

# Friendly Market

10050 Norbotton Dr

Florence KY, 41042

\$1,399,500



*An outstanding investment!*

DETAILS

- Friendly Market: Excellent rental history, location with strong growth potential
- Acreage next door for sale
- Also near Kroger, banks and restaurants



**Kelly Meyer**

Sales Vice President  
PBD, SRES, SRS

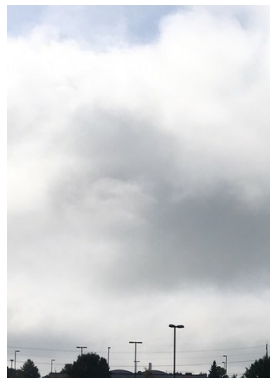
**513-235-9090**

kameyer@sibycline.com  
www.sibycline.com/kameyer



## 10050 Norbotton Dr

10050 Norbotton Dr, Florence, KY 41042



**Kelly Meyer**

Sibcy Cline Realtors

8040 Montgomery Rd, Cincinnati, OH 452362903

[kameyer@sibcycline.com](mailto:kameyer@sibcycline.com)

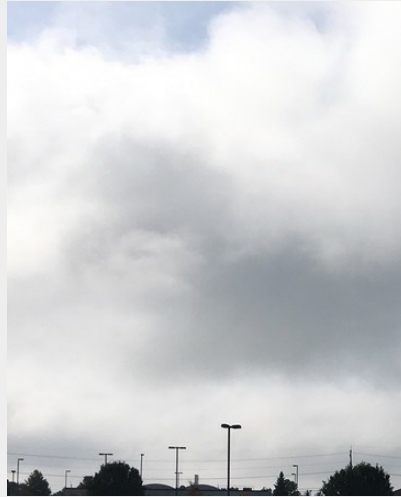
(513) 793-2121

# 10050 Norbotton Dr

\$181,000 - \$699,000

Two additional lots are available for a total of 3 lots and approximately 4 acres.

- In the Mt Zion Rd expansion area
- directly off i75 / Mt Zion Rd interchange
- Lighted intersection on to Mt Zion Rd



Price: \$181,000 - \$699,000

Property Type: Land

Property Sub-type: Commercial

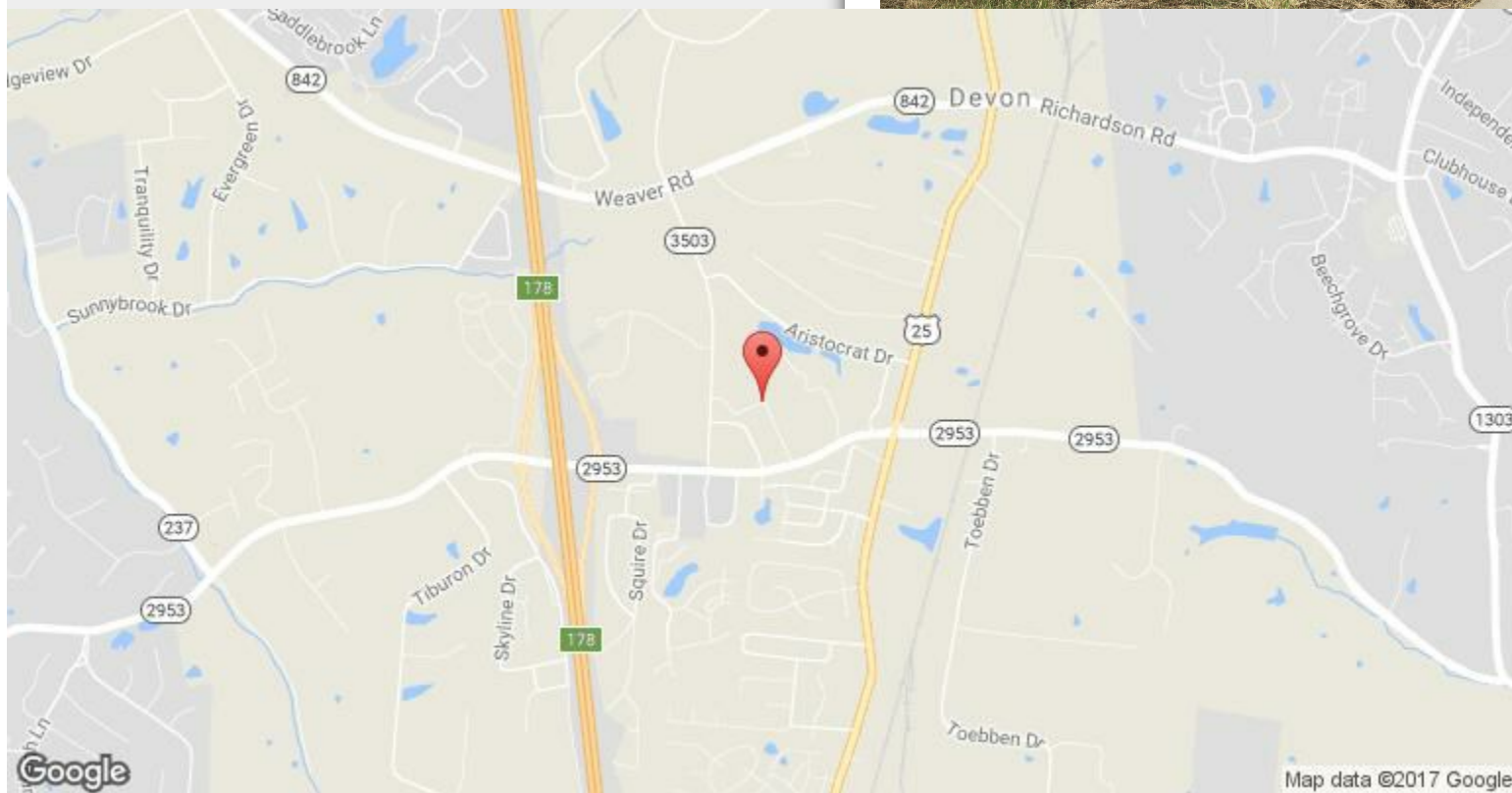
Proposed Use: Retail

Sale Type: Owner User

Total Lot Size: 3.98 AC

No. Lots: 3

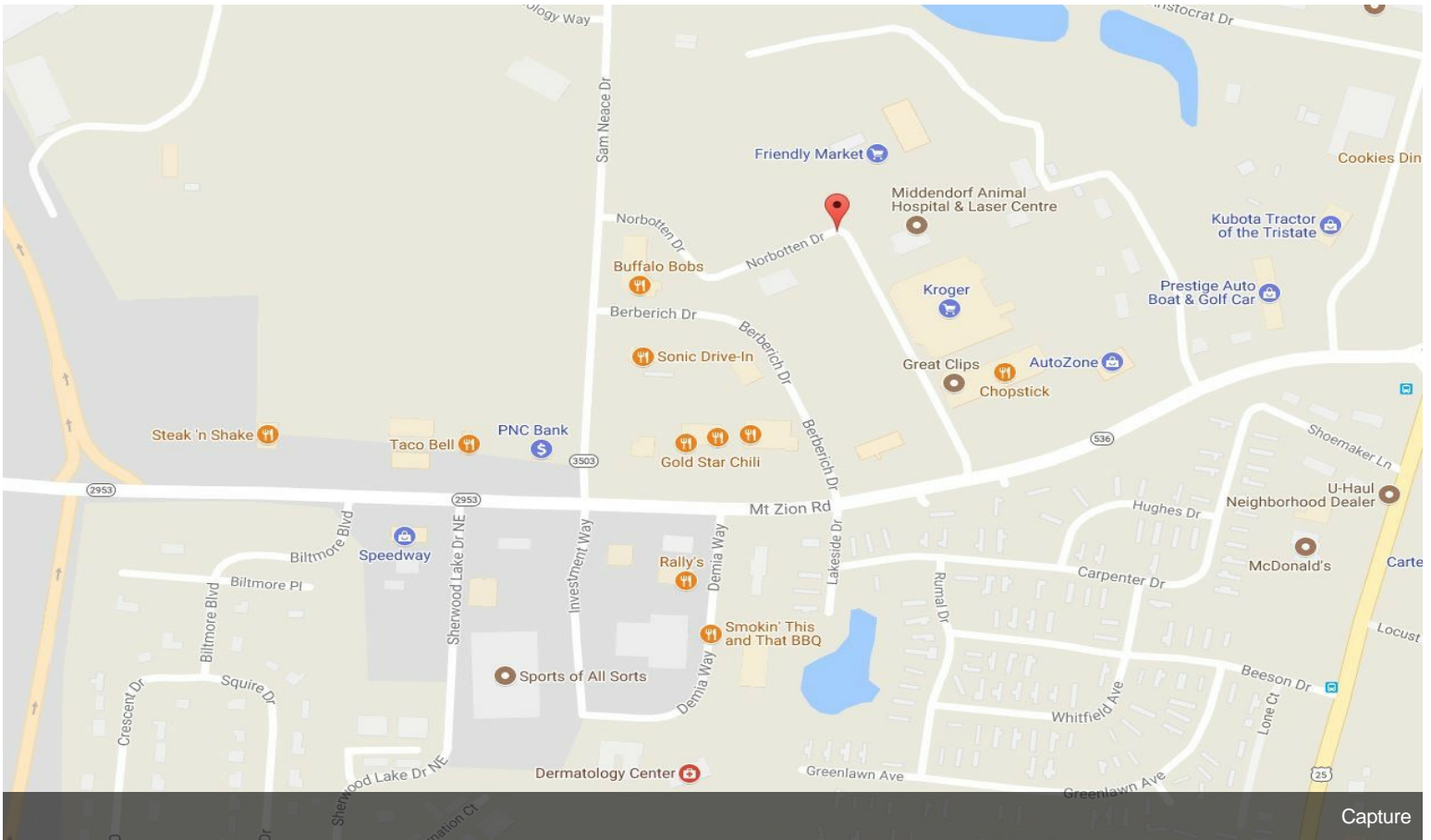




**10050 Norbotton Dr, Florence, KY 41042**



# Property Photos



# 10050 Norbotton Dr, 11 Florence



## Excellent Office or Retail development

### *Some Highlights Include:*

- All Utilities at the street
- Topography: Flat and graded
- Near Banks, Retail Strip Center, Fitness, Friendly Market
- Fast Food and Casual Dining nearby
- Lighted Intersection at Mt Zion Rd



***Listing price: \$209,000***



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# 10050 Norbotton Dr, 12 Florence



## Excellent Office or Retail development

### *Some Highlights Include:*

- All Utilities at the street
- near the I-75/Mt Zion Rd interchange
- Lighted intersection at Mt Zion Rd
- Near Banks, Fitness, Veterinary, Retail Strip Center
- Casual Dining and Fast food nearby
- Prime retail, medical, or mixed use development opportunity in a high visibility, high traffic area.



***Listing price: \$181,000***



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# 10050 Norbotton Dr, 13 Florence



## Excellent Hotel, Office, Medical or Retail Opportunity

### *Some Highlights Include:*

- Prime retail, medical, or mixed use development opportunity in a high visibility, high traffic area.
- Near the I75/Mt Zion Rd interchange. Prime development opportunity in the Mt Zion road expansion area.
- Flat with all utilities at the road.
- Lighted intersection at Mt Zion Rd
- Near Banks, retail strip center, fitness and veterinary



***Listing price: \$309,000***



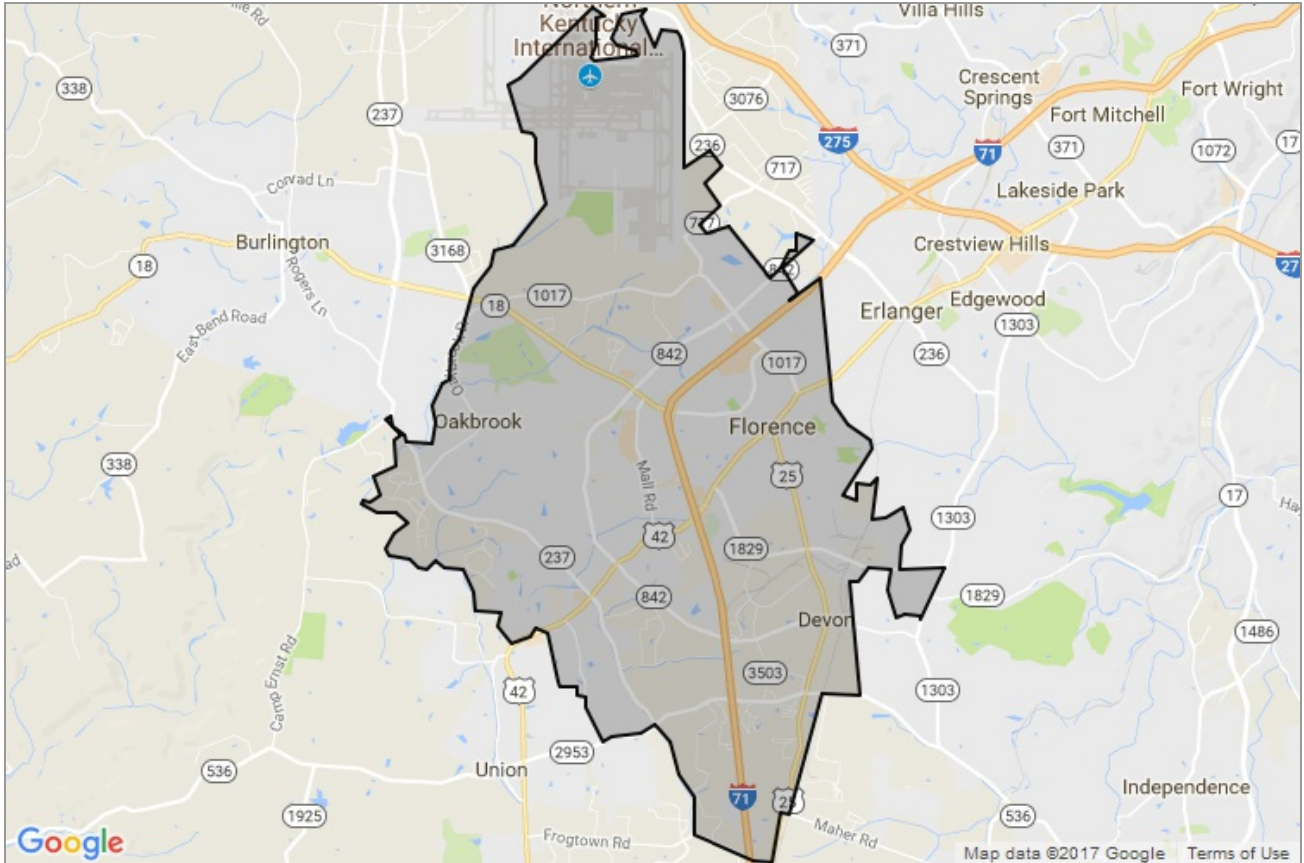
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COMMERCIAL BEST BUSINESSES REPORT

# Florence, KY 41042



Presented by

**Kelly Meyer**

Kentucky Real Estate License: 73322



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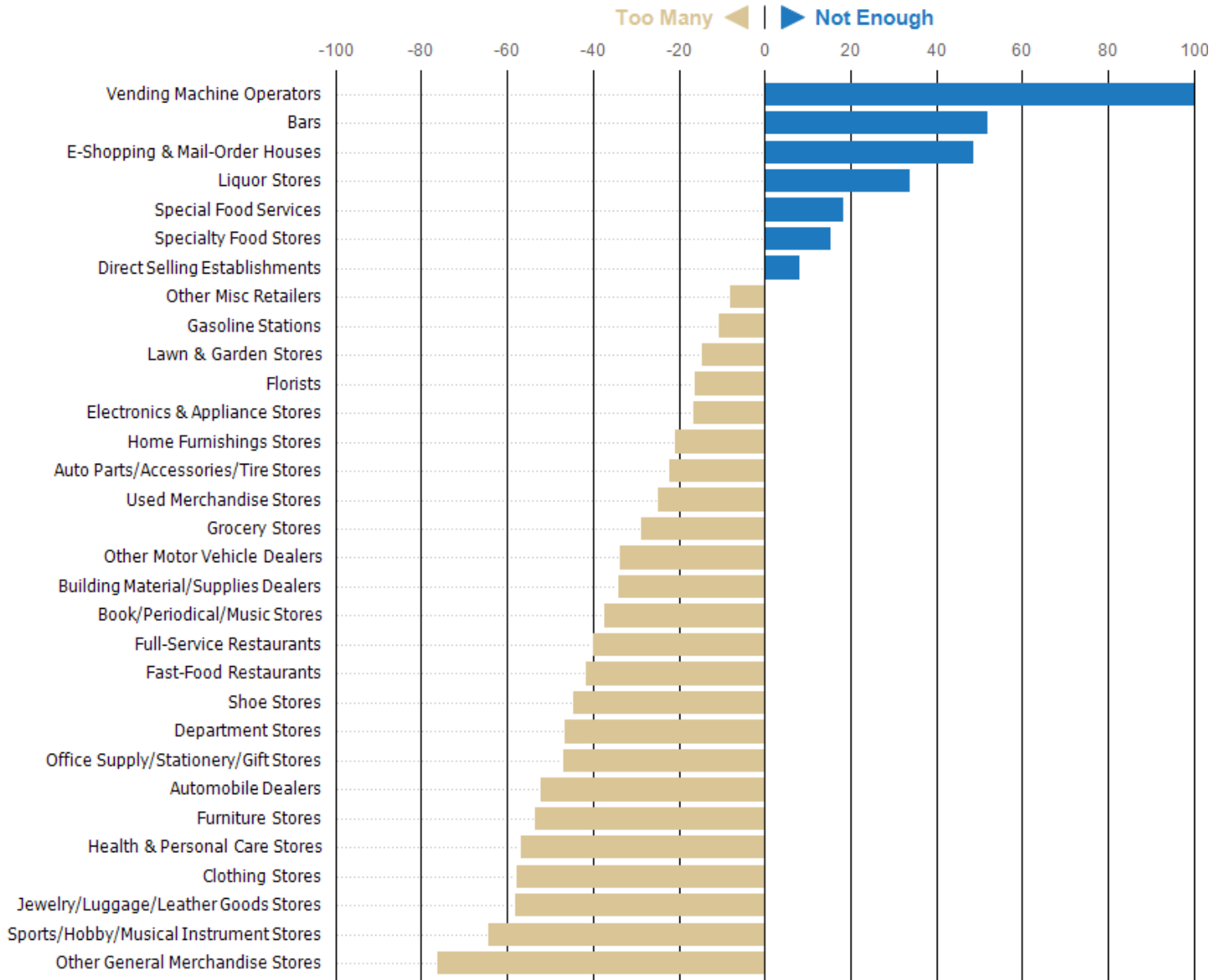
Sibcy Cline, Inc.  
8040 Montgomery Rd  
Cincinnati, OH 45236

## Best Retail Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The beige business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2016

Update Frequency: Annually



## Criteria Used for Analysis

Income:  
**Median Household Income**  
**\$55,832**

Age:  
**Median Age**  
**36.4**

Population Stats:  
**Total Population**  
**53,896**

Segmentation:  
**1st Dominant Segment**  
**Soccer Moms**

## Consumer Segmentation

Life Mode	Urbanization
<b>What are the people like that live in this area?</b>	<b>Where do people like this usually live?</b>
<b>Family Landscapes</b> Successful younger families in newer housing	<b>Suburban Periphery</b> Affluence in the suburbs, married couple-families, longer commutes

## Top Tapestry Segments

	Soccer Moms	Front Porches	Old and Newcomers	Down the Road	Bright Young Professionals
<b>% of Households</b>	5,185 (24.6%)	2,229 (10.6%)	1,669 (7.9%)	1,558 (7.4%)	1,293 (6.1%)
<b>% of Boone County</b>	13,668 (30.4%)	2,311 (5.1%)	1,650 (3.7%)	1,553 (3.5%)	3,164 (7.0%)
<b>Lifestyle Group</b>	Family Landscapes	Middle Ground	Middle Ground	Rustic Outposts	Middle Ground
<b>Urbanization Group</b>	Suburban Periphery	Metro Cities	Metro Cities	Semirural	Urban Periphery
<b>Residence Type</b>	Single Family	Multi-Units, Single Family	Multi-Units, Single Family	Mobile Homes	Multi-Units, Single Family
<b>Household Type</b>	Married Couples	Married Couples	Singles	Married Couples	Married Couples
<b>Average Household Size</b>	2.96	2.55	2.11	2.74	2.4
<b>Median Age</b>	36.6	34.2	38.5	34.3	32.2
<b>Diversity Index</b>	48.3	70.4	50.1	70.5	65.4
<b>Median Household Income</b>	\$84,000	\$39,000	\$39,000	\$36,000	\$50,000
<b>Median Net Worth</b>	\$252,000	\$21,000	\$23,000	\$30,000	\$28,000
<b>Median Home Value</b>	\$226,000	—	—	\$104,000	—
<b>Homeownership</b>	85.5 %	47.8 %	46.4 %	66.4 %	44.1 %
<b>Average Monthly Rent</b>	—	\$890	\$850	—	\$1,000
<b>Employment</b>	Professional or Management	Services, Professional or Administration	Professional or Services	Services or Administration	Professional or Services
<b>Education</b>	College Degree	High School Graduate	College Degree	High School Graduate	College Degree
<b>Preferred Activities</b>	Go jogging, biking, target shooting. Visit theme parks, zoos.	Go online for games, visit dating websites, chat rooms. Play bingo, video games.	Buy frozen, convenience foods. Support environmental organizations.	Visit chat rooms, play games online. Go hunting, fishing.	Go to bars/clubs, attend concerts. Eat at fast food, family restaurants.
<b>Financial</b>	Carry high level of debt	Have loans to pay bills	Bank online or in person	Prefer convenience of frozen meals, fast food	Own U.S. savings bonds, bank online
<b>Media</b>	Shop, bank online	Watch Comedy Central, Nickelodeon, PBS Kids Sprout	Watch movies at home	Watch Animal Planet on satellite TV	Rent DVDs from Redbox or Netflix
<b>Vehicle</b>	Own 2+ vehicles (minivans, SUVs)	Enjoy fun-to-drive cars	View car as transportation only	Bought used vehicle last year	Own newer cars



## About this segment

# Soccer Moms

This is the  
**#1**  
dominant segment  
for this area

In this area  
**24.6%**  
of households fall  
into this segment

In the United States  
**2.8%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

### Our Neighborhood

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74%, and low rate vacancy at 5%.
- Median home value is \$226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

### Market Profile

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

### Socioeconomic Traits

- Education: 37.7% college graduates, more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

## About this segment

# Front Porches

This is the  
**#2**  
dominant segment  
for this area

In this area  
**10.6%**  
of households fall  
into this segment

In the United States  
**1.6%**  
of households fall  
into this segment

### An overview of who makes up this segment across the United States

#### Who We Are

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the U.S. Half of householders are renters, and many of the homes are older townhomes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Residents enjoy their automobiles and like cars that are fun to drive. Income and net worth are well below the U.S. average, and many families have taken out loans to make ends meet.

#### Our Neighborhood

- Nearly one in five homes is a duplex, triplex or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

#### Socioeconomic Traits

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is high at 11%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

#### Market Profile

- Go online for gaming, online dating and chat rooms.
- Use their cell phones to redeem mobile coupons and listen to hip hop and R&B music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, indoor water parks, bingo and video games.
- Watch Comedy Central, Nickelodeon and PBS Kids Sprout.

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## About this segment

# Old and Newcomers

This is the  
**#3**  
dominant segment  
for this area

In this area  
**7.9%**  
of households fall  
into this segment

In the United States  
**2.3%**  
of households fall  
into this segment

### An overview of who makes up this segment across the United States

#### Who We Are

The Old and Newcomers market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

#### Our Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, \$800.
- 45% of housing units are single-family dwellings; 44% are multi-unit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

#### Socioeconomic Traits

- Unemployment is lower at 7.8%, with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

#### Market Profile

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.



## About this segment

# Down the Road

This is the

# #4

dominant segment  
for this area

In this area

# 7.4%

of households fall  
into this segment

In the United States

# 1.1%

of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Down the Road is a mix of low-density, semi-rural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing and construction industries, with higher proportions in agriculture and mining, compared to the U.S. in general. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

### Our Neighborhood

- Two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 18% of owned homes are valued under \$50,000 (more than three times the U.S. percentage).

### Socioeconomic Traits

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the U.S. rate.
- Labor force participation rate is 59.6%, slightly lower than the U.S.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

### Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase a lottery ticket.
- Participate in fishing and hunting.
- Visit chat rooms and play games online.
- Listen to the radio, especially at work, with a preference for rap, R&B and hip-hop music.
- Enjoy programs on Animal Planet, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: pizza.
- Frequent Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

## About this segment

# Bright Young Professionals

This is the

## #5

dominant segment  
for this area

In this area

## 6.1%

of households fall  
into this segment

In the United States

## 2.2%

of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value and average rent are close to the U.S. averages. Residents of this segment are physically active and up on the latest technology.

### Our Neighborhood

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households.
- Multi-unit buildings or row housing make up 55% of the housing stock (row housing, buildings with 5-19 units); 44% built 1980-99.
- Average rent is slightly higher than the U.S. average.
- Lower vacancy rate is at 8.9%.

### Socioeconomic Traits

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10%.
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the U.S. rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

### Market Profile

- Own U.S. savings bonds.
- Own newer computers (desktop, laptop or both), iPods and 2+ TVs.
- Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting and yoga.
- Eat out often at fast-food and family restaurants.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

## Florence, KY 41042: Population Comparison

### Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

2016  
2021 (Projected)



### Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

2016  
2021 (Projected)



### Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2016, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

2016  
2021 (Projected)



### Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

2016  
2021 (Projected)





## Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

- 2016
- 2021 (Projected)



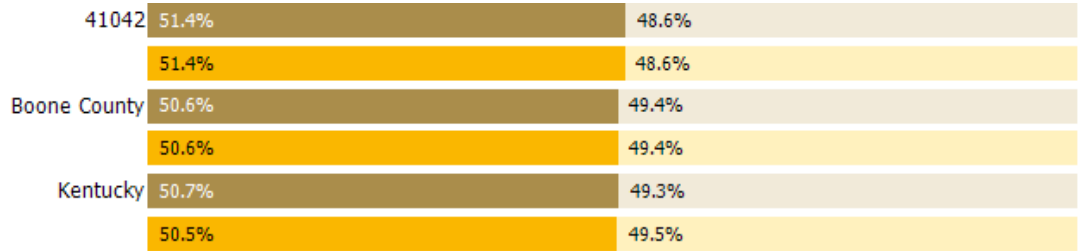
## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

- Women 2016
- Men 2016
- Women 2021 (Projected)
- Men 2021 (Projected)



## Florence, KY 41042: Age Comparison

### Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



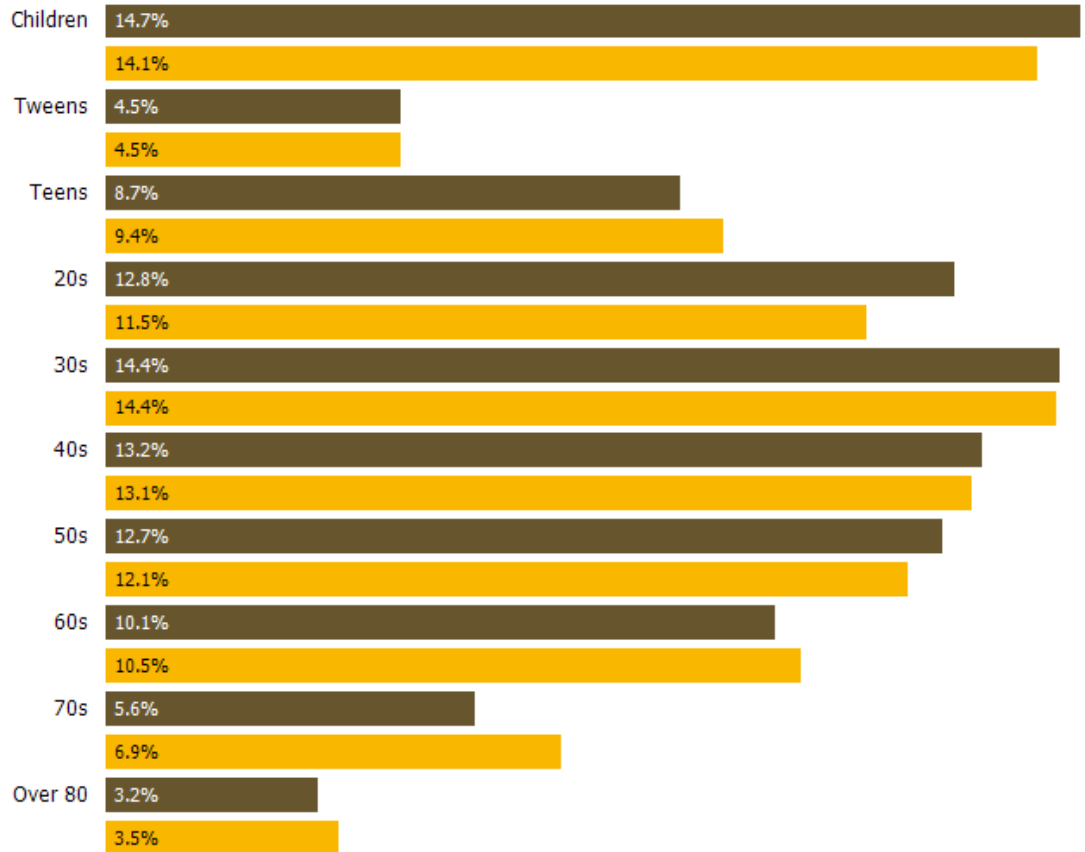
### Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



## Florence, KY 41042: Marital Status Comparison

### Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



## Florence, KY 41042: Economic Comparison

### Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



### Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



### Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



### Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



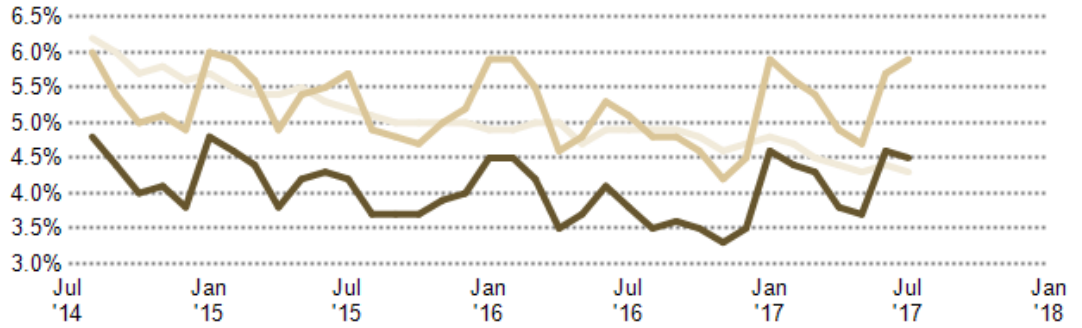
## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Boone County
- Kentucky
- USA

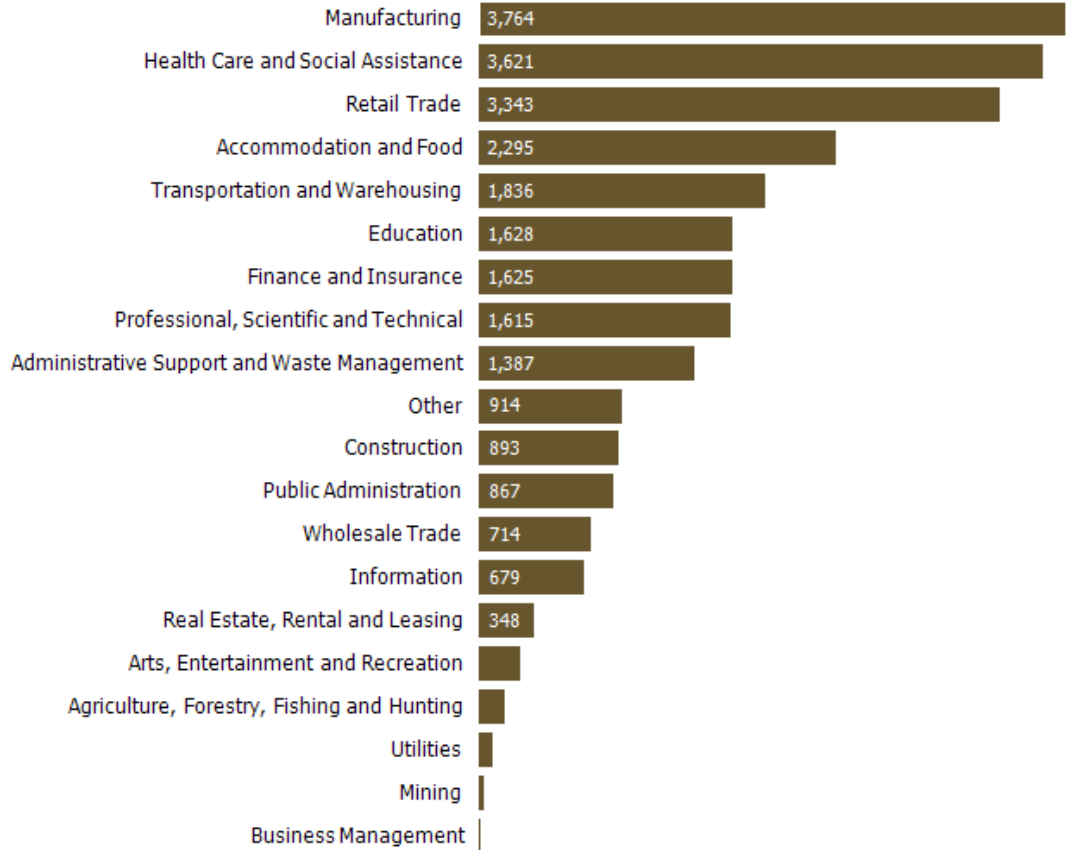


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2016

Update Frequency: Annually





## Florence, KY 41042: Education Comparison

### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



## Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



## Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



## Florence, KY 41042: Home Value Comparison

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### 12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

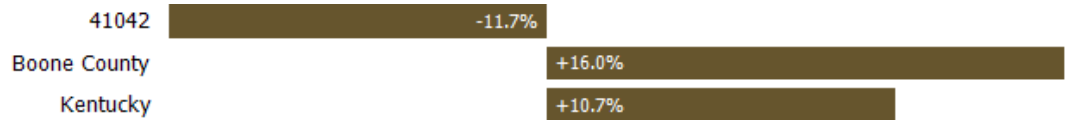


### 12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly





# NE of Norbotten Dr & Sam Neace Dr Lot 13

NE of Norbotten Dr and Sam Neace Dr, Florence, KY 41042

1.80 Ac.

Lnd Property

## History Table

Displaying Total Net Absorption								
Details	Year	Qtr	Total Net Absorption	Bldg Size	Total Avail SF	Vacant SF	Occupied SF	Lease Rate
<a href="#">View</a>	2017	3			78,408 SF		0 SF	
<a href="#">View</a>	2017	2			78,408 SF		0 SF	
<a href="#">View</a>	2017	1			78,408 SF		0 SF	
<a href="#">View</a>	2016	4			78,408 SF		0 SF	
<a href="#">View</a>	2016	3			78,408 SF		0 SF	

## Demographics

Population	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
Total Estimated Population	5,441	50,851	113,728	6,567	58,017	127,770
Total Census 2010 Population	3,882	39,356	93,565	3,882	39,356	93,565
Population Change %	40.2%	28.7%	21%	69.2%	46.1%	34.9%
Population Density (People/SQ Mile)	5,283	2,988	3,114	6,376	3,356	3,426
Median Age	38	41	42	38	42	43
Total Males	2,649	25,002	55,871	3,214	28,582	62,926
Total Females	2,792	25,849	57,857	3,353	29,435	64,844

Population By Age Group	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
4 Years Old and Younger	430	3,602	7,715	493	3,928	8,328
5 - 9 Years Old	491	4,059	8,806	558	4,434	9,459
10 - 14 Years Old	465	3,857	8,545	542	4,336	9,381
15 - 19 Years Old	417	3,542	7,954	516	4,119	9,047
20 - 24 Years Old	390	3,379	7,490	468	3,826	8,478
25 - 29 Years Old	436	3,617	7,687	487	3,989	8,696
30 - 34 Years Old	421	3,464	7,289	451	3,619	7,704
35 - 39 Years Old	419	3,653	7,912	460	3,749	7,938
40 - 44 Years Old	423	4,027	9,043	502	4,236	9,129
45 - 49 Years Old	382	3,926	9,013	473	4,288	9,528
50 - 54 Years Old	322	3,517	8,152	421	4,097	9,295
55 - 59 Years Old	267	3,052	7,084	356	3,702	8,483
60 - 64 Years Old	191	2,231	5,170	264	2,893	6,634
65 - 69 Years Old	135	1,626	3,766	197	2,232	5,108
70 - 74 Years Old	97	1,168	2,773	145	1,643	3,748
75 - 79 Years Old	72	870	2,120	100	1,144	2,631
80 - 84 Years Old	46	607	1,545	67	822	1,918
85 Years Old and Older	37	654	1,664	67	960	2,265

Population By Ethnicity	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
White	5,259	47,550	106,607	6,337	53,880	118,845
Black	84	1,529	3,415	107	1,873	4,166
Native American	10	54	97	21	80	133
Asian	32	1,185	2,546	44	1,603	3,436
Pacific Islander	1	4	11	N/A	2	16
2 or More Races	55	529	1,052	58	579	1,174
Hispanic	255	1,931	3,673	399	2,789	5,165
White Non-Hispanic	5,012	45,685	103,019	5,947	51,169	113,729

Housing	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
Total Estimated Households	2,017	19,685	42,836	2,434	22,546	48,110
Total Census 2010 Households	1,390	14,918	34,912	1,390	14,918	34,912
Average Household Size	2.7	2.6	2.7	N/A	N/A	N/A
Total Housing Units	2,091	20,996	46,372	2,460	23,669	51,406
Owner	1,651	12,826	32,050	1,943	14,390	35,518
Renter	301	6,815	11,955	354	7,722	13,224
Vacant Housing Units	138	1,353	2,367	162	1,558	2,663





# NE of Norbotten Dr & Sam Neace Dr Lot 13

NE of Norbotten Dr and Sam Neace Dr, Florence, KY 41042

1.80 Ac.

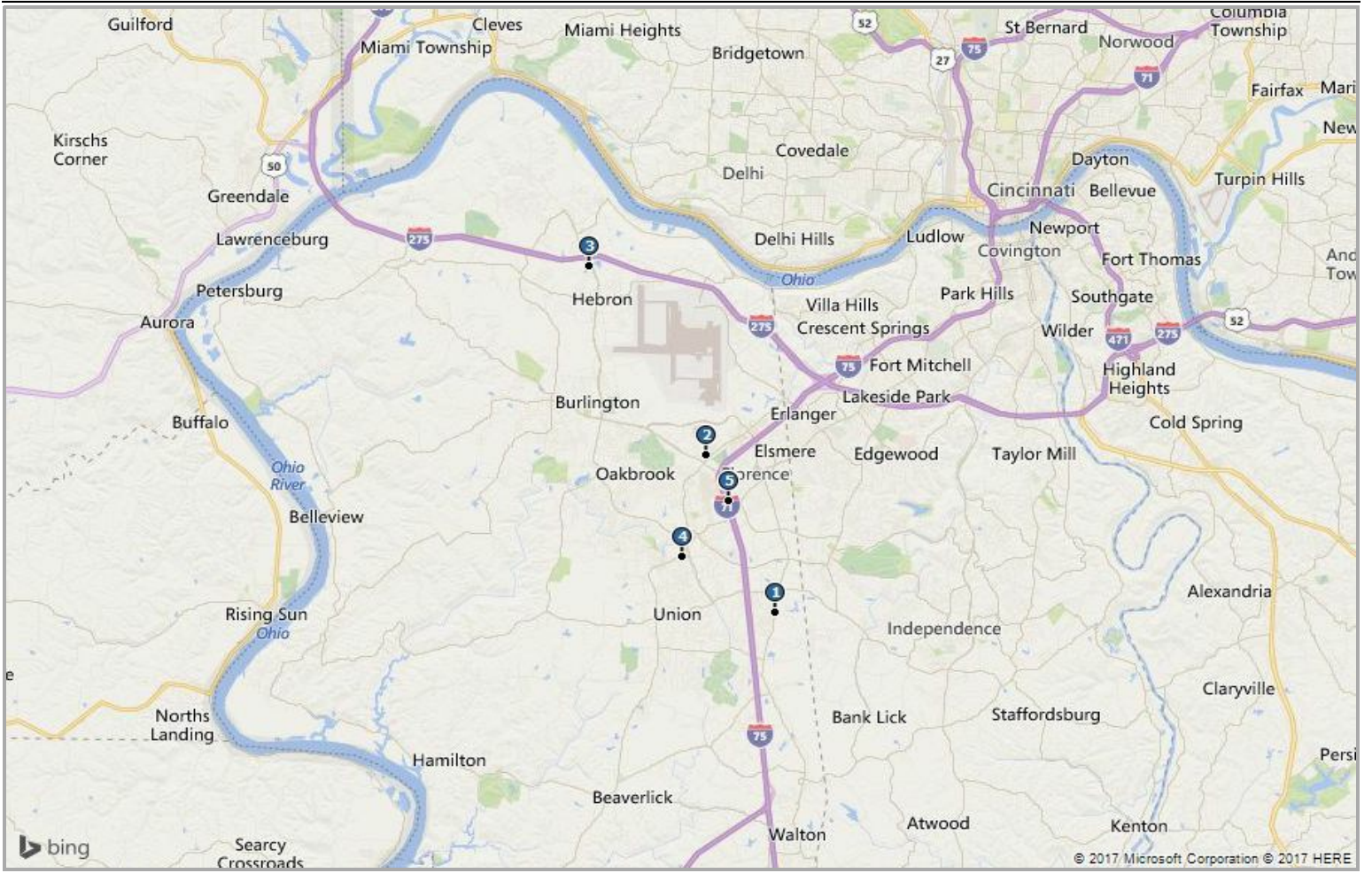
Lnd Property

Income	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
Under \$10,000	105	1,260	2,187	127	1,462	2,472
\$10,000 - \$14,999	91	836	1,668	110	980	1,903
\$15,000 - \$19,999	198	1,044	2,223	240	1,218	2,506
\$20,000 - \$24,999	130	1,152	2,228	157	1,333	2,502
\$25,000 - \$29,999	246	1,239	2,499	297	1,412	2,778
\$30,000 - \$34,999	206	1,093	2,416	248	1,264	2,710
\$35,000 - \$39,999	151	1,290	2,578	182	1,480	2,865
\$40,000 - \$44,999	177	1,068	2,358	213	1,204	2,629
\$45,000 - \$49,999	114	1,336	2,637	138	1,492	2,916
\$50,000 - \$59,999	293	2,370	5,019	353	2,699	5,643
\$60,000 - \$74,999	200	2,265	5,642	241	2,579	6,313
\$75,000 - \$99,999	84	2,386	5,534	101	2,735	6,274
\$100,000 - \$124,999	15	1,031	2,626	19	1,178	2,979
\$125,000 - \$149,999	N/A	422	1,066	N/A	490	1,223
\$150,000 - \$199,999	N/A	338	912	N/A	391	1,041
Over \$200,000	N/A	411	868	N/A	479	987
<b>Median Household Income</b>	\$36,174	\$51,516	\$53,147	\$36,120	\$51,621	\$53,194
<b>Aggregate Household Income</b>	\$79,091,816	\$1,169,733,359	\$2,637,335,966	\$95,727,693	\$1,343,056,474	\$2,969,874,594
<b>Average Household Income</b>	\$39,213	\$58,964	\$60,950	\$39,329	\$59,126	\$60,961
<b>Per Capita Household Income</b>	\$14,536	\$22,174	\$22,578	\$14,577	\$22,237	\$22,575

Household Expenditures	2015			2016 Projection		
	< 1 Mile	< 3 Miles	< 5 Miles	< 1 Mile	< 3 Miles	< 5 Miles
<b>Total Annual Household</b>	\$73,288,538	\$890,386,623	\$2,010,130,868	\$88,762,853	\$1,025,802,697	\$2,279,259,808
<b>Average Annual Household</b>	\$36,335	\$45,361	\$46,422	\$36,468	\$45,635	\$46,774
<b>Food</b>	\$4,871	\$5,792	\$5,897	\$4,777	\$5,765	\$5,881
<b>Cereals &amp; Bakery Products</b>	\$392	\$425	\$428	\$384	\$420	\$424
<b>Cereals &amp; Cereal Products</b>	\$130	\$152	\$154	\$128	\$152	\$154
<b>Bakery Products</b>	\$278	\$306	\$309	\$273	\$296	\$298
<b>Meats, Poultry, Fish &amp; Eggs</b>	\$806	\$916	\$927	\$818	\$932	\$945
<b>Dairy ProductseFMisc</b>	\$317	\$364	\$370	\$314	\$372	\$379
<b>Housing</b>	\$12,210	\$14,696	\$14,997	\$12,285	\$14,838	\$15,174
<b>Owned Dwellings</b>	\$4,193	\$5,812	\$6,003	\$4,167	\$5,895	\$6,106
<b>Mortgage Interest &amp; Charges</b>	\$2,092	\$2,995	\$3,096	\$2,029	\$2,843	\$2,939
<b>Property Taxes</b>	\$1,222	\$1,648	\$1,700	\$1,216	\$1,605	\$1,655
<b>Rented Dwellings</b>	\$2,679	\$2,334	\$2,295	\$2,613	\$2,259	\$2,220
<b>Utilities, Fuels &amp; Public Services</b>	\$2,961	\$3,317	\$3,360	\$3,020	\$3,342	\$3,385
<b>Natural Gas</b>	\$444	\$492	\$498	\$427	\$472	\$478
<b>Electricity</b>	\$1,088	\$1,200	\$1,213	\$1,113	\$1,208	\$1,221
<b>Fuel Oil or Other Fuels</b>	\$118	\$126	\$127	\$118	\$126	\$128
<b>Telephone Services</b>	\$983	\$1,101	\$1,115	\$1,007	\$1,147	\$1,165
<b>Water &amp; Other Public Services</b>	\$324	\$359	\$363	\$334	\$371	\$375
<b>Household Operations</b>	\$540	\$741	\$766	\$538	\$734	\$760
<b>Personal Services</b>	\$206	\$280	\$289	\$210	\$282	\$292
<b>Other Household Expenses</b>	\$385	\$508	\$524	\$377	\$520	\$538
<b>Housekeeping Supplies</b>	\$535	\$614	\$625	\$517	\$593	\$604
<b>Household Furnishings &amp; Equipment</b>	\$1,177	\$1,573	\$1,620	\$1,163	\$1,507	\$1,550
<b>Furniture</b>	\$297	\$422	\$436	\$297	\$410	\$424
<b>Floor Coverings</b>	\$30	\$42	\$43	\$29	\$41	\$43
<b>Major Appliances</b>	\$186	\$229	\$234	\$183	\$228	\$234
<b>Sm. Appliances &amp; Misc Housewares</b>	\$85	\$101	\$103	\$85	\$101	\$104
<b>Apparel &amp; Services</b>	\$1,296	\$1,626	\$1,663	\$1,320	\$1,644	\$1,681
<b>Transportation</b>	\$6,741	\$8,386	\$8,581	\$6,920	\$8,596	\$8,804
<b>Maintenance &amp; Repairs</b>	\$543	\$639	\$652	\$545	\$635	\$649
<b>Vehicle Insurance</b>	\$994	\$1,167	\$1,189	\$1,039	\$1,183	\$1,201
<b>Public Transportation</b>	\$283	\$412	\$427	\$284	\$410	\$425
<b>Health Care</b>	\$2,804	\$3,051	\$3,084	\$2,742	\$2,989	\$3,024
<b>Entertainment</b>	\$1,832	\$2,407	\$2,474	\$1,822	\$2,468	\$2,548
<b>Tobacco &amp; Smoking Related</b>	\$281	\$283	\$284	\$281	\$293	\$295
<b>Cash Contributions</b>	\$1,097	\$1,494	\$1,539	\$1,088	\$1,487	\$1,536
<b>Personal Insurance &amp; Pensions</b>	\$3,164	\$4,860	\$5,060	\$3,175	\$4,774	\$4,969
<b>Life &amp; Other Personal Insurance</b>	\$278	\$376	\$388	\$284	\$380	\$393
<b>Pensions &amp; Social Security</b>	\$2,900	\$4,492	\$4,680	\$2,895	\$4,414	\$4,598



# Road Map



Address	City, State Zip	Number on report
1 10255 Dixie Hwy	Florence, KY 41042-3313	1
2 NW of Houston Rd and Merchants St	Florence, KY 41042	2
3 1960 Litton Ln	Hebron, KY 41048	3
4 8711 US Highway 42	Florence, KY 41042	4
5 8001 Dream St	Florence, KY 41042	5

## Criteria Used for Analysis

Income:  
**Median Household Income**  
**\$55,832**

Age:  
**Median Age**  
**36.4**

Population Stats:  
**Total Population**  
**53,896**

Segmentation:  
**1st Dominant Segment**  
**Soccer Moms**

## Consumer Segmentation

Life Mode <b>What are the people like that live in this area?</b>	<b>Family Landscapes</b> Successful younger families in newer housing	Urbanization <b>Where do people like this usually live?</b>	<b>Suburban Periphery</b> Affluence in the suburbs, married couple-families, longer commutes
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## Top Tapestry Segments

	Soccer Moms	Front Porches	Old and Newcomers	Down the Road	Bright Young Professionals
<b>% of Households</b>	5,185 (24.6%)	2,229 (10.6%)	1,669 (7.9%)	1,558 (7.4%)	1,293 (6.1%)
<b>% of Boone County</b>	13,668 (30.4%)	2,311 (5.1%)	1,650 (3.7%)	1,553 (3.5%)	3,164 (7.0%)
<b>Lifestyle Group</b>	Family Landscapes	Middle Ground	Middle Ground	Rustic Outposts	Middle Ground
<b>Urbanization Group</b>	Suburban Periphery	Metro Cities	Metro Cities	Semirural	Urban Periphery
<b>Residence Type</b>	Single Family	Multi-Units, Single Family	Multi-Units, Single Family	Mobile Homes	Multi-Units, Single Family
<b>Household Type</b>	Married Couples	Married Couples	Singles	Married Couples	Married Couples
<b>Average Household Size</b>	2.96	2.55	2.11	2.74	2.4
<b>Median Age</b>	36.6	34.2	38.5	34.3	32.2
<b>Diversity Index</b>	48.3	70.4	50.1	70.5	65.4
<b>Median Household Income</b>	\$84,000	\$39,000	\$39,000	\$36,000	\$50,000
<b>Median Net Worth</b>	\$252,000	\$21,000	\$23,000	\$30,000	\$28,000
<b>Median Home Value</b>	\$226,000	—	—	\$104,000	—
<b>Homeownership</b>	85.5 %	47.8 %	46.4 %	66.4 %	44.1 %
<b>Average Monthly Rent</b>	—	\$890	\$850	—	\$1,000
<b>Employment</b>	Professional or Management	Services, Professional or Administration	Professional or Services	Services or Administration	Professional or Services
<b>Education</b>	College Degree	High School Graduate	College Degree	High School Graduate	College Degree
<b>Preferred Activities</b>	Go jogging, biking, target shooting. Visit theme parks, zoos.	Go online for games, visit dating websites, chat rooms. Play bingo, video games.	Buy frozen, convenience foods. Support environmental organizations.	Visit chat rooms, play games online. Go hunting, fishing.	Go to bars/clubs, attend concerts. Eat at fast food, family restaurants.
<b>Financial</b>	Carry high level of debt	Have loans to pay bills	Bank online or in person	Prefer convenience of frozen meals, fast food	Own U.S. savings bonds, bank online
<b>Media</b>	Shop, bank online	Watch Comedy Central, Nickelodeon, PBS Kids Sprout	Watch movies at home	Watch Animal Planet on satellite TV	Rent DVDs from Redbox or Netflix
<b>Vehicle</b>	Own 2+ vehicles (minivans, SUVs)	Enjoy fun-to-drive cars	View car as transportation only	Bought used vehicle last year	Own newer cars

## About this segment

# Soccer Moms

This is the  
**#1**  
dominant segment  
for this area

In this area  
**24.6%**  
of households fall  
into this segment

In the United States  
**2.8%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

### Our Neighborhood

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 36% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 74%, and low rate vacancy at 5%.
- Median home value is \$226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

### Market Profile

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery, like bicycling, jogging, golfing, boating, and target shooting.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like riding mowers and tillers.

### Socioeconomic Traits

- Education: 37.7% college graduates, more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

## About this segment

# Front Porches

This is the  
**#2**  
dominant segment  
for this area

In this area  
**10.6%**  
of households fall  
into this segment

In the United States  
**1.6%**  
of households fall  
into this segment

### An overview of who makes up this segment across the United States

#### Who We Are

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the U.S. Half of householders are renters, and many of the homes are older townhomes or duplexes. Friends and family are central to Front Porches residents and help to influence household buying decisions. Residents enjoy their automobiles and like cars that are fun to drive. Income and net worth are well below the U.S. average, and many families have taken out loans to make ends meet.

#### Our Neighborhood

- Nearly one in five homes is a duplex, triplex or quad; half are older single-family dwellings.
- Just over half the homes are occupied by renters.
- Older, established neighborhoods; three quarters of all homes were built before 1980.
- Single-parent families or singles living alone make up almost half of the households.

#### Socioeconomic Traits

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is high at 11%.
- Price is more important than brand names or style to these consumers.
- With limited incomes, these are not adventurous shoppers.
- They would rather cook a meal at home than dine out.
- They seek adventure and strive to have fun.

#### Market Profile

- Go online for gaming, online dating and chat rooms.
- Use their cell phones to redeem mobile coupons and listen to hip hop and R&B music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, indoor water parks, bingo and video games.
- Watch Comedy Central, Nickelodeon and PBS Kids Sprout.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

## About this segment

# Old and Newcomers

This is the

# #3

dominant segment  
for this area

In this area

# 7.9%

of households fall  
into this segment

In the United States

# 2.3%

of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

The Old and Newcomers market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

### Our Neighborhood

- Metropolitan city dwellers.
- Predominantly single households, with a mix of married couples (no children); average household size lower at 2.11.
- 54% renter occupied; average rent, \$800.
- 45% of housing units are single-family dwellings; 44% are multi-unit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

### Socioeconomic Traits

- Unemployment is lower at 7.8%, with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security.
- 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

### Market Profile

- Residents are strong supporters of environmental organizations.
- They prefer cell phones to landlines.
- Entertainment features the Internet (dating sites and games), movies at home, country music and newspapers.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.



## About this segment

# Down the Road

This is the  
**#4**  
dominant segment  
for this area

In this area  
**7.4%**  
of households fall  
into this segment

In the United States  
**1.1%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Down the Road is a mix of low-density, semi-rural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; approximately two-fifths live in single-family homes. These are younger, diverse communities, with the highest proportion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing and construction industries, with higher proportions in agriculture and mining, compared to the U.S. in general. This market has higher unemployment, much lower median household income and home value, and a fifth of households with income below poverty level.

### Our Neighborhood

- Two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 18% of owned homes are valued under \$50,000 (more than three times the U.S. percentage).

### Socioeconomic Traits

- Education completed: 37% with a high school diploma only, 38% with some college education or a degree.
- Unemployment rate is 11.6%, higher than the U.S. rate.
- Labor force participation rate is 59.6%, slightly lower than the U.S.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.
- They put a premium on convenience rather than health and nutrition.

### Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase a lottery ticket.
- Participate in fishing and hunting.
- Visit chat rooms and play games online.
- Listen to the radio, especially at work, with a preference for rap, R&B and hip-hop music.
- Enjoy programs on Animal Planet, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: pizza.
- Frequent Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

## About this segment

# Bright Young Professionals

This is the

## #5

dominant segment  
for this area

In this area

## 6.1%

of households fall  
into this segment

In the United States

## 2.2%

of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. One out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value and average rent are close to the U.S. averages. Residents of this segment are physically active and up on the latest technology.

### Our Neighborhood

- Approximately 56% of the households rent; 44% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households.
- Multi-unit buildings or row housing make up 55% of the housing stock (row housing, buildings with 5-19 units); 44% built 1980-99.
- Average rent is slightly higher than the U.S. average.
- Lower vacancy rate is at 8.9%.

### Socioeconomic Traits

- Education completed: 36% with some college or an associate's degree, 30% with a bachelor's degree or higher. Education in progress is 10%.
- Unemployment rate is lower at 7.1%, and labor force participation rate of 73% is higher than the U.S. rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

### Market Profile

- Own U.S. savings bonds.
- Own newer computers (desktop, laptop or both), iPods and 2+ TVs.
- Go online to do banking, access YouTube or Facebook, visit blogs, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the zoo, and renting DVDs from Redbox or Netflix.
- Read sports magazines and participate in a variety of sports, including backpacking, basketball, football, bowling, Pilates, weight lifting and yoga.
- Eat out often at fast-food and family restaurants.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2016. Update Frequency: Annually.

## Florence, KY 41042: Population Comparison

### Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



### Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



### Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2016, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



### Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



## Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

- 2016
- 2021 (Projected)



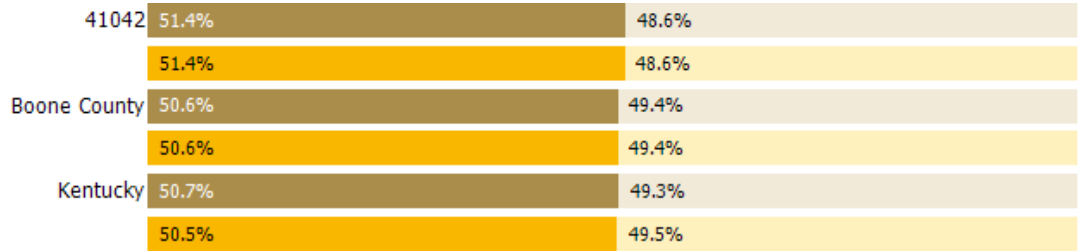
## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

- Women 2016
- Men 2016
- Women 2021 (Projected)
- Men 2021 (Projected)



## Florence, KY 41042: Age Comparison

### Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



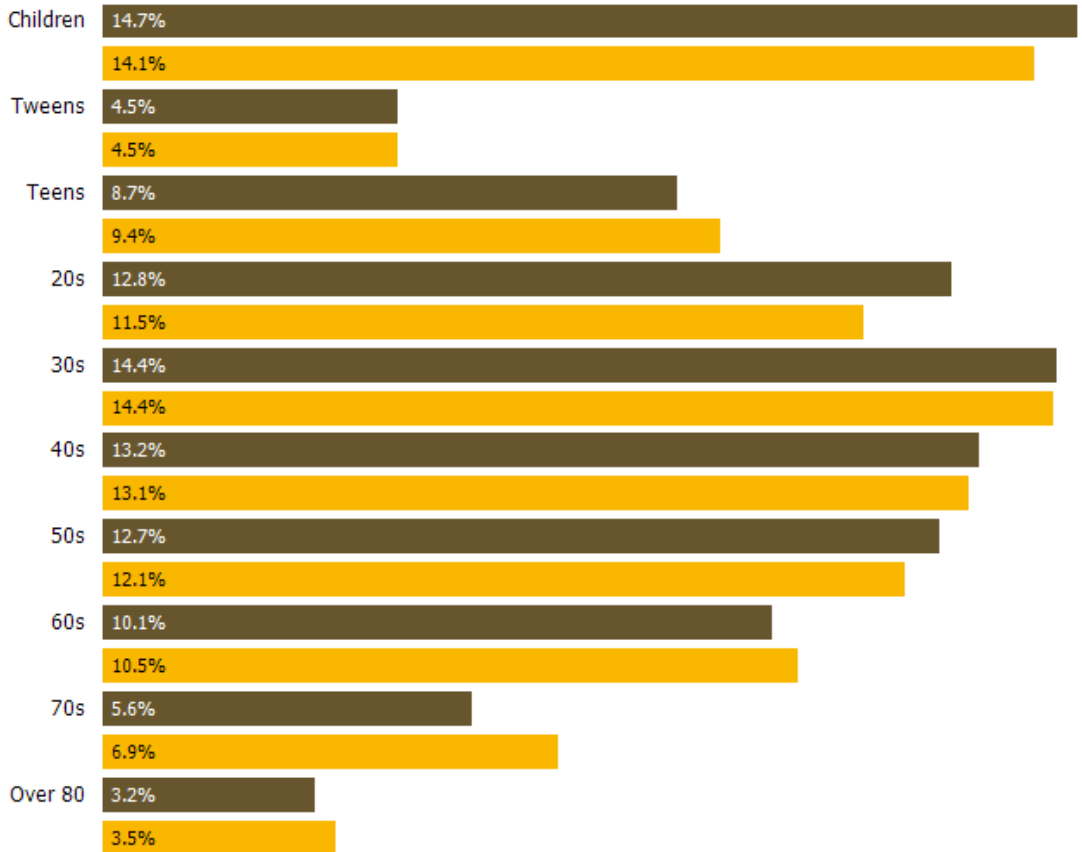
### Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)





## Florence, KY 41042: Marital Status Comparison

### Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



## Florence, KY 41042: Economic Comparison

### Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



### Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



### Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually

■ 2016  
■ 2021 (Projected)



### Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



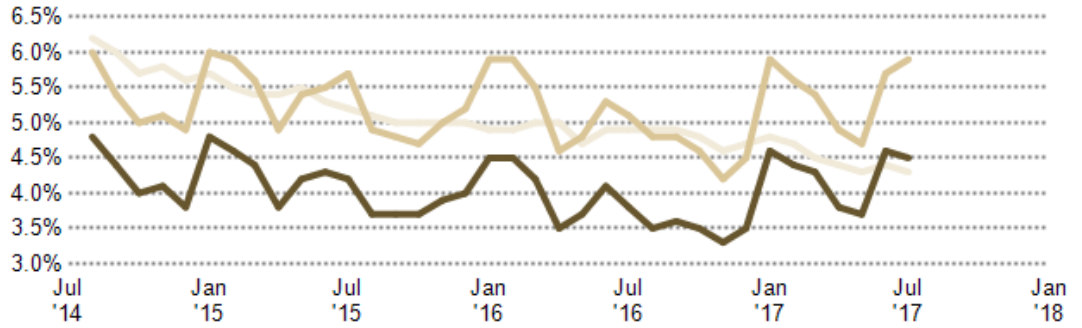
## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Boone County
- Kentucky
- USA

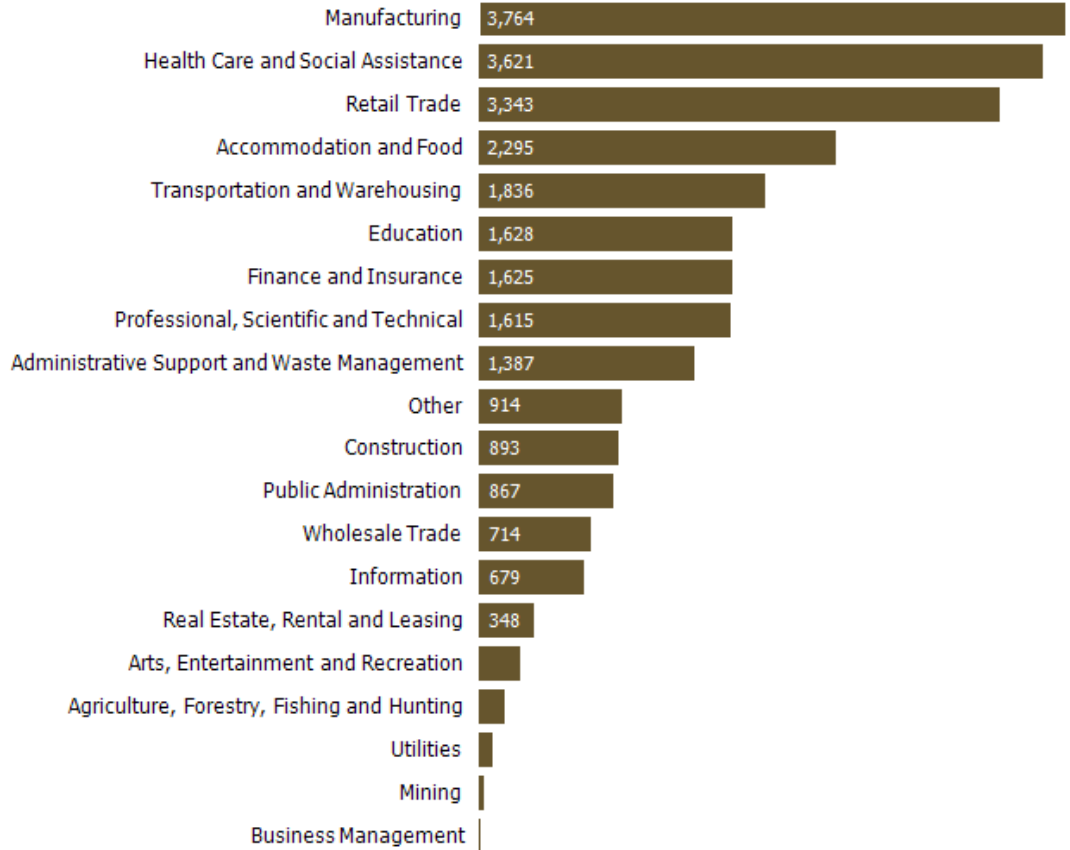


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2016

Update Frequency: Annually



## Florence, KY 41042: Education Comparison

### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



### Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



## Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



## Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually



## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2016

Update Frequency: Annually





## Florence, KY 41042: Home Value Comparison

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### 12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

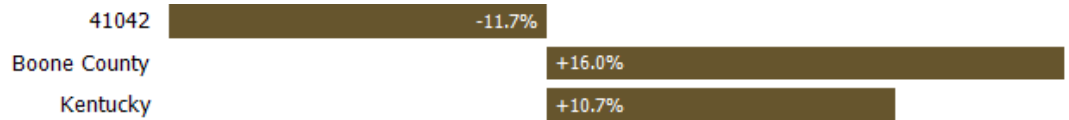


### 12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly





**MLS # 514150**  
**10050 Norbotton Drive**  
**Florence KY 41042**  
**List Price: \$1,399,500**  
**Sell Price:**  
**Orig Price: \$1,399,500**  
**Status: New**



**Directions** Mt. Zion Rd to Sam Neace to Norbotton.

**COMMERCIAL Retail**

**Area:** K09 Florence **SIC:** FL Florence  
**DOM / CDOM:** 1 / 1 **Selling Date:**

Property Summary		Required Features		Feature Descriptions	
<b>Cross Street Address</b> Sam Neace	<b>Total Buildings</b> 1	<b>Levels</b> 1 Story	<b>Property for Lease</b> No		
<b>Auction</b> No	<b>Total Restrooms</b> 1	<b>Basement Type</b> None	<b>Lease Information</b>		
<b>Age</b>	<b>Bay Size</b>	<b>Foundation</b> Slab	<b>Business Only</b> Yes		
<b>Year Built</b>	<b>Docks</b>	<b>Flooring</b> Concrete	<b>Net Income</b>		
<b>Subdivision</b>	<b>Floor Loading</b>	<b>Gas</b> Natural	<b>GrossIncCm</b>		
<b>Lot Dimensions</b> Irr	<b>Ceiling Height</b> 18'	<b>Water Source</b> Public	<b>Value of Assets</b>		
<b>Lot Square Footage</b> 121,096.80	<b>Electric Power</b>	<b>Easements</b> Of Record	<b>Yearly Rent Amt\$</b>		
<b>Lot Size (Acres)</b> 2.7800	<b>Amount Onsite Parkng</b> 25	<b>Occupancy</b> Tenant Right	<b>Type Business</b>		
<b>Price Per Acre</b>	<b>Traffic Count</b> 12,000/day	<b>Construction</b> Concrete	<b>Sub-Type Business</b>		
	<b>Plans Available</b>	<b>Roof</b> Composition	<b>Real Estate</b>		
	<b>Rail Service Avail</b>	<b>Heating</b> Gas	<b>Price Includes</b>		
		<b>Cooling</b> Central Air	<b>License Includes</b>		
		<b>Syndication</b> Zillow Group			

**Listing Remarks** Confidential: This view may only be distributed to members.

**Marketing Remarks** Friendly Market: Excellent rental history, location with strong growth potential. Acreage next door for sale. Also near Kroger, banks and restaurants.

**Agent Only Remarks** Call agent for additional information.

Optional Features	Est. Square Footage	Annual Income & Expenses
<b>Parking</b> Onsite, Private	<b>Office</b>	<b>Gross Income</b>
<b>Use/Type</b> Church, Grocery/Pony, Hotel/Motel, Multi Tenant	<b>Retail</b>	<b>Vacancy</b>
<b>Inside Features</b> Smoke Detector	<b>Sales</b>	<b>Taxes (annual)</b>
<b>Outside Features</b> Curb/Gutter	<b>Rentable</b>	<b>Insurance</b>
<b>Zoning</b> Commercial	<b>Warehouse</b>	<b>Gas and Electric</b>
<b>Special Financing</b> No	<b>Net Leasable Area</b>	<b>Water and Sewer</b>
<b>Fixtures</b>	<b>Gross Building Area</b>	<b>Waste Removal</b>
<b>Equipment</b>	<b>Office \$ Per SQFT</b>	<b>Maintenance</b>
<b>Tanks/Pump</b>	<b>Other \$ Per SQFT</b>	<b>Other Expense</b>
<b>Truck Doors</b>		<b>Net Operating Income</b>
<b>Inventory</b>		

Appt Icon on MLS (800) 746-9464 Agt must be present **LD:** 4/3/2018 **SD:** **Owner:** Friendly Market LLC

**LO:** 432500055 **Sibcy Cline, REALTORS-Florence - Offc:** 859-525-8888 **Opt Show Instr** **Prop Own:**

**LA:** 656017761 **Kelly Meyer - CELL:** 513-235-9090 **XD:** 10/3/2018 **PD:** **Inactive:**

**LA E-mail:** kameyer@sibcyccline.com **Financing:** **Selling Price:**

**SO:** **Agreement Type:** ER **Buyer Agency:** 2.5% **Trans Broker:** 0%

**SA:** **Sub Agency:** 0% **Prepared by:**

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**MLS # 510236**  
**10050 Norbotten Drive 11**  
**Florence KY 41042**  
**List Price: \$209,000**  
**Sell Price:**  
**Orig Price: \$209,000**  
**Status: New**



**Directions** Mt Zion Rd to Norbotten

**LOTS/LAND Commercial Lot**  
**Area:** K09 Florence **SIC:** FL Florence  
**DOM / CDOM:** 3 / 4 **Selling Date:**

Property Summary		Required Features	
<b>Auction</b>	No	<b>Lot Square Footage</b>	52,272.00
<b>County</b>	Boone	<b>Lot Size (Acres)</b>	1.2000
<b>Cross Street Address</b>	Mt. Zion Rd	<b>Lot Dimensions</b>	Irr
<b>Public Transportn.</b>		<b>Frontage</b>	
<b>Subdivision</b>		<b>Frontage Descrip</b>	Level/Flat, Road Frontage
<b>Tax ID#</b>	074.00-13-10.00	<b>Wooded Acreage</b>	
<b>Other Tax Parcel ID</b>		<b>Cleared Acreage</b>	
<b>Tax Rate</b>	Of rec	<b>Acreage Price</b>	
<b>Zoning</b>	Commercial	<b>Deed Restrictions</b>	
<b>Special Financing</b>	No		
<b>School Dist</b>	Boone County Public	<b>Elementary</b>	Ockerman Elementary
<b>JHS/Middle</b>	Gray Middle School	<b>High School</b>	Ryle High

Listing Remarks	
<b>Confidential: This view may only be distributed to members.</b>	
<b>Marketing Remarks</b> Excellent retail, office, medical office development opportunity. Near I-75/Mt Zion Rd exit. High traffic, Mt Zion extension area. Prime location.	
<b>Agent Only Remarks</b> Two additional parcels available. Call agent for more information.	

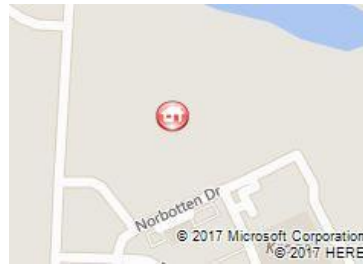
Optional Features	Agent Notes
<u>View</u>	
<u>Topography</u>	
<u>Improvements</u>	
<u>Utilities Available</u>	
<u>Miscellaneous</u>	
<u>Documents Available</u>	
<u>Trees</u>	
<u>Best Use</u>	
<u>Zoning</u>	
Commercial	

Appt Icon on MLS (800) 746-9464	LD: 10/26/2017	SD:	Selling Price:
LO: 432500055 Sibcy Cline, REALTORS-Florence - Offc: 859-525-8888	XD: 4/25/2018	PD:	Inactive:
LA: 656017761 Kelly Meyer - CELL: 513-235-9090	FIN:	Agreement Type: ER	Owner: Berberich Development
LA E-mail: kameyer@sibycline.com	Sub Agency: 0%	Buyer Agency: 2.5%	Trans Broker0%
LO2: 432500055 Sibcy Cline, REALTORS-Florence - Offc: 859-525-8888	Prop Ownership: Corporate		Opt Show Instr
LA2: 432510566 Krista Wilmhoff - CELL: 859-663-7379	SO:		SA:
LA2 E-mail: kristawilmhoff@gmail.com	SO2:		SA2:

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**MLS # 510249**  
**10050 Norbotten Drive 12**  
**Florence KY 41042**  
**List Price: \$181,000**  
**Sell Price:**  
**Orig Price: \$181,000**  
**Status: New**



**Directions** Mt Zion Rd to Norbotten

**LOTS/LAND Commercial Lot**  
**Area:** K09 Florence **SIC:** FL Florence  
**DOM / CDOM:** 3 / 4 **Selling Date:**

Property Summary		Required Features	
<b>Auction</b>	No	<b>Lot Square Footage</b>	40,510.80
<b>County</b>	Boone	<b>Lot Size (Acres)</b>	0.9300
<b>Cross Street Address</b>	Mt. Zion Rd	<b>Lot Dimensions</b>	Irr
<b>Public Transportn.</b>		<b>Frontage</b>	
<b>Subdivision</b>		<b>Frontage Descrip</b>	Level/Flat, Road Frontage
<b>Tax ID#</b>	074.00-13-10.00	<b>Wooded Acreage</b>	
<b>Other Tax Parcel ID</b>		<b>Cleared Acreage</b>	
<b>Tax Rate</b>	Of rec	<b>Acreage Price</b>	
<b>Zoning</b>	Commercial	<b>Deed Restrictions</b>	
<b>Special Financing</b>	No		
<b>School Dist</b>	Boone County Public	<b>Elementary</b>	Ockerman Elementary
<b>JHS/Middle</b>	Gray Middle School	<b>High School</b>	Ryle High

Listing Remarks	
<b>Confidential: This view may only be distributed to members.</b>	
<b>Marketing Remarks</b>	Excellent retail, office, medical office development opportunity. Near I-75/Mt Zion Rd exit. High traffic, Mt Zion extension area. Prime location.
<b>Agent Only Remarks</b>	Two additional parcels available. Call agent for more information.

Optional Features	Agent Notes
<u>View</u>	
<u>Topography</u>	
<u>Improvements</u>	
<u>Utilities Available</u>	
<u>Miscellaneous</u>	
<u>Documents Available</u>	
<u>Trees</u>	
<u>Best Use</u>	
<u>Zoning</u>	
Commercial	

Appt Icon on MLS (800) 746-9464	LD: 10/26/2017	SD:	Selling Price:
LO: 432500055 Sibcy Cline, REALTORS-Florence - Offc: 859-525-8888	XD: 4/25/2018	PD:	Inactive:
LA: 656017761 Kelly Meyer - CELL: 513-235-9090	FIN:	Agreement Type: ER	Owner: Berberich Development
LA E-mail: kameyer@sibycline.com	Sub Agency: 0%	Buyer Agency: 2.5%	Trans Broker0%
LO2: 432500055 Sibcy Cline, REALTORS-Florence - Offc: 859-525-8888	Prop Ownership: Corporate		Opt Show Instr
LA2: 432510566 Krista Wilmhoff - CELL: 859-663-7379	SO:		SA:
LA2 E-mail: kristawilmhoff@gmail.com	SO2:		SA2:

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**MLS # 510211**  
**10050 Norbotten Drive 13**  
**Florence KY 41042**  
**List Price: \$309,000**  
**Sell Price:**  
**Orig Price: \$309,000**  
**Status: New**



**Directions** Mt Zion Rd to Norbotten

**LOTS/LAND Commercial Lot**  
**Area:** K09 Florence **SIC:** FL Florence  
**DOM / CDOM:** 4 / 4 **Selling Date:**

Property Summary		Required Features	
<b>Auction</b>	No	<b>Lot Square Footage</b>	78,408.00
<b>County</b>	Boone	<b>Lot Size (Acres)</b>	1.8000
<b>Cross Street Address</b>	Mt. Zion Rd	<b>Lot Dimensions</b>	Irr
<b>Public Transportn.</b>		<b>Frontage</b>	
<b>Subdivision</b>		<b>Frontage Descrip</b>	Level/Flat, Road Frontage
<b>Tax ID#</b>	074.00-13-10.00	<b>Wooded Acreage</b>	
<b>Other Tax Parcel ID</b>		<b>Cleared Acreage</b>	
<b>Tax Rate</b>	Of rec	<b>Acreage Price</b>	
<b>Zoning</b>	Commercial	<b>Deed Restrictions</b>	
<b>Special Financing</b>	No		
<b>School Dist</b>	Boone County Public	<b>Elementary</b>	Ockerman Elementary
<b>JHS/Middle</b>	Gray Middle School	<b>High School</b>	Ryle High
<b>Elevation</b>	Flat	<b>Wooded</b>	Cleared
<b>Gas</b>	At Street	<b>Water Source</b>	Public
<b>Sewer</b>	Public	<b>Easements</b>	Of Record
<b>Occupancy</b>	At Closing	<b>Land Dimensions</b>	1 to 4.999 Acres

Listing Remarks	
<b>Confidential: This view may only be distributed to members.</b>	
<b>Marketing Remarks</b>	Excellent retail, office, medical office development opportunity. Near I-75/Mt Zion Rd exit. High traffic, Mt Zion extension area. Prime location.
<b>Agent Only Remarks</b>	Two additional parcels available. Call agent for more information.

Optional Features	Agent Notes
<u>View</u>	
<u>Topography</u>	
<u>Improvements</u>	
<u>Utilities Available</u>	
<u>Miscellaneous</u>	
<u>Trees</u>	
<u>Documents Available</u>	
<u>Zoning</u>	
<u>Best Use</u>	Commercial

Appt Icon on MLS (800) 746-9464	LD: 10/26/2017	SD:	Selling Price:
LO: 432500055 Sibcy Cline, REALTORS-Florence - Offc: 859-525-8888	XD: 4/25/2018	PD:	Inactive:
LA: 656017761 Kelly Meyer - CELL: 513-235-9090	FIN:	Agreement Type: ER	Owner: Berberich Development
LA E-mail: kameyer@sibycline.com	Sub Agency: 0%	Buyer Agency: 3%	Trans Brokered%
LO2: 432500055 Sibcy Cline, REALTORS-Florence - Offc: 859-525-8888	Prop Ownership: Corporate		Opt Show Instr
LA2: 432510566 Krista Wilmhoff - CELL: 859-663-7379	SO:		SA:
LA2 E-mail: kristawilmhoff@gmail.com	SO2:		SA2:

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Property:  
\* 3 lots  
\* approx 4 acres  
\* Strong retail  
\* daycare, child or pet  
\* Medical or Hotel use

Friendly Market

Buffalo Bobs

Kroger

Sonic Drive-In

AutoZone

Steak 'n Shake

Taco Bell

PNC Bank

LaRosa's Pizza Mt. Zion

Speedway

Mt Zion Rd

Sports of All Sorts

Google