

Residents within a 1 mile radius of the subject are comprised primarily of two market segment groups: *In Style* represents 52.7% of the market share and *Crossroads* with 35.4% of the market or 88.1% cumulative market. The *In Style* market is comprised primarily of residents that live in the suburbs but prefer the city lifestyle. These residents prefer townhomes to traditional single family homes and have a median household income of \$182,665. REV is targeting the latter group, *Crossroads*, as their primary target customer. Following is a brief summary of their target occupant:

*Crossroads* neighborhoods are growing communities in small towns. Married couples with and without children and single parents are the primary household types in these areas. They have a median age of 32.2 years. This population is growing at 1.6% annually faster than the US population. The median household income is \$43,799. Children are the focus of their lives. They drive domestic cars and trucks and handle the maintenance themselves.

**Source: ESRI.COM/Tapestry**

Rank	Tapestry Segment	Households	
		Percent	Cumulative Percent
1	13. In Style	52.7%	52.7%
2	41. Crossroads	35.4%	88.1%
3	33. Midlife Junction	11.8%	99.9%
4	57. Simple Living	0.1%	100.0%
Subtotal		100.0%	

#### 4.2 Market Tests

Prior to selecting the rental unit, REV placed an advertisement for rent with the online classifieds at Linda's place of employment, Franklin Elementary. The response was overwhelming! REV had 14 candidates to choose from! The majority of these applicants were fellow teachers or friends of teachers. All applicants were families, both single income and dual income. REV had to inform the turned down applicants that the property was already leased.

Based on this market 'test' REV decided to put the "pedal to the metal" and make an offer on the property.

#### 4.3 Target Market Segment Strategy

REV is targeting families with children – single family households or dual income households. The target tenant is young, under the age of 35 and is likely to have some additional financial obligations, such as student loan debt and car note debt that they want to pay off prior to considering home ownership. Many of the new teachers at Linda's