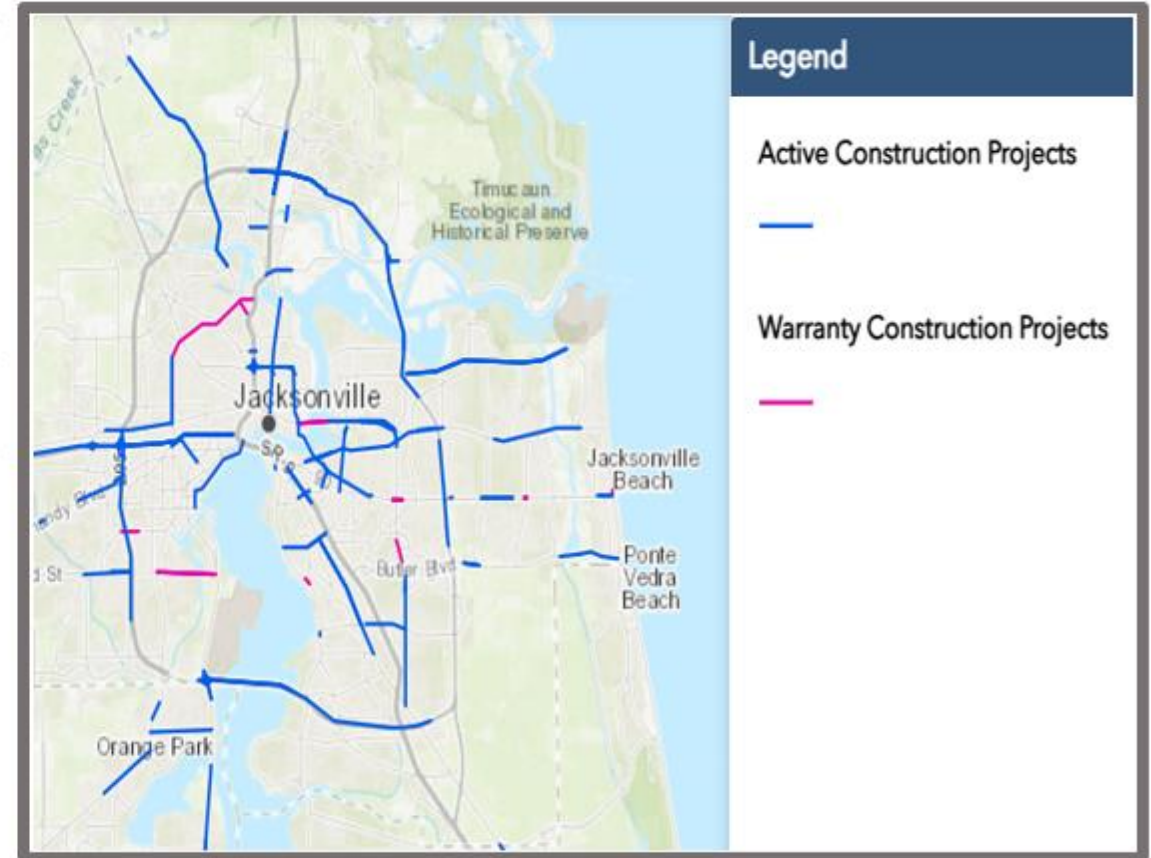
These hospitals offer a variety of services and specialties, ensuring you have access to excellent healthcare in Jacksonville.

# TRANSPORTATION

Jacksonville, Florida, has been making substantial investments in infrastructure to support its growing population and economic activities. These initiatives collectively aim to modernize Jacksonville's infrastructure, support economic growth, and enhance the quality of life for its residents.



- Jacksonville benefits from a strategic location with access to major highways, railroads, and ports. This makes it a logistics and distribution hub, supporting job growth in related industries (The Jaxson).
- Jacksonville is set to benefit significantly from the federal Infrastructure Investment and Jobs Act, which allocates \$19 billion to Florida for various projects, including \$245 million specifically for bridge replacements and repairs (The Jaxson).
- The city is prioritizing investments in underserved neighborhoods, addressing long-standing infrastructure promises. This includes significant funding for projects in Northwest Jacksonville to address social justice and economic disparities (FL Politics).



# FLORIDA

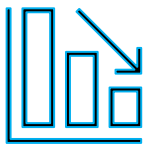
Florida remains one of the world's strongest economies, with an annual GDP of nearly \$1.3 trillion. Florida continues to lead the nation in new business formations, with more than 3 million formed since 2019 and over 266,000 formed already in 2024.

## POPULATION GROWTH



Florida's population is estimated to grow by 225,000 to 275,000 net new residents in 2024. The state is projected to have a population of 22.73 million in 2024, making it the third most populous state in the US.

## UNEMPLOYMENT RATE: 3.3%



Florida's statewide unemployment rate was 3.3 percent in May 2024—unchanged from April 2024—and 0.7 percentage points below the national rate, which increased to 4 percent. Florida's statewide unemployment rate has remained lower than the national rate for 43 consecutive months.

## JOB SECTOR 2.2%

Florida's private sector job growth rate continues to surpass the national rate, with a 2.2 percent increase (+192,000) compared to the national private sector job growth rate of 1.6 percent. In May 2024, the construction sector gained the most jobs among all major industries, adding 5,500 jobs (+0.8 percent) from the previous month. This was followed by the education and health services sector, adding 2,700 jobs (+0.2 percent).

# BUILD-TO-RENT IS LOW RISK AND FLEXIBLE

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Residential supply has been primarily concentrated in urban cores and remains limited and often restricted in high-demand suburban areas. A seasoned and meticulous developer is essential for securing the necessary development approval plans.

Build-to-Rent rents fluctuate less than commercial properties given their short-term leases.



Short-term leases and diversified tenant occupancy reduce the risk of dependency on a single tenant, positively affecting the property's performance and decreasing investment risk compared to other income-producing real estate options.

An unprecedented amount of capital is flooding into the Build-to-Rent sub-sector, making it one of the most liquid and sought-after real estate asset classes.



Due to short-term leases, Build-to-Rent quickly responds to positive market forces, significantly accelerating recovery from any potential downturn effects.

# BUILD TO RENT (BTR)

## Target Tenant

The property will cater to the workforce sector, including young families, move-up families, individuals undergoing life transitions, empty nesters, and professional millennials. Workforce housing, as defined internally, refers to housing that is affordable for families with incomes at 120% of the County's area median income, adjusted by household size, as reported by the Florida State Housing Initiatives Partnership (SHIP) Program.

## Strong Rent Growth

120% AMI is expected to continue to grow

## Recession Resistant

The need for housing affordability amplifies during economic turmoil.

## Steady Demand

Strong and growing employment foundation.

## Low Vacancy Rates

Given the housing high demand, vacancy rates are lower.

## Continued Demand

Florida's infrastructure enhancements are attracting diverse employment hubs, from manufacturing and logistics to healthcare facilities. As businesses relocate and expand in Florida, the demand for workforce housing remains crucial. The Infrastructure Improvement and Jobs Act will boost interconnectivity among Central Florida's suburban submarkets, further supporting this growth.

## Reliable Cash Flows

Tenant mix tends to have stable, long-term employment.

## Low Tenant Turnover

Affordability, community comfort, and moving costs reduce the likelihood of tenant relocation.

## Housing Demand

Due to the recent passing of the SB-102 Live Local Act, which promotes affordable and workforce housing development through tax incentives, Florida is experiencing significant net migration and job growth. However, the supply of workforce and affordable housing is not meeting the high demand in the state.



# CORPORATE OVERVIEW

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June 21, 2024





## About Us

Southern Impression Homes specializes in the construction of quality BTR residential housing projects across Florida and other Southern States. We focus on areas characterized by population growth, economic expansion, affordability, and desirability. Our strategic approach ensures that we cater to regions where the demand for housing is high, driven by positive demographic and economic trends.

## Our Focus/Markets

We are committed to operating in markets that exhibit robust long-term growth. Our selection criteria include regions with sound, pro-business legislation that supports overall economic development. This strategy allows us to consistently deliver value and meet the housing needs of growing communities. Florida and Texas are prime examples of markets where our expertise and strategic vision align perfectly with local economic dynamics.

# Our Achievements

To date, Southern Impression Homes has successfully delivered over 8,000 homes. These projects have been completed in collaboration with our valued partners and clients, reinforcing our reputation for quality, reliability, and customer satisfaction. Our housing developments span various cities throughout Florida, Atlanta and Savannah Georgia as well as Dallas Texas.

- **Gainesville**
- **Jacksonville**
- **Palm Coast**
- **St. Augustine**
- **Daytona**
- **Palm Bay**
- **Ocala**
- **Citrus**
- **Inverness**
- **Homosassa**
- **Orlando**
- **Auburndale**
- **Wildwood**
- **Tampa**
- **Hudson**
- **Sarasota**
- **Cape Coral**
- **Port Charlotte**
- **Punta Gorda**
- **Englewood**
- **Lehigh Acres**





## Our Achievements



## Strategic Acquisition

In a strategic move to further enhance our growth and capabilities, Southern Impression Homes has been acquired by Sumitomo Forestry. Sumitomo Forestry is a 320-year-old Japanese organization that is publicly traded on the Tokyo Stock Exchange. This acquisition marks a significant milestone in our journey, enabling Southern Impression to leverage Sumitomo Forestry's extensive resources, global network, and industry expertise to deliver even greater value to our clients and partners. Sumitomo Forestry's commitment to innovation and sustainable development aligns perfectly with our mission, ensuring continued success and expansion in our targeted markets.



# Why Choose Us

At Southern Impression Homes, we are dedicated to shaping vibrant, thriving communities by providing exceptional housing solutions. Our continued growth and success, now bolstered by Sumitomo's support, are a testament to our strategic vision and unwavering commitment to quality.



## Quality Construction

Our commitment to building high-quality residential projects ensures superior living experiences.



## Proven Track Record

Over 8,000 homes delivered, demonstrating our capability and reliability in the industry.



## Enhanced Capabilities

The acquisition by Sumitomo Forestry brings immense resources, innovation, and a global perspective to our operations.



## Stability & Speed

Our affiliation with Sumitomo Forestry allows Southern Impression to continue to operate as a nimble private home builder with the financial stability of a publicly traded company.

## Leadership



### Chris Funk

#### President and Founder

Driven by the need to provide superior service and profitable investments for his clients, Chris founded Southern Impression Homes. Chris developed a comprehensive marketing plan, established loyal strategic partnerships, and spearheaded the formation of multiple real estate ventures. Today, Southern Impression Homes offers vertically integrated real estate solutions ranging from land acquisitions, land entitlement, land development, home building, property management and title services. Chris holds a business management degree from St. Augustine's Flagler College.



### Bill Mazar

#### Vice President of Operations

Dynamic and results-driven Vice President of Operations with extensive experience in the real estate industry. Expert in residential home sales operations and real estate project management, with a proven track record in contract review and negotiation, ensuring optimal terms and compliance with industry standards. Adept at workforce planning and mentoring, fostering a productive and motivated team environment. Experienced in cross-functional collaboration and process and change management, facilitating seamless operations and continuous improvement. Committed to driving business success through innovative solutions and strategic vision. Bill graduated from Penn State and has worked with NVR, Beazer Homes and Invitation Homes.



### Leslie Adamson

#### CFO

Experienced and results-oriented Chief Financial Officer (CFO) with a strong background in residential real estate. Expert in financial management and strategic planning, ensuring the financial health and growth of the organization. Proficient in contract review and negotiation, securing favorable terms and maintaining compliance with industry standards. Demonstrated leadership in workforce planning and mentoring, fostering a skilled and motivated finance team. Leslie is a Graduate of Central Washington.

## Leadership



### John McDaniel

#### Director of Construction

Accomplished and strategic Vice President of Construction with extensive experience in managing large-scale residential and commercial projects. Expert in overseeing construction operations, ensuring timely and within-budget completion of projects. Proficient in contract review and negotiation, securing favorable terms and maintaining compliance with industry standards. Demonstrated leadership in workforce planning and mentoring, fostering a skilled and motivated team environment.



### Thomas Spiess

#### Director of Sales

A seasoned professional with extensive experience in residential home sales operations and real estate project management. Proficient in contract review and negotiation, ensuring favorable terms and compliance with industry standards. Demonstrated expertise in workforce planning and mentoring, fostering a productive and motivated team environment. Thomas worked for Pulte Homes, Dream Finders and attended Bergen County College.



### Becky House

#### VP of Sun Coast Property Management

As the Vice President of Property Management, Becky has a proven track record of optimizing property operations, enhancing tenant satisfaction, and driving financial performance. Becky is adept at strategic planning, team leadership, and implementing innovative solutions to complex property management challenges. Becky's extensive experience and dedication to excellence make her a key asset in the property management industry, where she continues to drive success and innovation. Becky attended the University of North Florida.

## Leadership



### Jim Sheils

Partner

Jim Sheils is a full-time real estate investor for over twenty-two years, completing over 2,000 acquisitions and rehabs. After his start in Bakersfield CA, he came to Florida to follow the long-term growth patterns he was seeing predicted for the southeastern United States.

In 2022, after over \$300 million in deals together, Jim came on as a full partner in SI Homes. This dynamic partnership has enabled him to better develop key initiatives and relationships with both clients and strategic partners.

In addition to real estate, Jim is co-founder of the company 18 Summers and #1 Wall Street Journal best-selling author of the popular book "The Family Board Meeting". His family talks have been delivered on stages worldwide and are a matching core value for our team and many of our clients.



### Michael Flynn

Controller

As a Controller, Mike Flynn is responsible for overseeing the financial operations of the organization. His role involves ensuring accurate financial reporting, maintaining robust internal controls, and providing strategic financial insights to support decision-making processes. Mike has worked in such notable firms as Regency Centers and Dream Finder Homes. Mike is a graduate of the University of North Florida.



### Kelly Treadaway

Director of Marketing and Leasing & HOA Liaison

As the Director of Marketing and Leasing & HOA Liaison for Sun Coast Property Management, Kelly leads the marketing and leasing efforts for the company's property management portfolio while serving as the primary point of contact for Homeowners Associations (HOAs). Kelly executes comprehensive marketing strategies, managing leasing operations, and fostering positive relationships with HOA boards and members.