

# INTELLIGENCE

## Research & Analysis

415 Sumit Circle  
Fredericksburg TX 78624

For  
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MBA, MHA,  
CEO, Broker

ALEX  
LABS

ALEX  
STUDIOS

October 13, 2022





# Close Up Satellite Pictometry Image



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STUDIOS



# Fredericksburg ISD Assigned Schools

## GreatSchools

### Assigned school i

5/10

#### Fredericksburg High School

Average i

1107 South State Highway 16, Fredericksburg, TX, 78624

Public district, 9-12 | 999 students

Distance: 0.4 miles

[Homes for sale](#)



5/10

#### Fredericksburg High School

Average i

1107 South State Highway 16, Fredericksburg, TX, 78624

Public district, 9-12 | 999 students

Distance: 0.4 miles

[Homes for sale](#)



5/10

#### Fredericksburg Middle School

Average i

110 West Travis Street, Fredericksburg, TX, 78624

Public district, 6-8 | 684 students

Distance: 1.43 miles

[Homes for sale](#)



5/10

#### Fredericksburg Elementary School

Average i

1608 North Adams Street, Fredericksburg, TX, 78624

Public district, 2-5 | 858 students

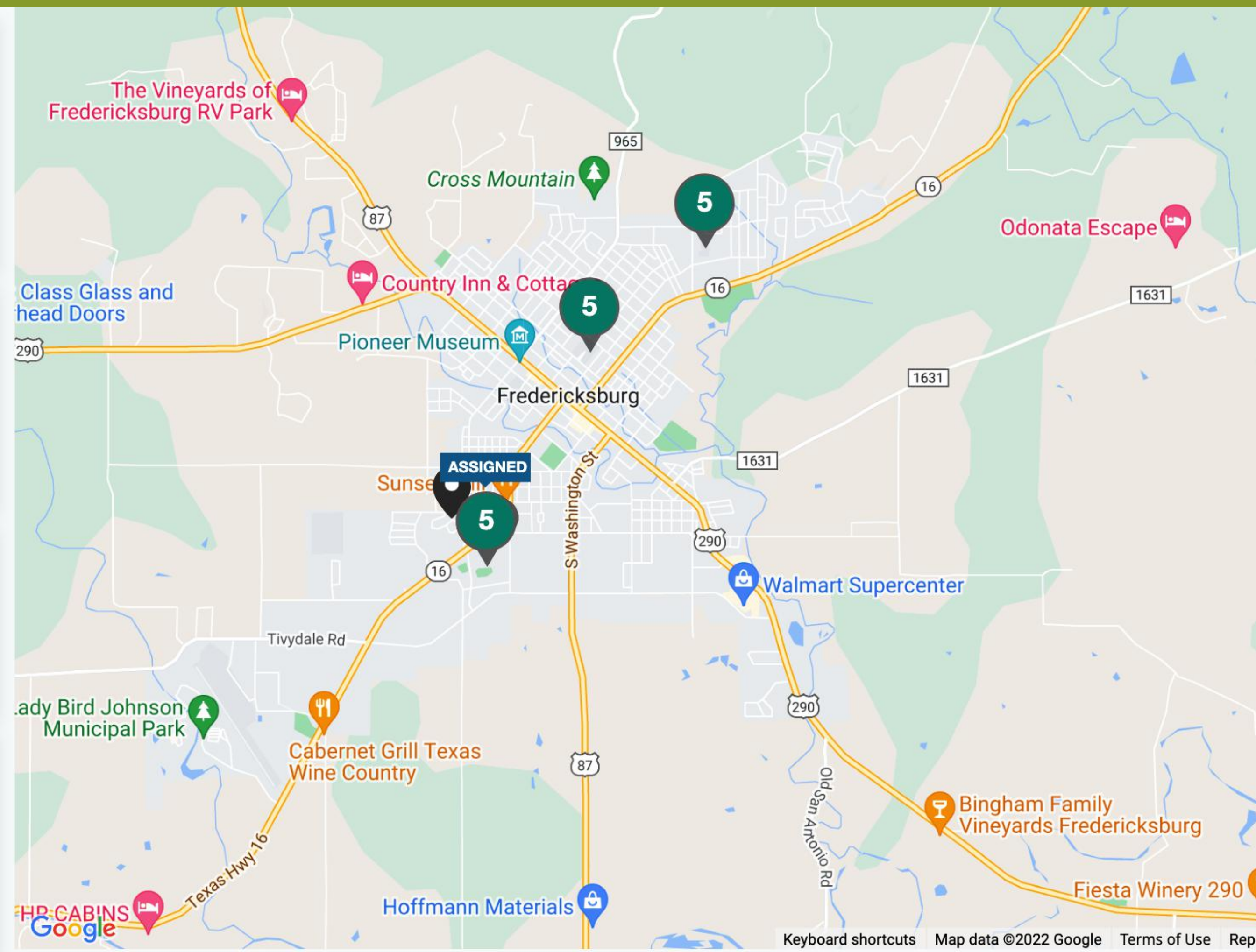
Distance: 2.45 miles

[Homes for sale](#)



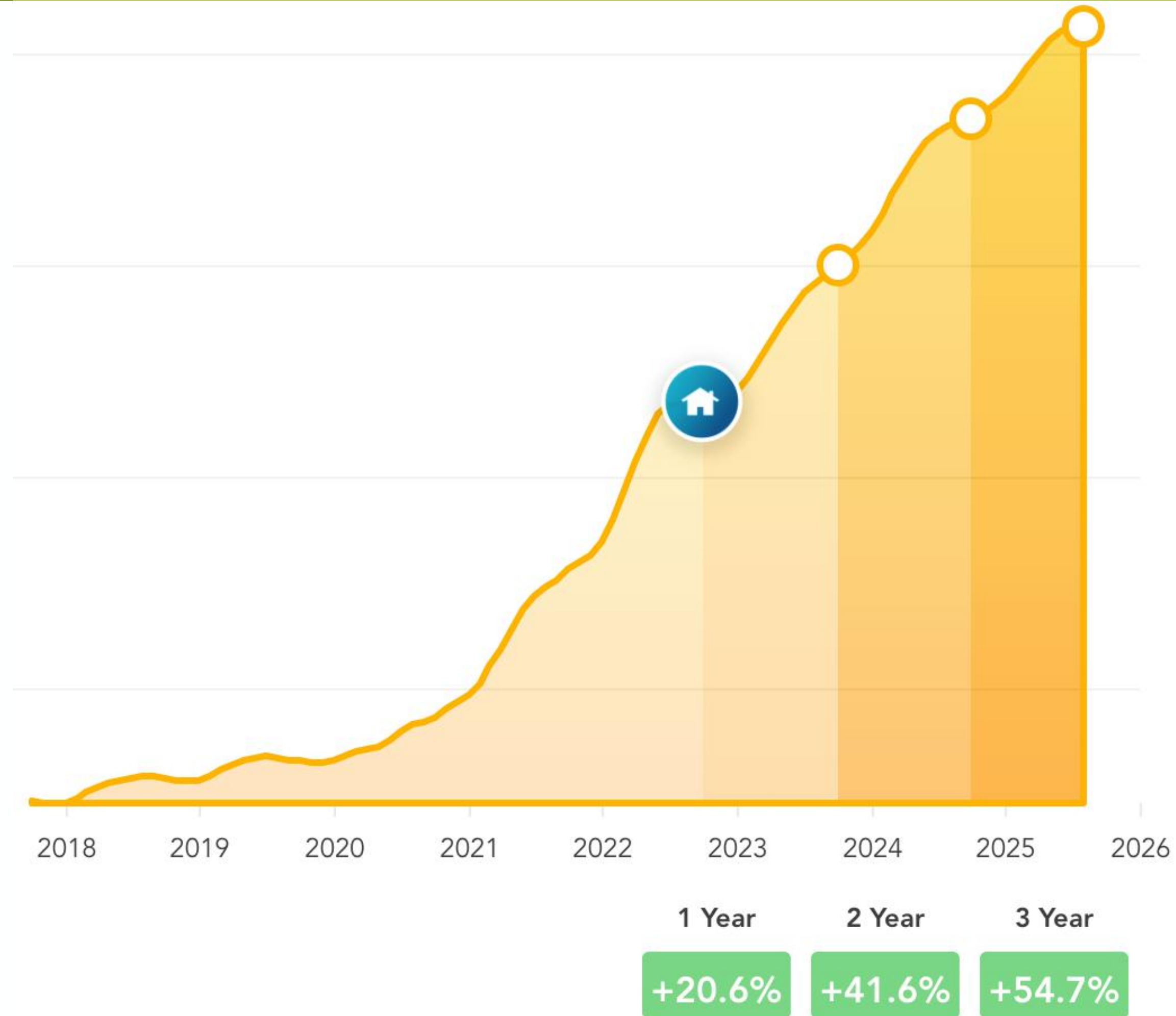
ALEX  
LABS

ALEX  
STUDIOS





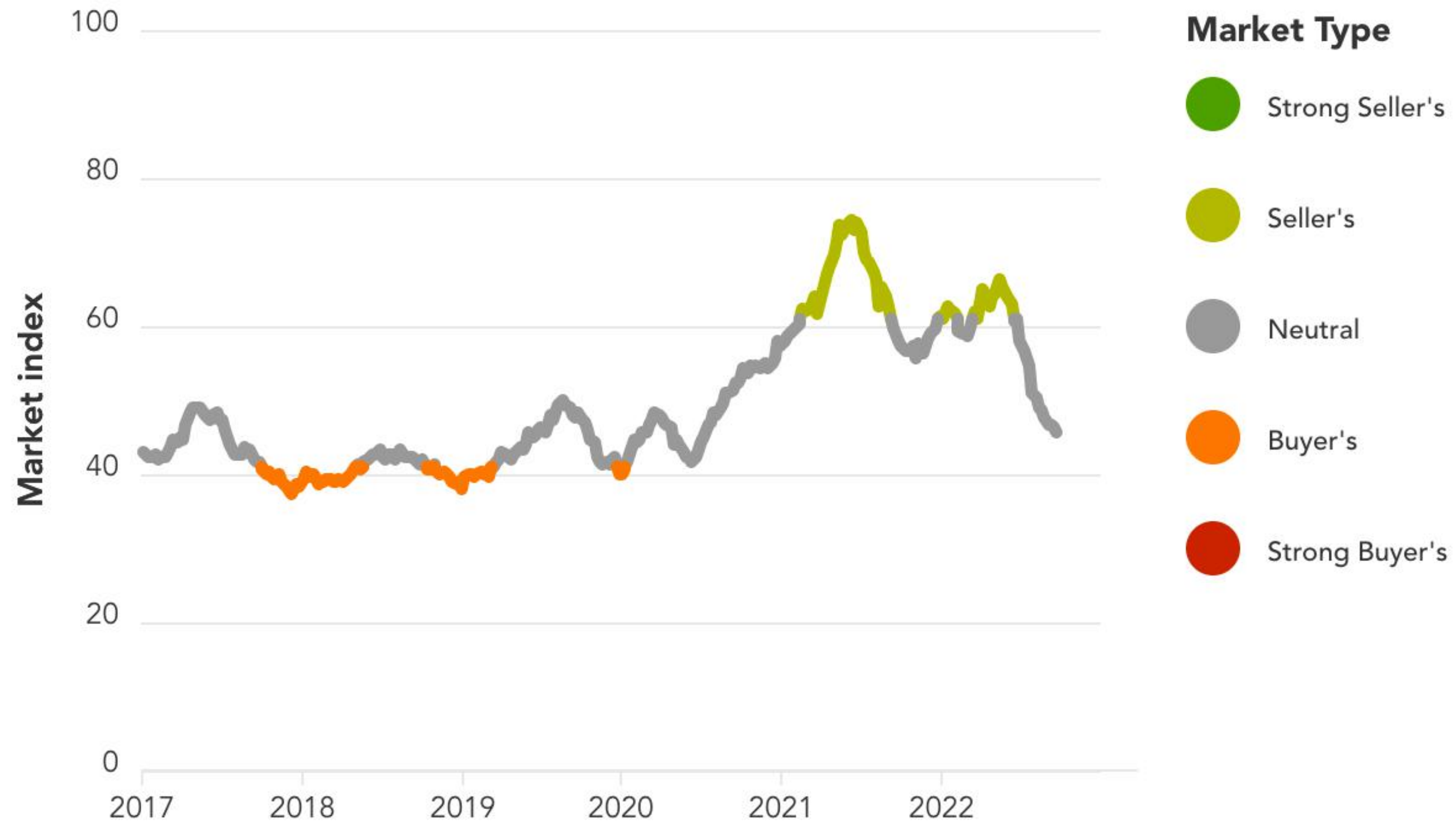
# 1-Year & 3-Year Zip Code Value Increase Forecast House Canary



# Market Index as of 10/12/2022

## House Canary

### Market Index i



This month last year  
**57**

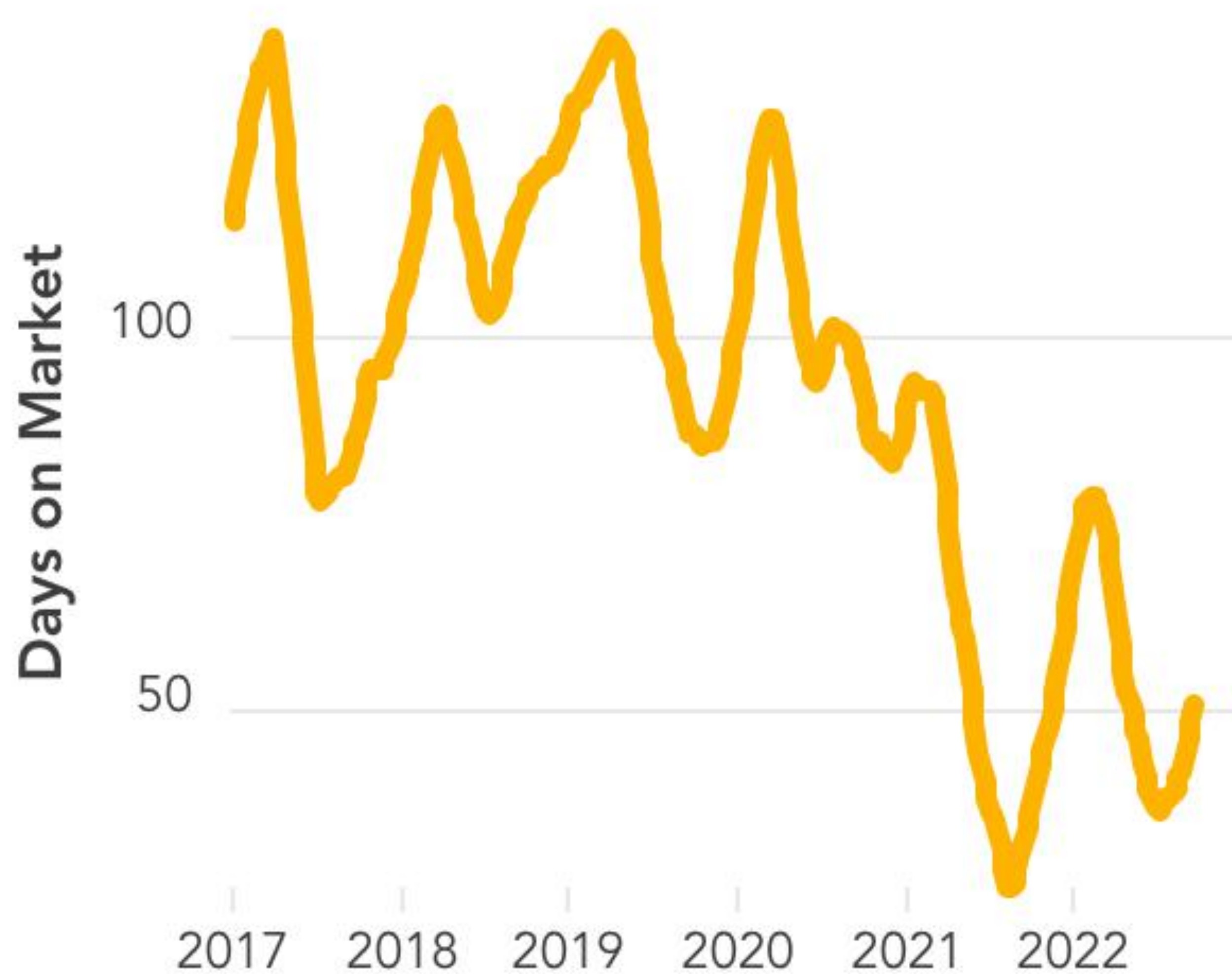
This month  
**46**

Market Status  
**Neutral Market**



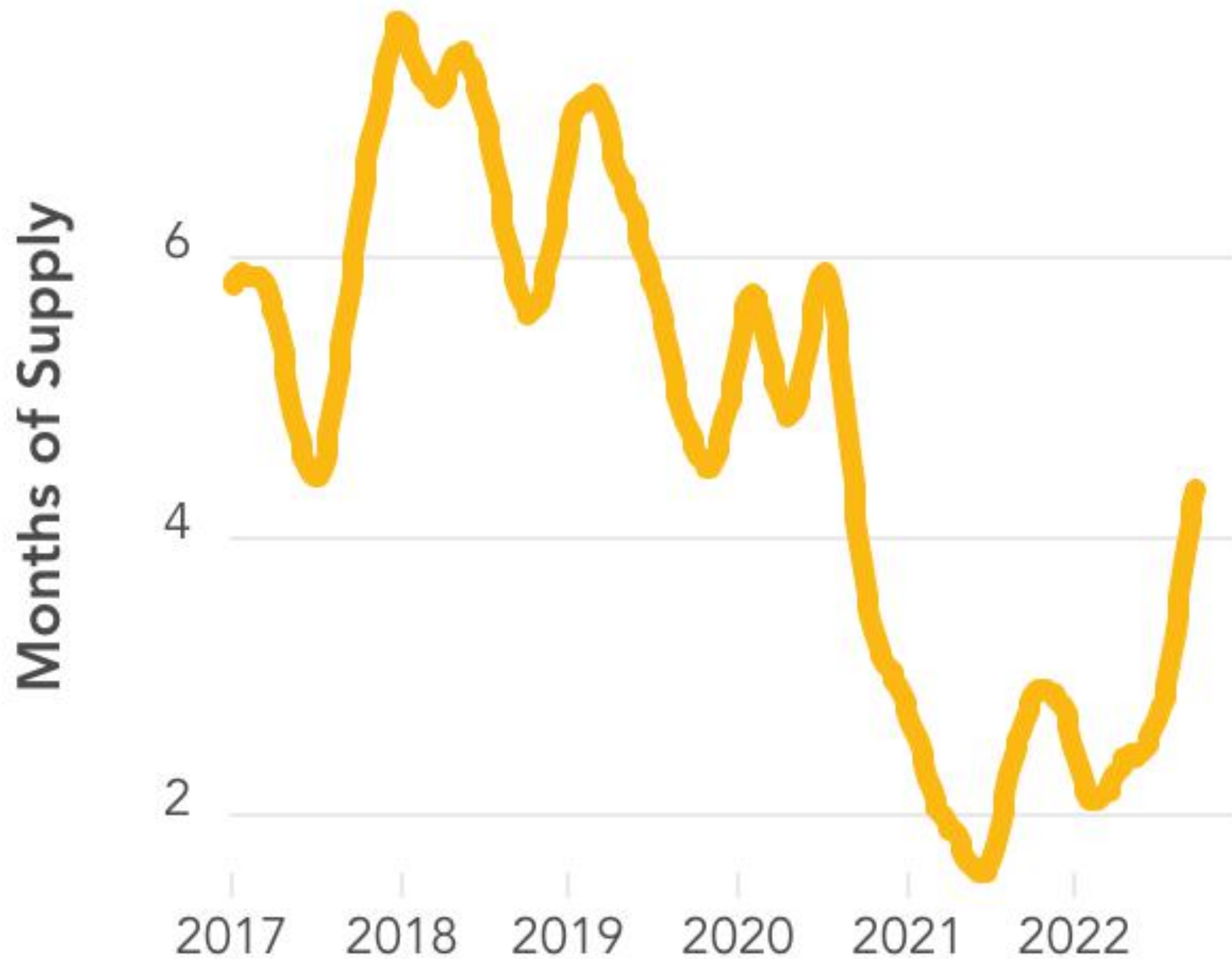
# Days on Market as of 10/12/2022

## House Canary Index



# (Inventory) Months of Supply as of 10/12/2022

## House Canary Index

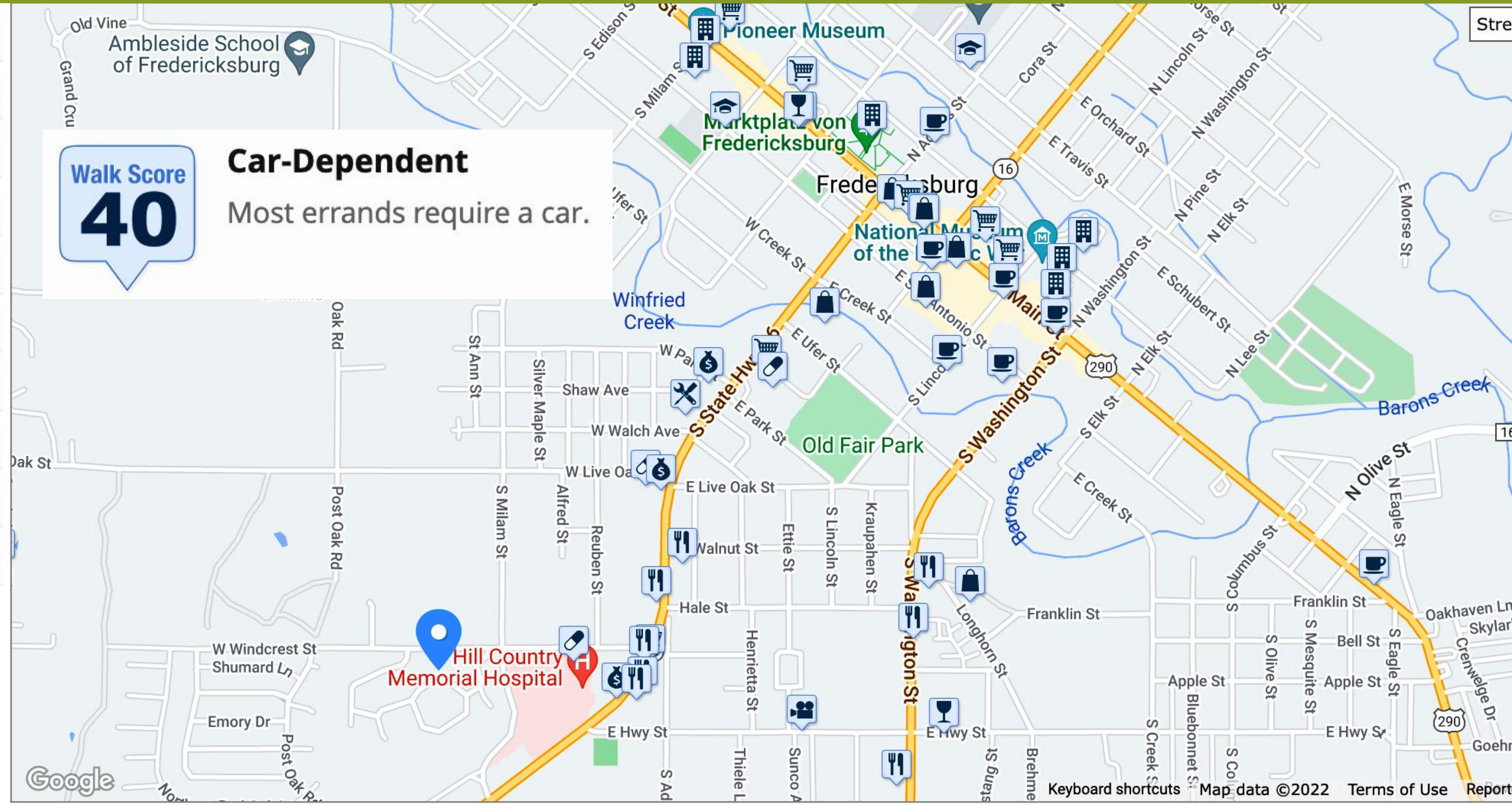




# Walk Score What's Nearby Map

## Walk Score

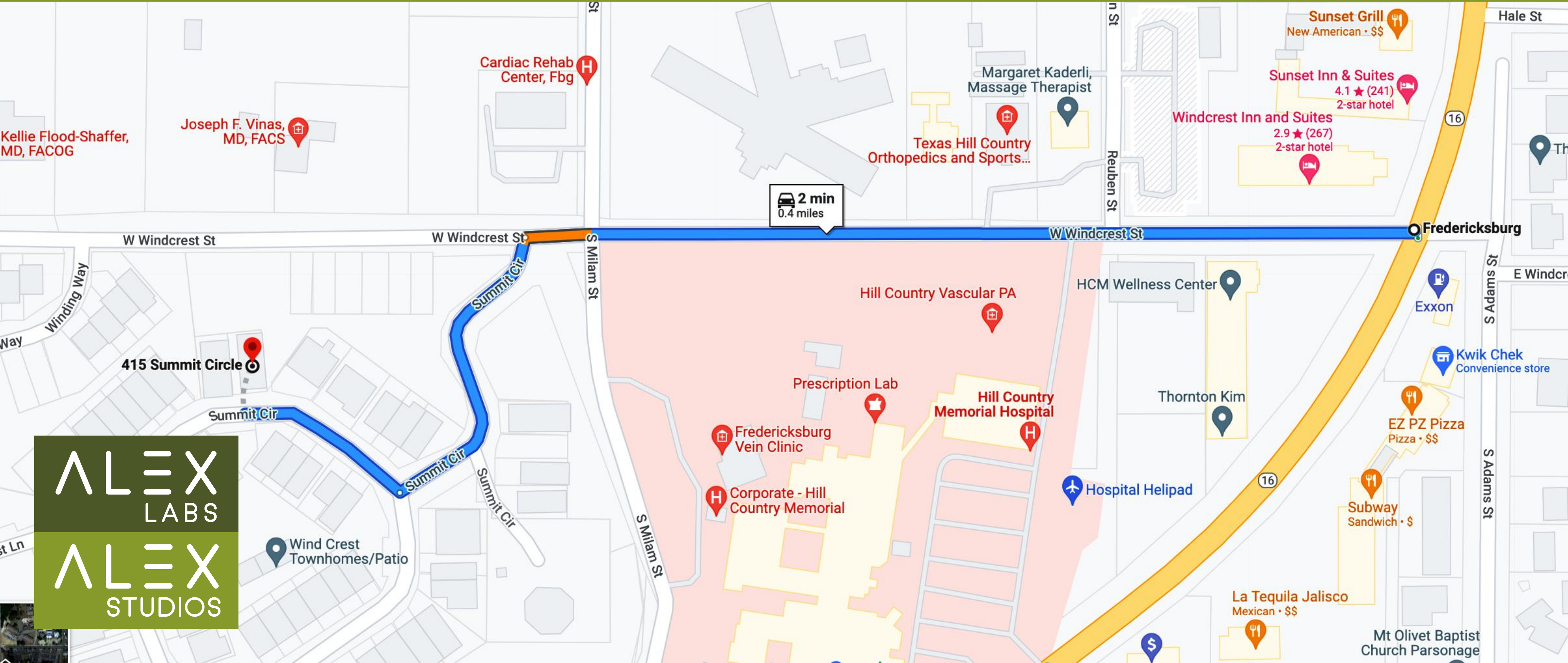
- Restaurants:**
  - Little Caesars Pizza .3mi
- Coffee:**
  - Woerner Feed & Garden Suppl... .9mi
- Bars:**
  - Red Baron's .8mi
- Groceries:**
  - Diamond Food Mart .3mi
- Parks:**
  - Oak Crest Park 2.4mi
- Schools:**
  - Heritage School .8mi
- Shopping:**
  - Bella .8mi
- Entertainment:**
  - Stagecoach Theater .6mi
- Errands:**
  - Prescription Laboratory .2mi





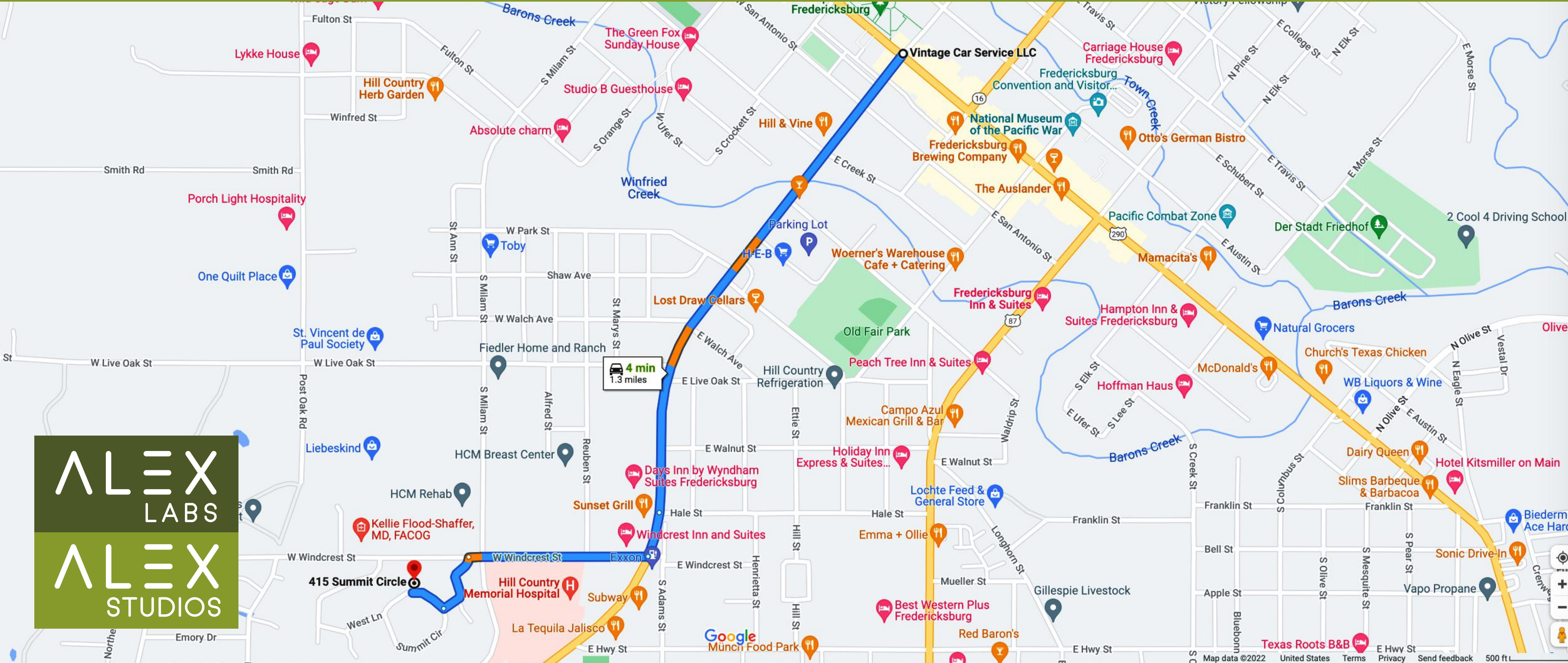
# 0.4 MI from State HWY 16

## Google Maps



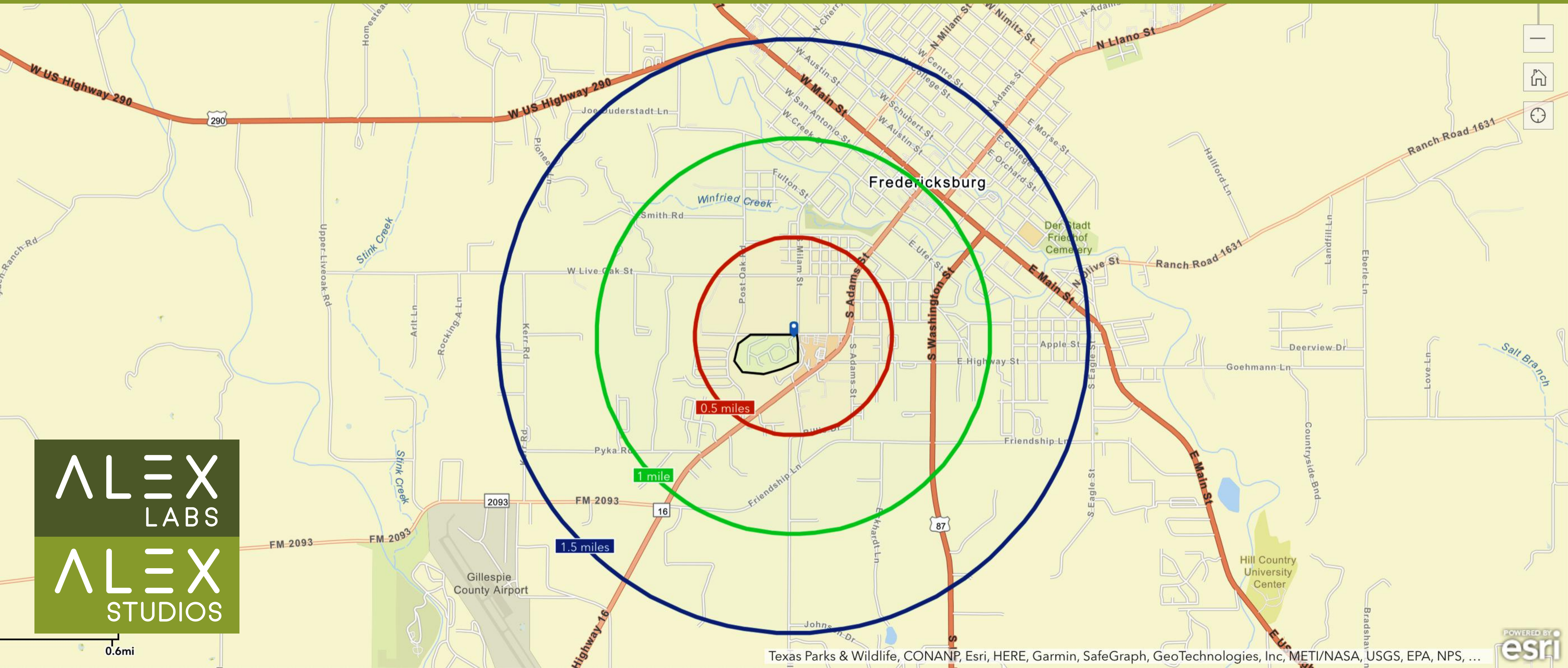


# 1.3 MI from Downtown Google Maps





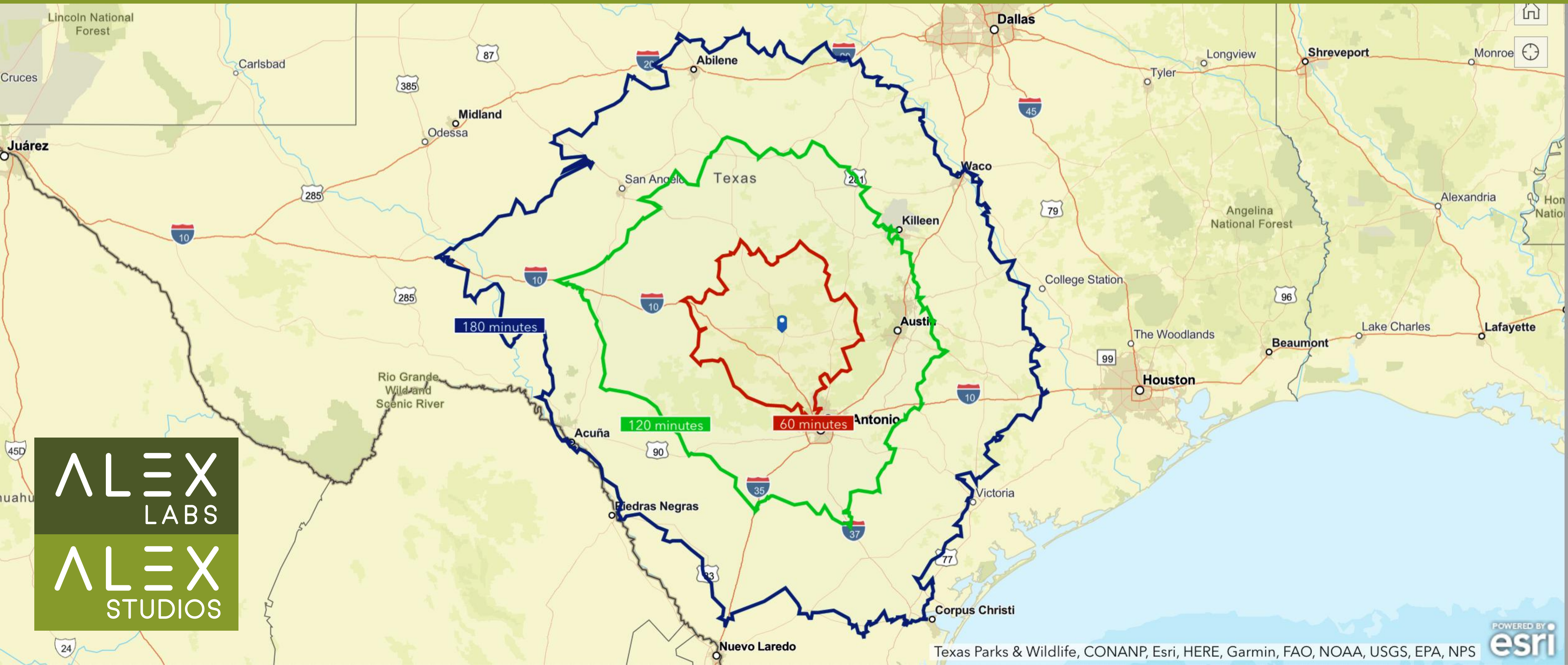
# 0.5, 1, 1.5 Mile Radii Map STDB



0.6mi

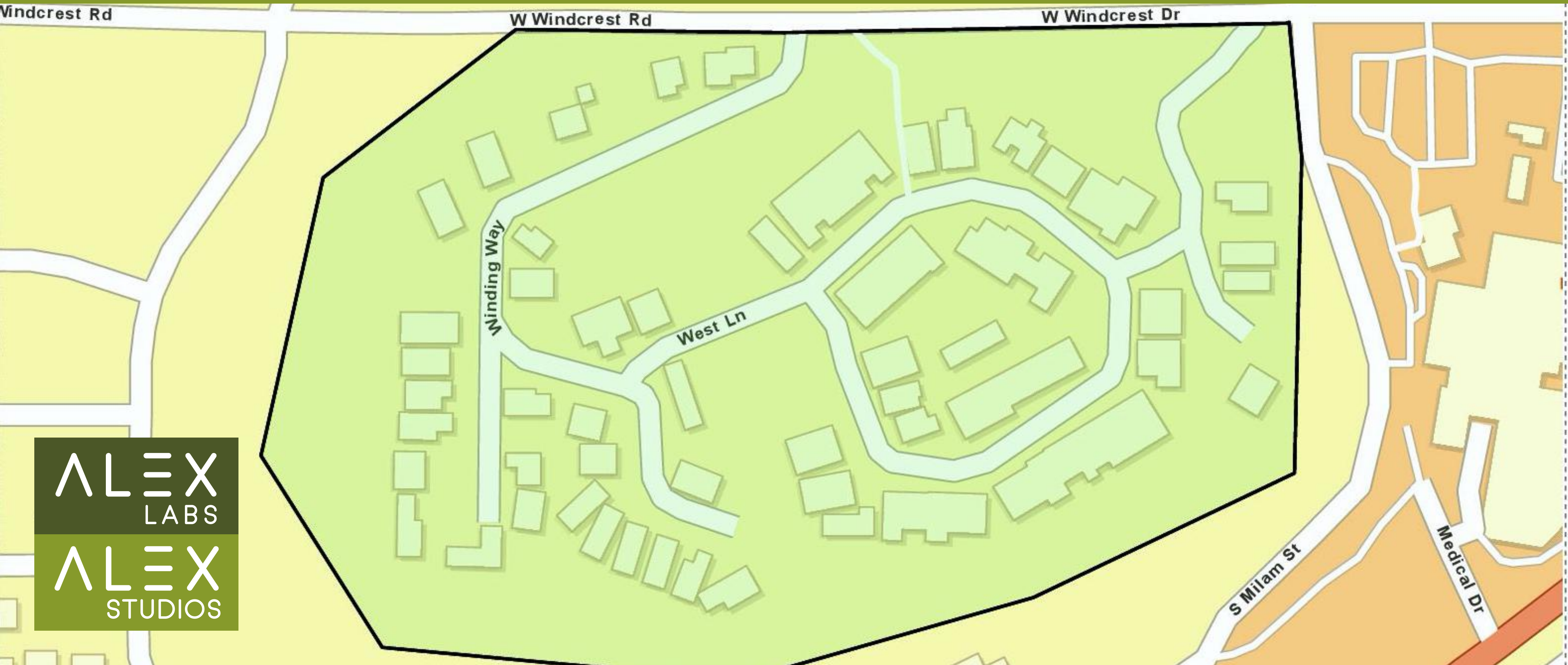


# 1, 2, 3 Hour Drive Time Map STDB





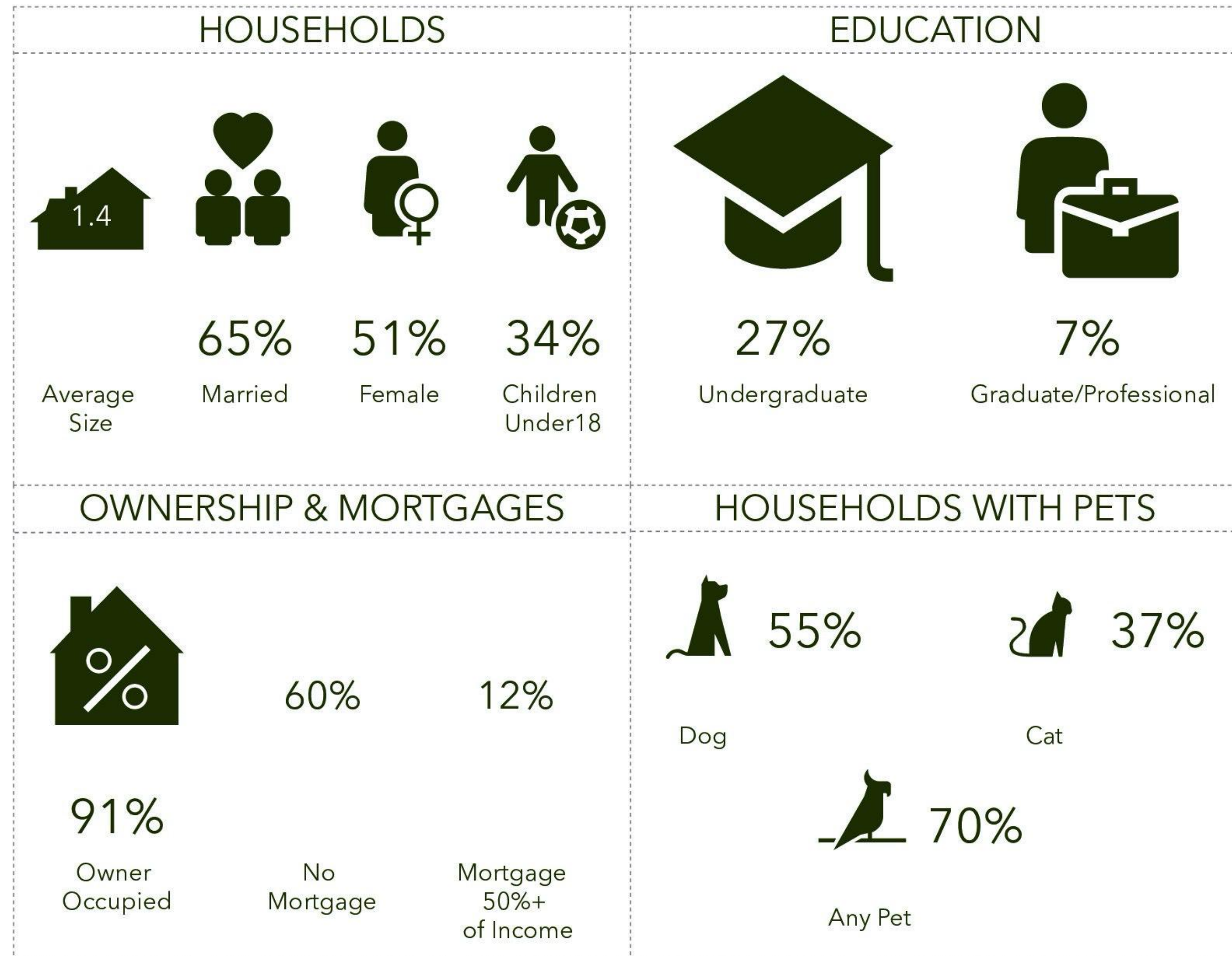
# Windcrest Map ESRI





# Windcrest Infographic Demographics

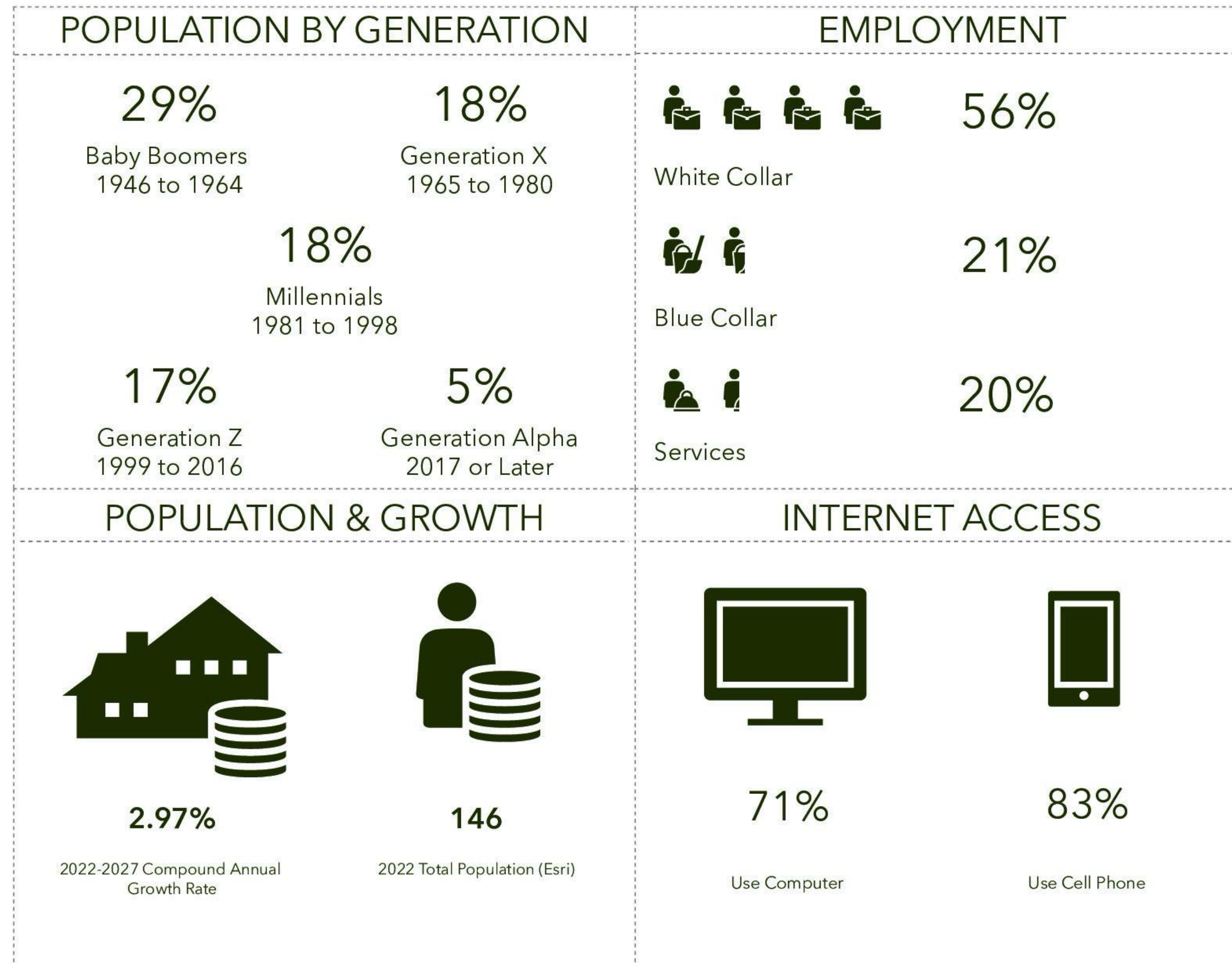
Data by ESRI/CCIM. Design by ALEX Studios





# Windcrest Infographic Demographics

Data by ESRI/CCIM. Design by ALEX Studios





# Windcrest Infographic Demographics

Data by ESRI/CCIM. Design by ALEX Studios

## INCOME



\$88,980

2022 Avg.  
Household Income



20%

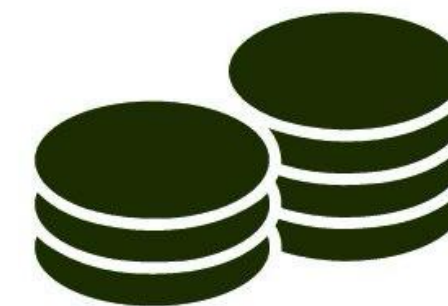
\$100K+ Avg. Household Income

## NET WORTH



\$1,068,524

Avg. Net Worth



7%

Net Worth at least \$2M





# Windcrest Graphic Demographics

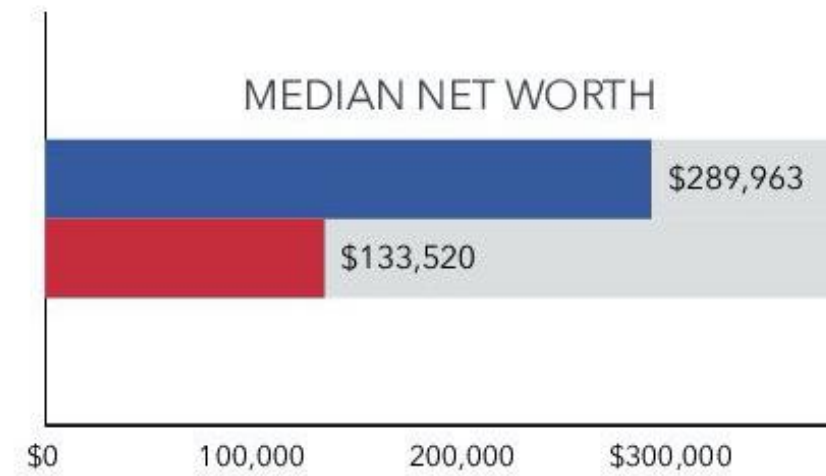
## ESRI

### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g, mortgages) or unsecured (credit cards) for this area.



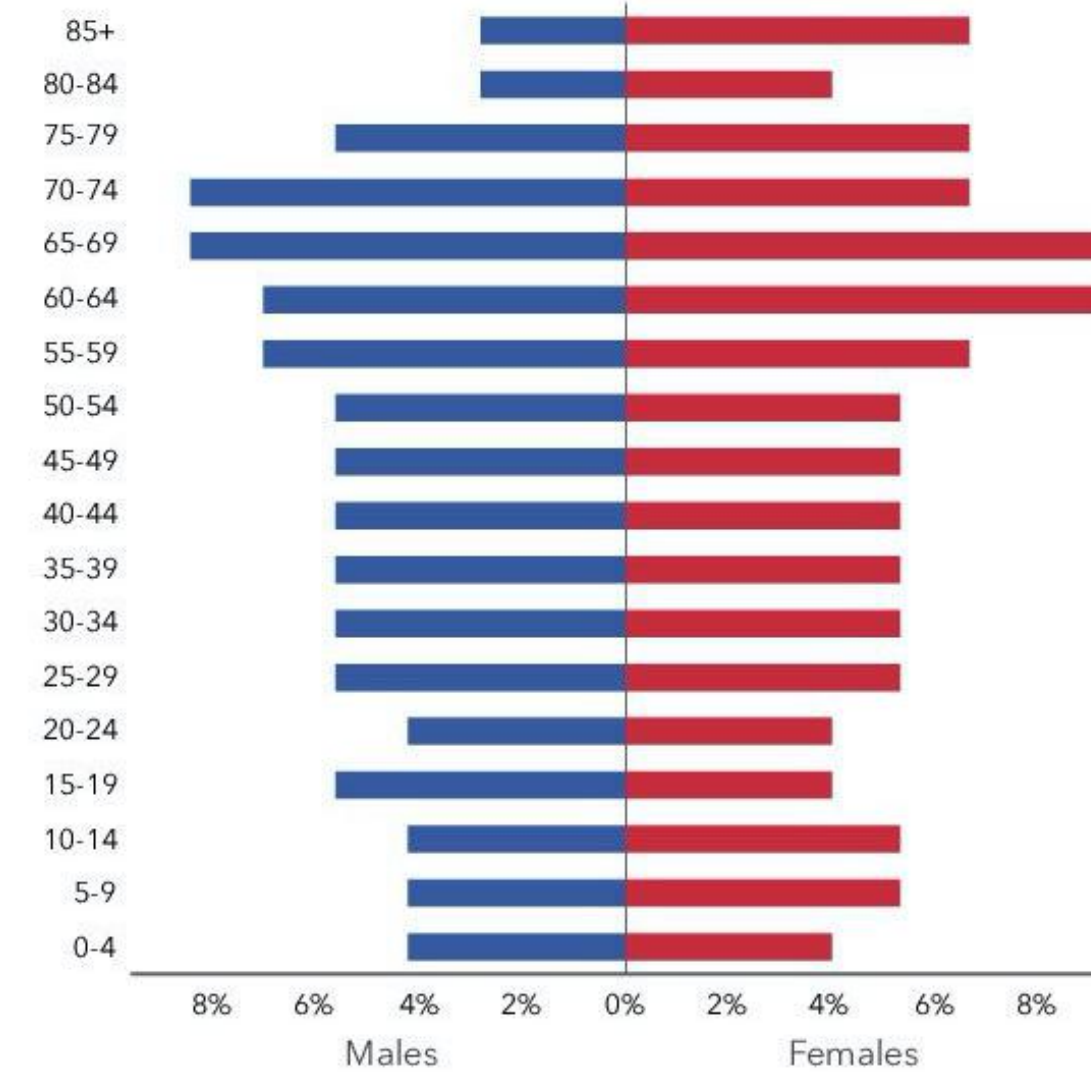
Bars show comparison to



Bars show comparison to

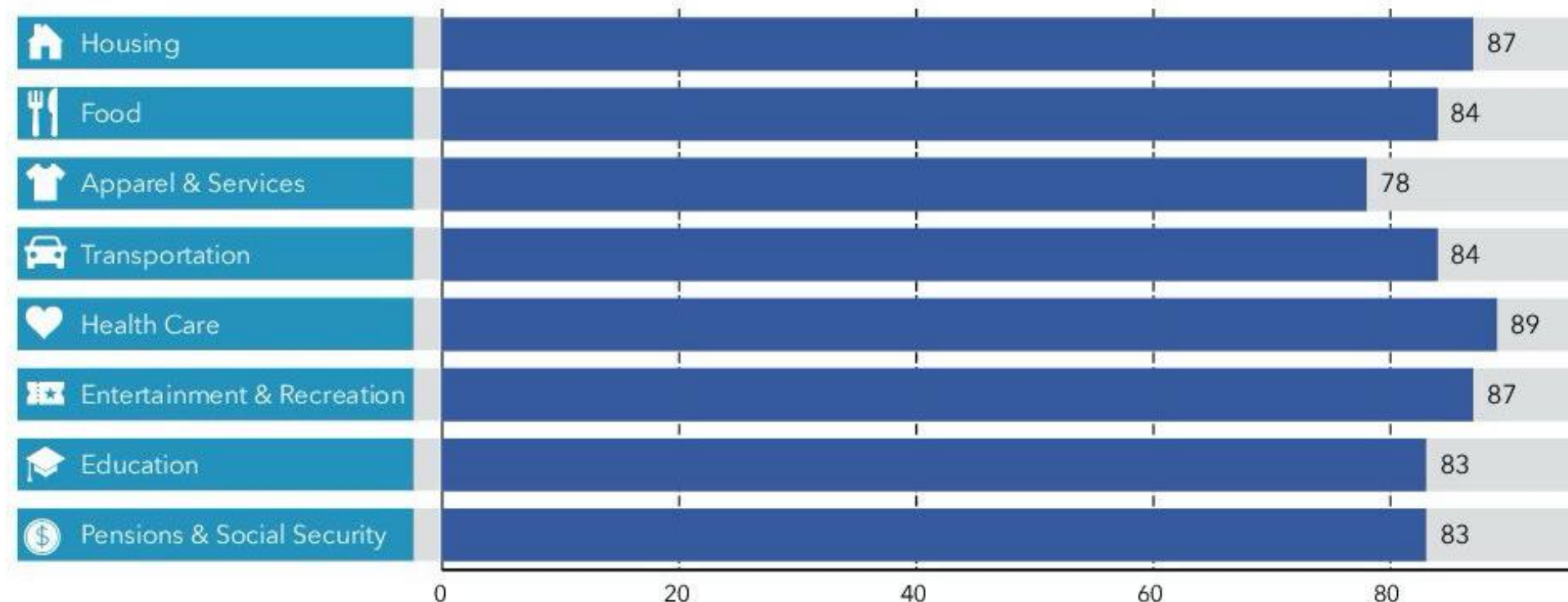
### AGE BY SEX

Median Age: 50.3



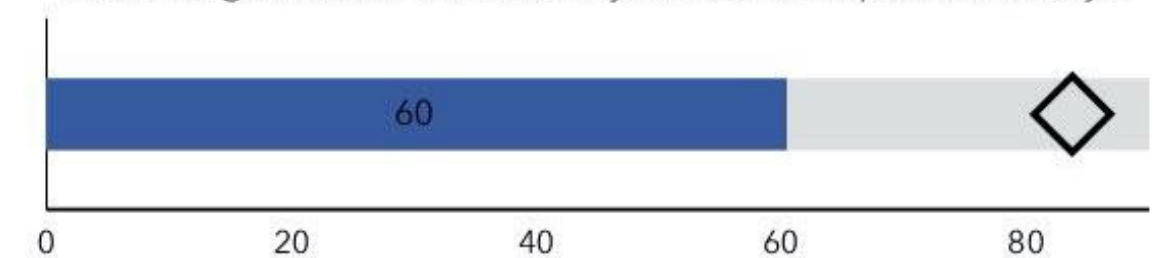
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.



### DIVERSITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).



Dots show comparison to





# Windcrest Graphic Demographics

## ESRI

### HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

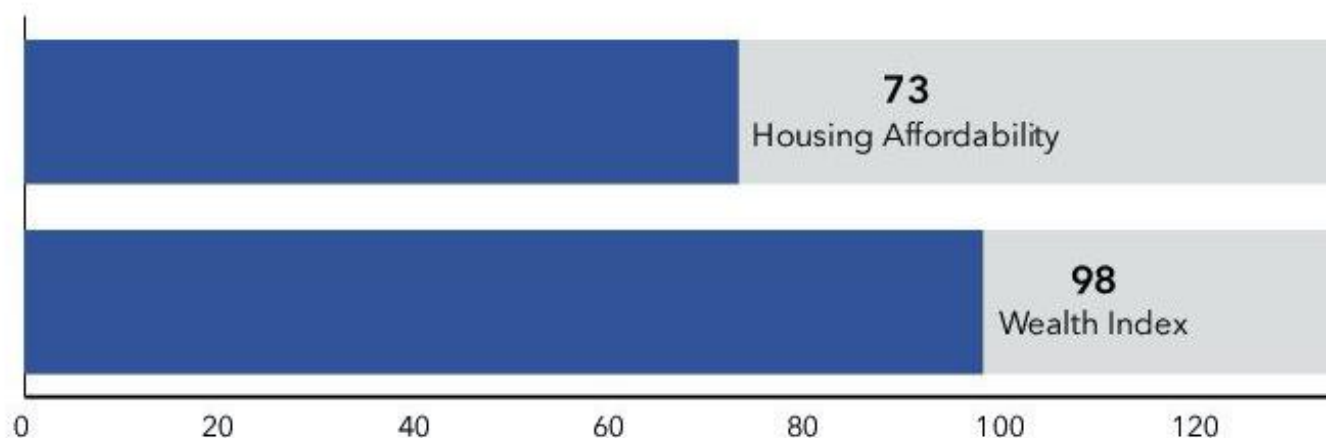


**Typical Household Type:** Single Family

**Median Home Value:** \$385,000

### ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.



### LANGUAGE

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2015-2019).

Population by Language	Age 5-17	18-64	Age 65+	Total
<b>English Only</b>	18	43	27	88
<b>Spanish</b>	6	14	0	20
Spanish & English Well	6	11	0	17
Spanish & English Not Well	0	3	0	3
<b>Indo-European</b>	0	2	2	4
Indo-European & English Well	0	2	2	4
Indo-European & English Not Well	0	0	0	0
<b>Asian-Pacific Island</b>	0	1	0	1
Asian-Pacific Isl & English Well	0	1	0	1
Asian-Pacific Isl & English Not Well	0	0	0	0
<b>Other Language</b>	0	0	0	0
Other Language & English Well	0	0	0	0
Other Language & English Not Well	0	0	0	0

### POPULATION DENSITY

Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to





# Windcrest Tapestry Segment Composition

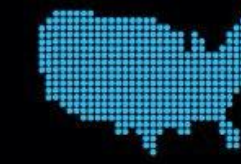
Data by ESRI/CCIM. Design by ALEX Studios



## The Great Outdoors

Windcrest - Fredericksburg

Area: 0.05 square miles



TAPESTRY  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

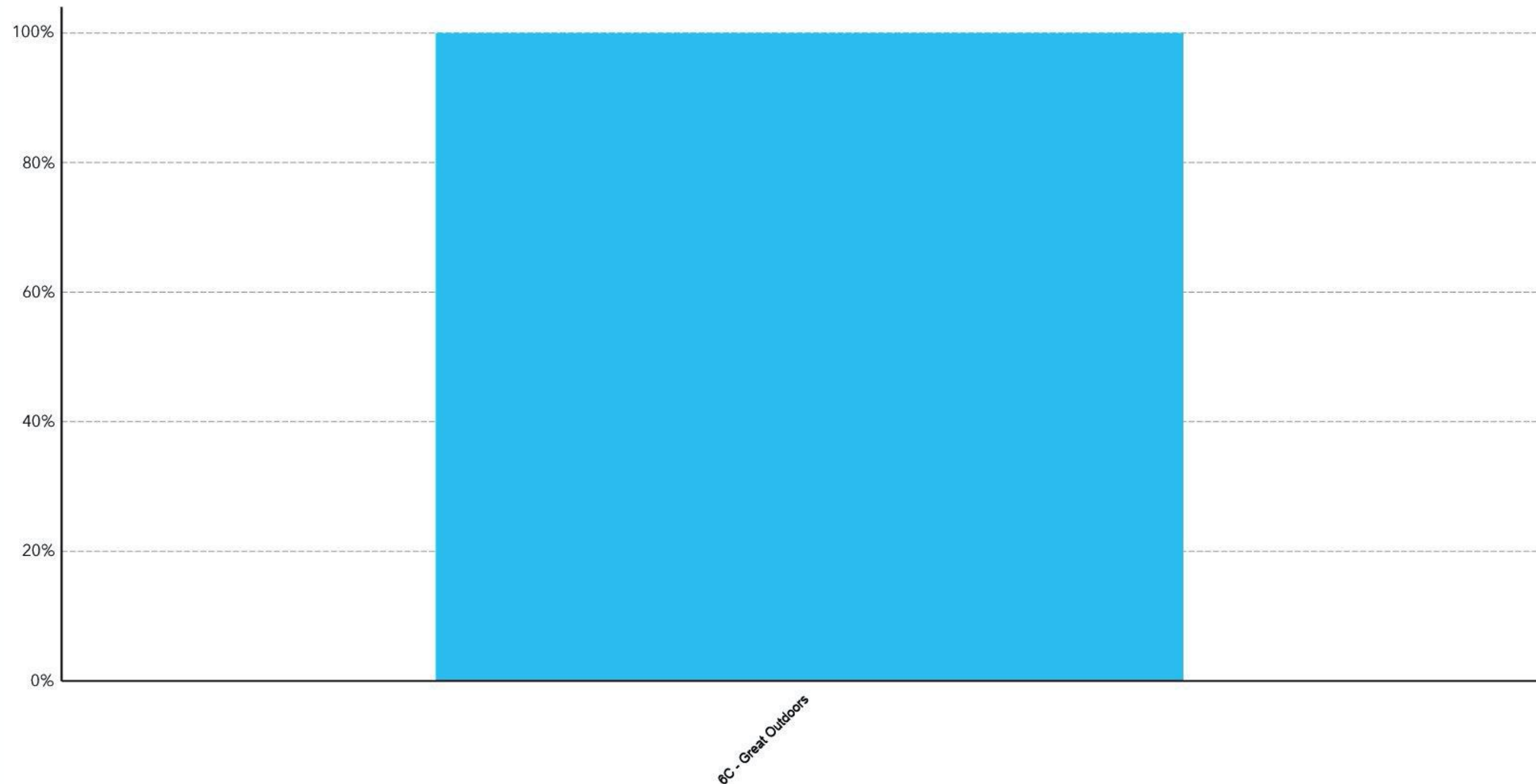
### TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



97 total households in this area

97 households in *The Great Outdoors* - 100.0%





# Windcrest Tapestry Segment Overview

## Data by ESRI/CCIM. Design by ALEX Studios



### The Great Outdoors

Windcrest - Fredericksburg

Area: 0.05 square miles



TAPESTRY  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

#### DOMINANT TAPESTRY SEGMENT



97 households are *The Great Outdoors*

100.0% of households are in this segment

**The Great Outdoors:** *Cozy Country Living* LifeMode

The Great Outdoors neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks...

[Learn more...](#)

#### ABOUT THIS SEGMENT



Typical of neighborhoods with older residents, retirement income is common, but also derive income from self-employment and investments.



Residents are very do-it-yourself oriented and cost conscious.



Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.



Enjoy outdoor activities such as hiking, hunting, and fishing. Residents are members of AARP and veterans clubs and support civic causes.



Technology is not central in their lives - light use of Internet connectivity for shopping to entertainment.

#### ABOUT THIS AREA

##### Household Type:

Single Family

##### Employment:

Prof; Svcs

##### Median Age:

50.3

##### Median Household Income:

\$63,604

##### Education:

40.7% have a college degree



#### KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

146

Population

97

Households

1.42

Avg Size Household

98

Wealth Index

73

Housing Affordability

60

Diversity Index

\$385,000

Median Home Value

2.97%

Forecasted Annual Growth Rate

ALEX  
LABS

ALEX  
STUDIOS



# Windcrest Tapestry Segment Traits

## ESRI

### WHO ARE WE?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

### OUR NEIGHBORHOOD

- Over 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.44.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available (Index 397).
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home (Index 149).

### SOCIOECONOMIC TRAITS

- 60% have attended college or hold a degree.
- Labor force participation is low at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



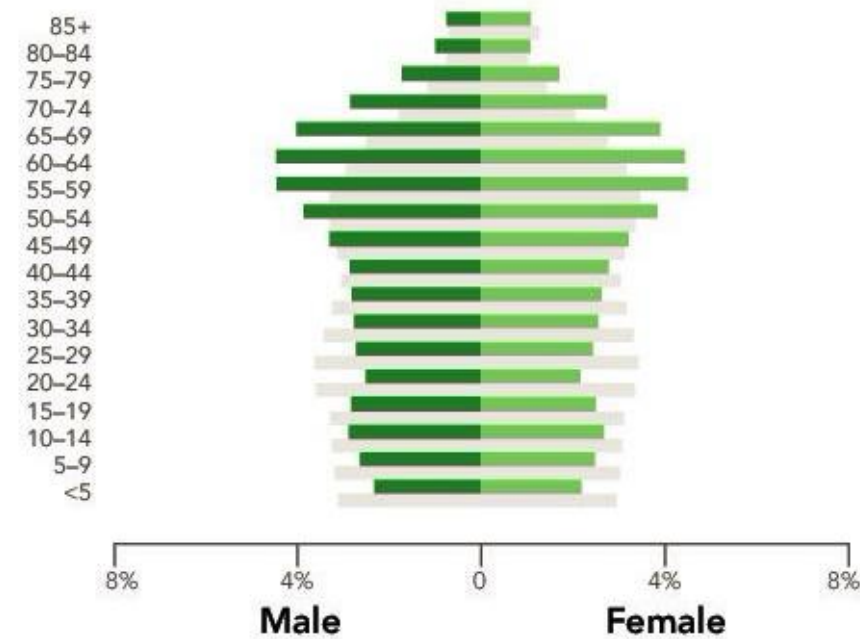
# Windcrest Tapestry Segment Graphics

## ESRI

### AGE BY SEX (Esri data)

Median Age: **47.4** US: 38.2

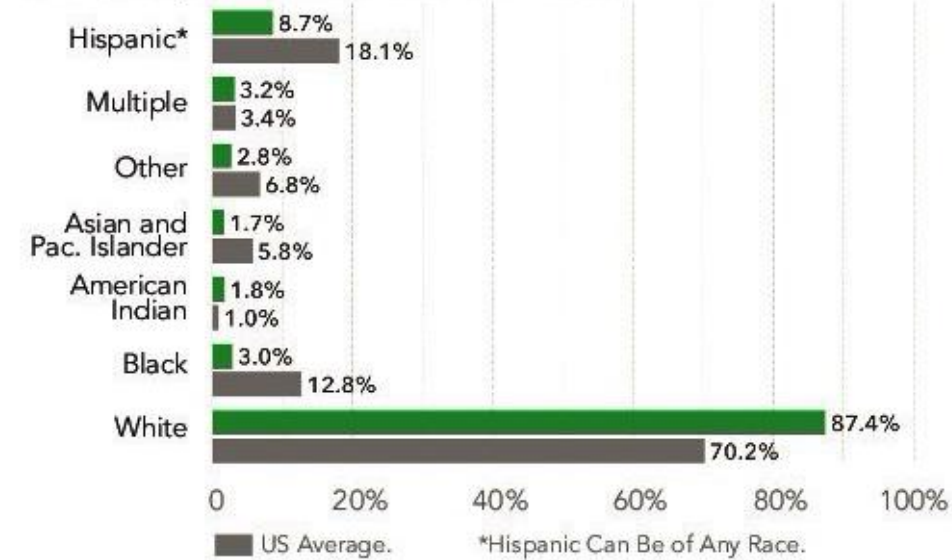
■ Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: **35.6** US: 64.0



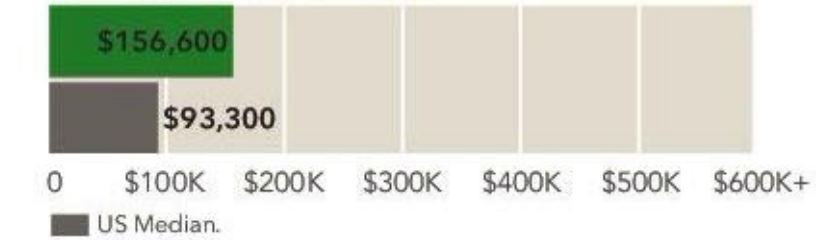
### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

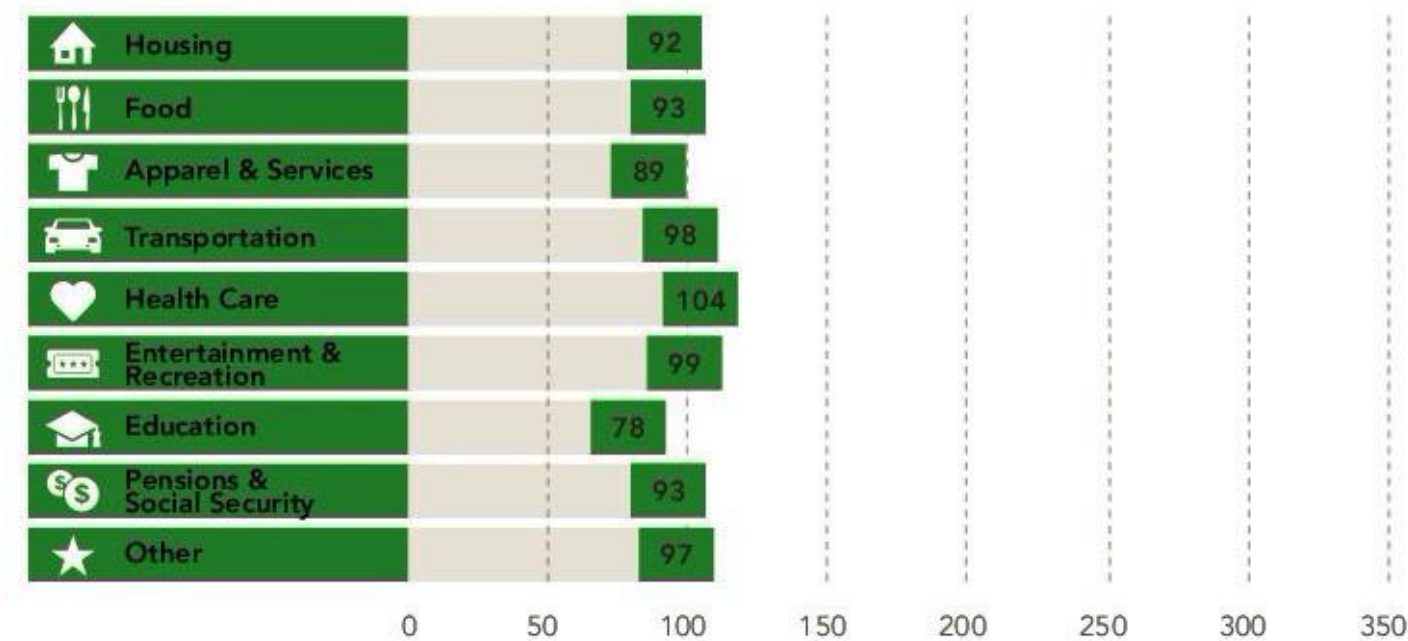


#### Median Net Worth



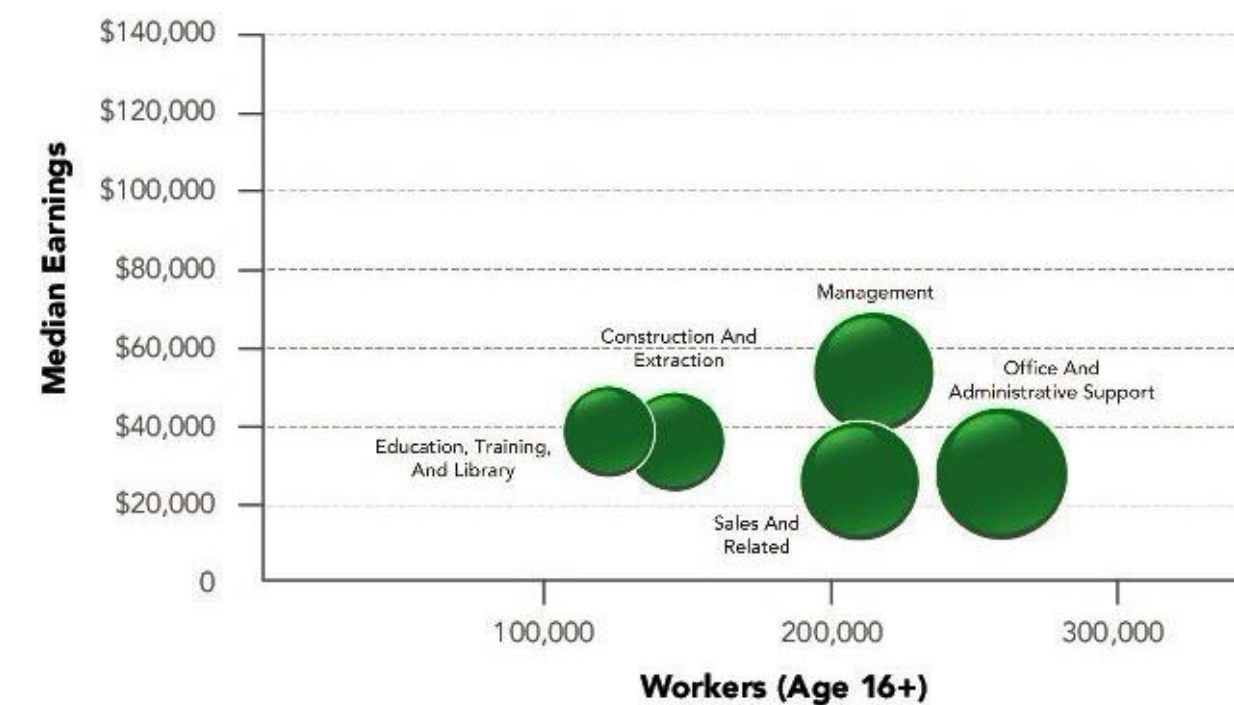
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





# Windcrest Tapestry Segment Graphics

## ESRI

### MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.
- Residents are members of AARP and veterans' clubs and support various civic causes.
- Technology is not central in their lives: light use of Internet connectivity for shopping to entertainment.
- Most households have pets—dogs or cats.
- Television channels such as CMT, History, and Fox News are popular.
- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.

### HOUSING

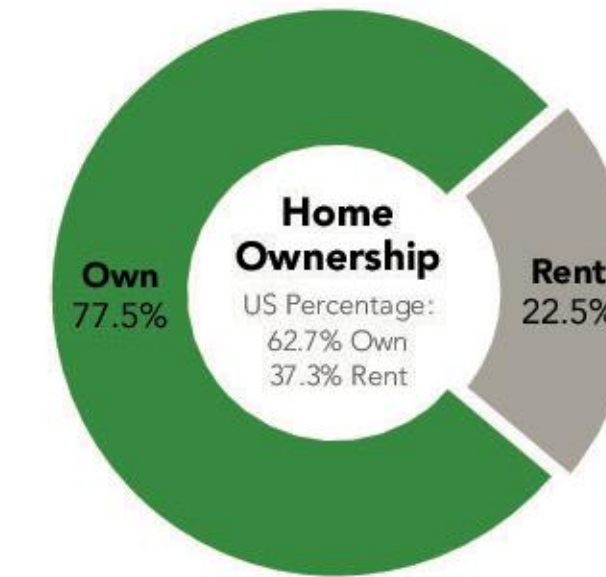
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

**Median Value:**  
\$239,500

US Median: \$207,300



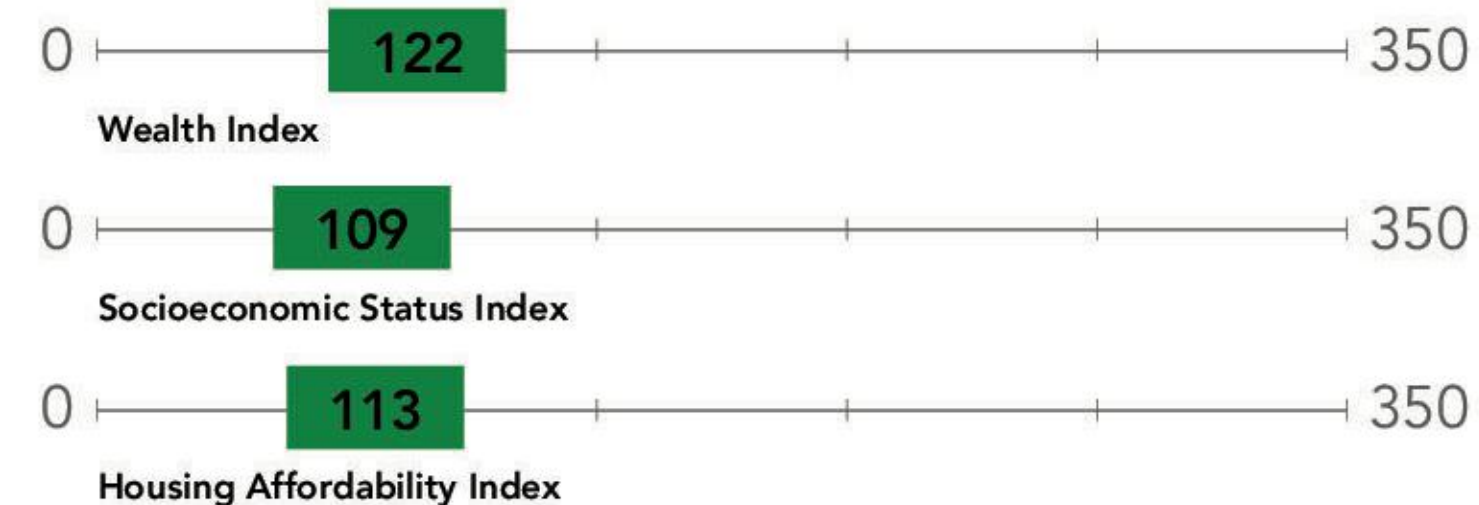
### POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



### ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.



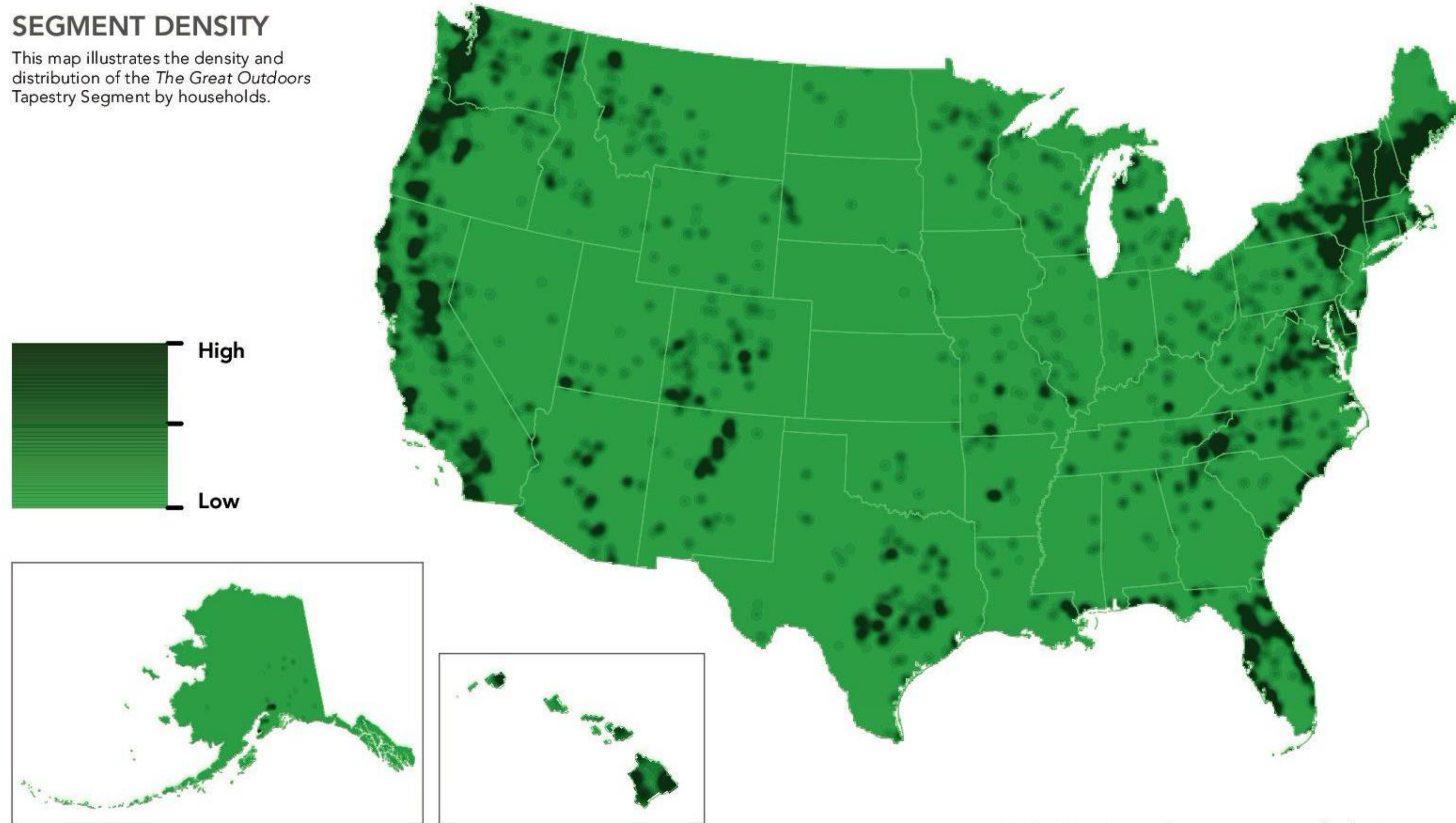


# Windcrest Tapestry Segment Density

## ESRI

### SEGMENT DENSITY

This map illustrates the density and distribution of the *The Great Outdoors* Tapestry Segment by households.



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