SW Florida Commercial Real Estate Symposium

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Chief Market Intelligence Officer
September 25, 2019
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Club Benchmarking Background

- Studying and providing Data Analytics and Financial Analysis to the private club industry since 2009 and we are Nationally Recognized Experts in Club Finance and Business Intelligence.
- Gather data from +/- 1,500 clubs in 49 of 50 states, ranging in revenue from $300,000 to $115 Million. 20% of the database is Gated Community Clubs. 20% of database is clubs without golf (Yacht, City/Athletic, Tennis/Sports)
- Starting a Market Intelligence division to compliment the established Business Intelligence for Member owned clubs across the United States.

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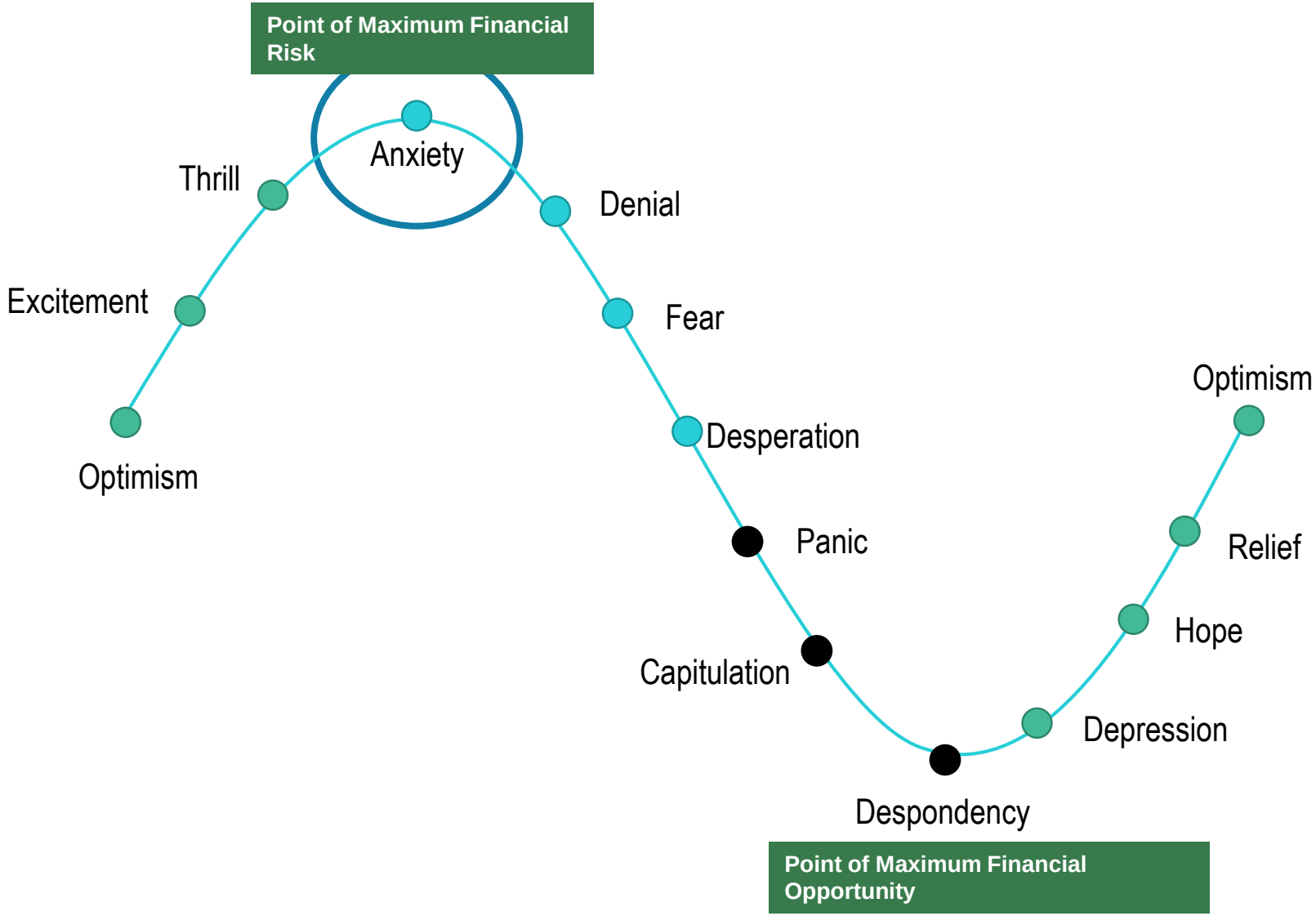
Economic Summary

MARKET CYCLE
Methodology and Definition



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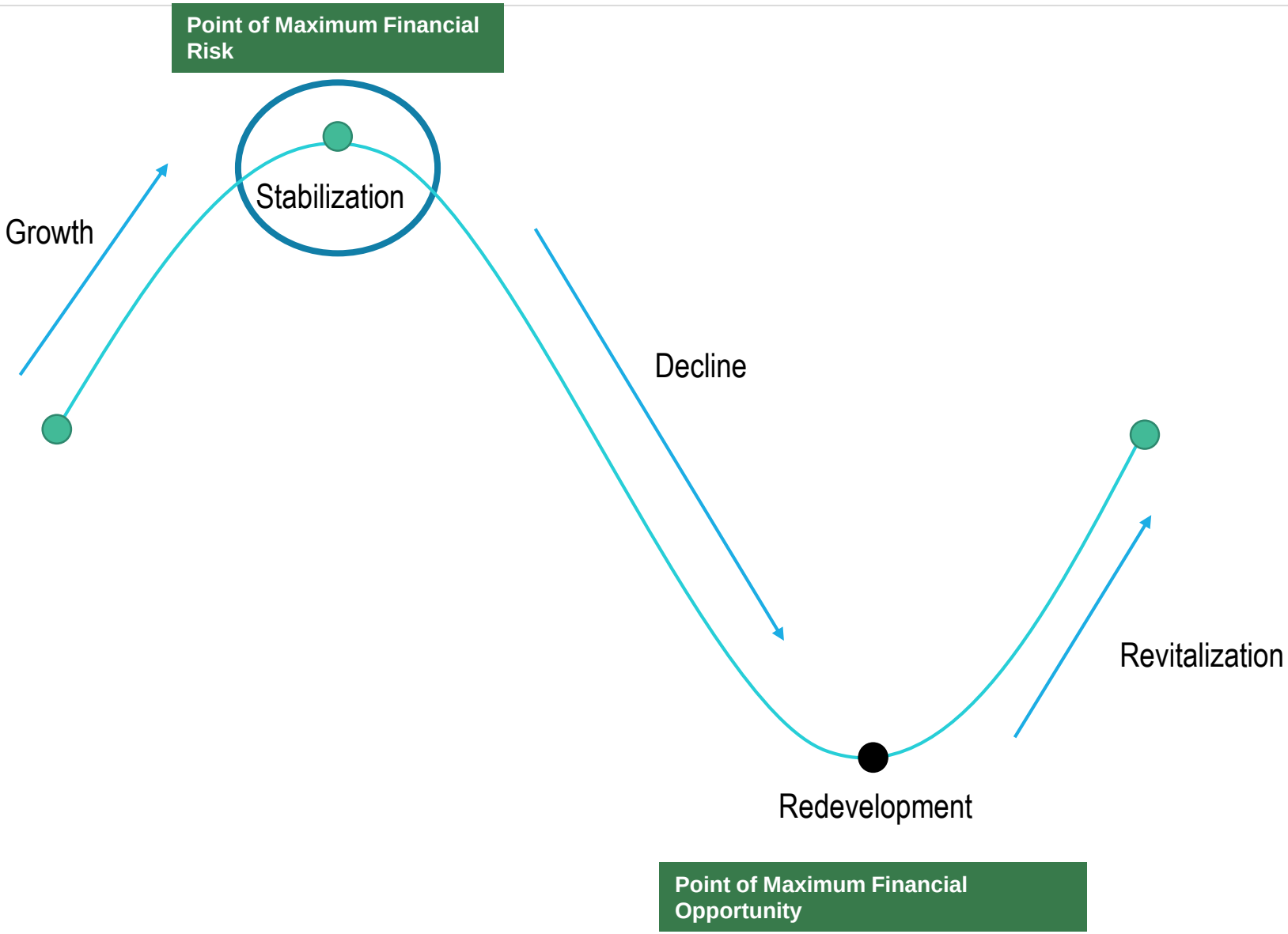
REAL ESTATE CYCLE
Methodology and Definition



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Population Trends

2 Counties
Collier County, FL (12021) et al.
Geography: County

Prepared by Esri

POPULATION TRENDS AND KEY INDICATORS

2 Counties

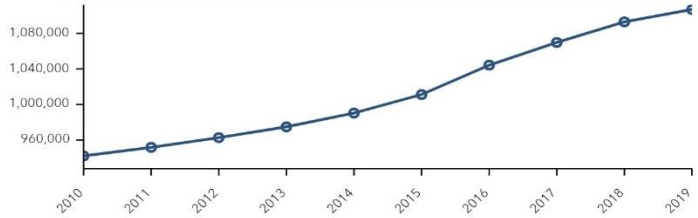
1,106,663	460,302	2.38	49.1	$59,063	$285,062	132	100	58
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

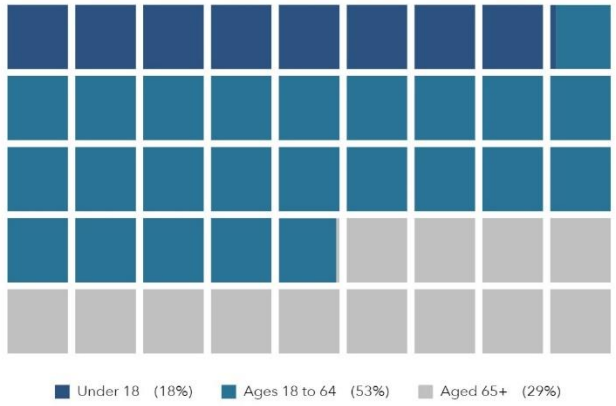
$10,245
Avg Spent on Mortgage & Basics

23.6%
Percent of Income for Mortgage

Historical Trends: Population



POPULATION BY AGE



POPULATION BY GENERATION

14.6%
Greatest Gen: Born 1945/Earlier

28.7%
Baby Boomer: Born 1946 to 1964

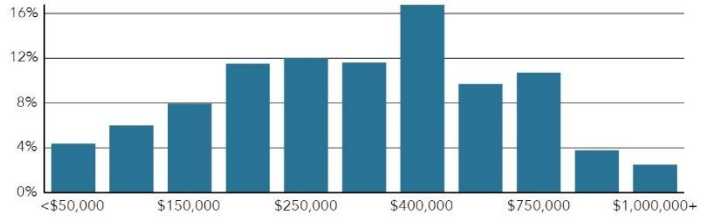
17.0%
Generation X: Born 1965 to 1980

19.1%
Millennial: Born 1981 to 1998

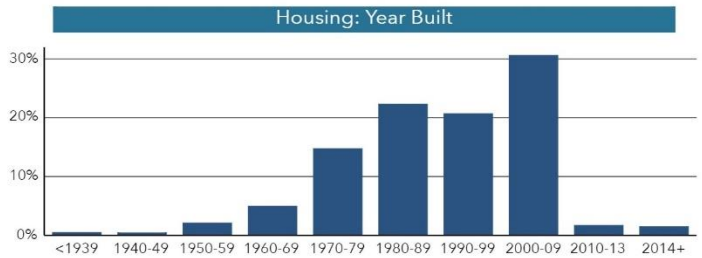
17.8%
Generation Z: Born 1999 to 2016

2.9%
Alpha: Born 2017 to Present

Home Value



Housing: Year Built



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U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

Source: This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2013-2017, 2019, 2024.

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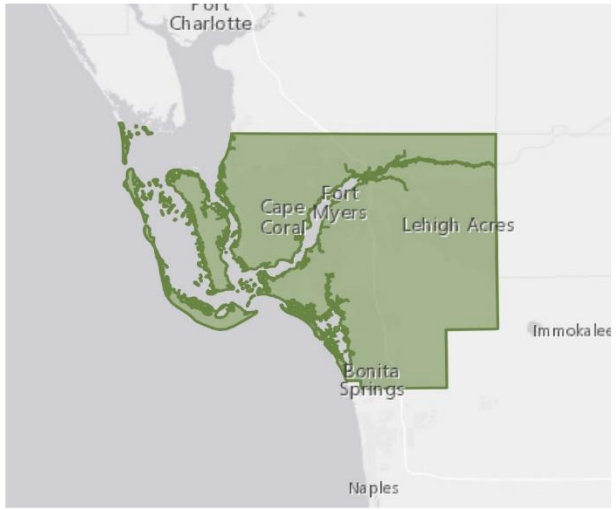
Population Trends

Lee County, FL
Lee County, FL (12071)
Geography: County

Prepared by Esri



POPULATION TRENDS AND KEY INDICATORS

Lee County, FL

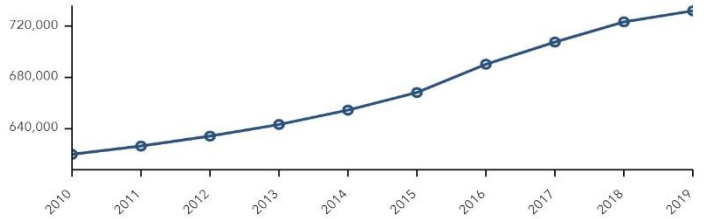
731,911	304,417	2.38	48.3	$55,757	$252,905	110	105	57
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

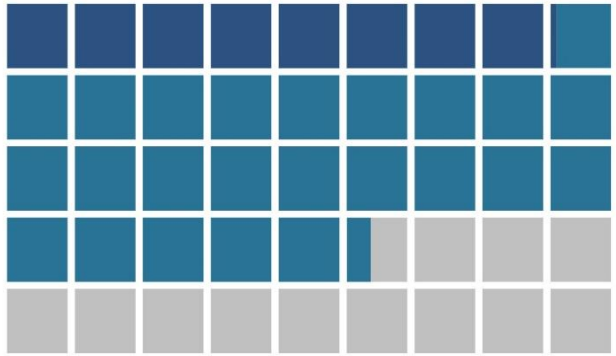
$9,208
Avg Spent on Mortgage & Basics

22.2%
Percent of Income for Mortgage

Historical Trends: Population



POPULATION BY AGE



POPULATION BY GENERATION

13.8%
Greatest Gen: Born 1945/Earlier

28.7%
Baby Boomer: Born 1946 to 1964

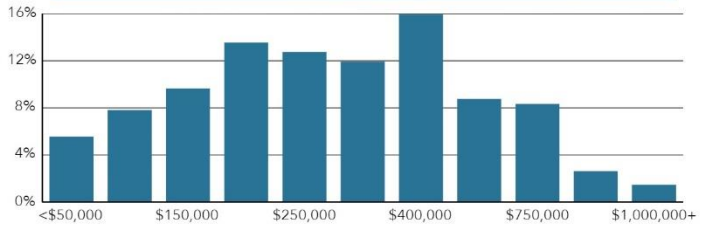
17.2%
Generation X: Born 1965 to 1980

19.6%
Millennial: Born 1981 to 1998

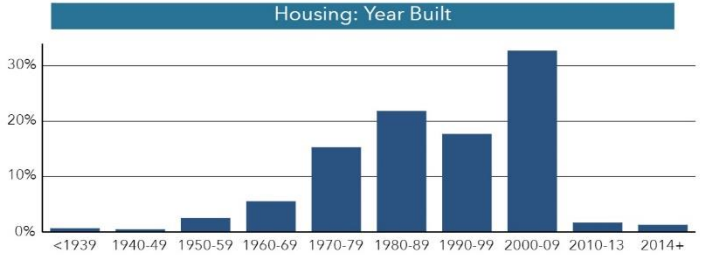
17.9%
Generation Z: Born 1999 to 2016

2.9%
Alpha: Born 2017 to Present

Home Value



Housing: Year Built



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U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

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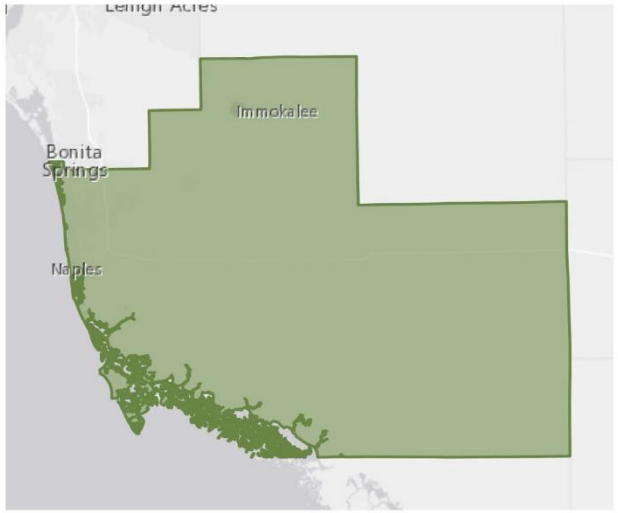
Population Trends

Collier County, FL
Collier County, FL (12021)
Geography: County

Prepared by Esri



POPULATION TRENDS AND KEY INDICATORS

Collier County, FL

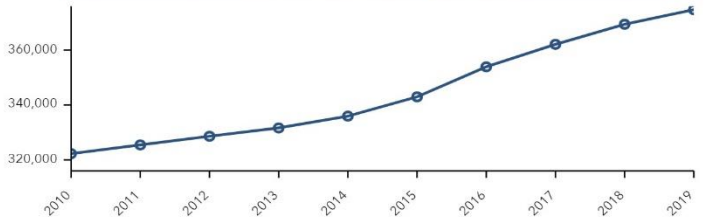
374,752	155,885	2.37	50.5	$67,771	$363,672	174	93	60
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

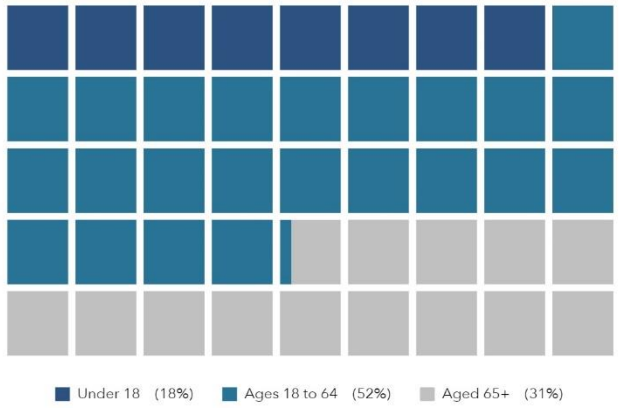
$12,288
Avg Spent on Mortgage & Basics

26.3%
Percent of Income for Mortgage

Historical Trends: Population



POPULATION BY AGE



POPULATION BY GENERATION

16.2%
Greatest Gen: Born 1945/Earlier

28.8%
Baby Boomer: Born 1946 to 1964

16.5%
Generation X: Born 1965 to 1980

18.2%
Millennial: Born 1981 to 1998

17.5%
Generation Z: Born 1999 to 2016

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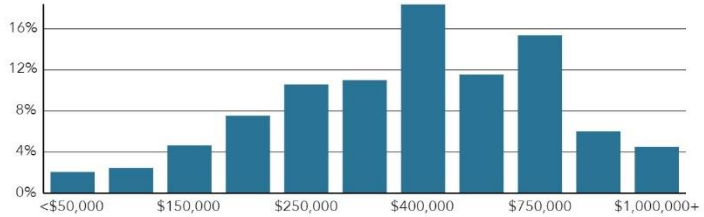
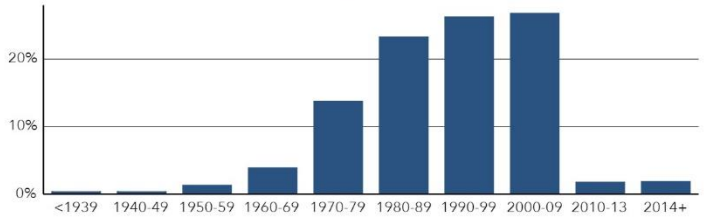
Alpha: Born 2017 to Present

Home Value



Housing: Year Built



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U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

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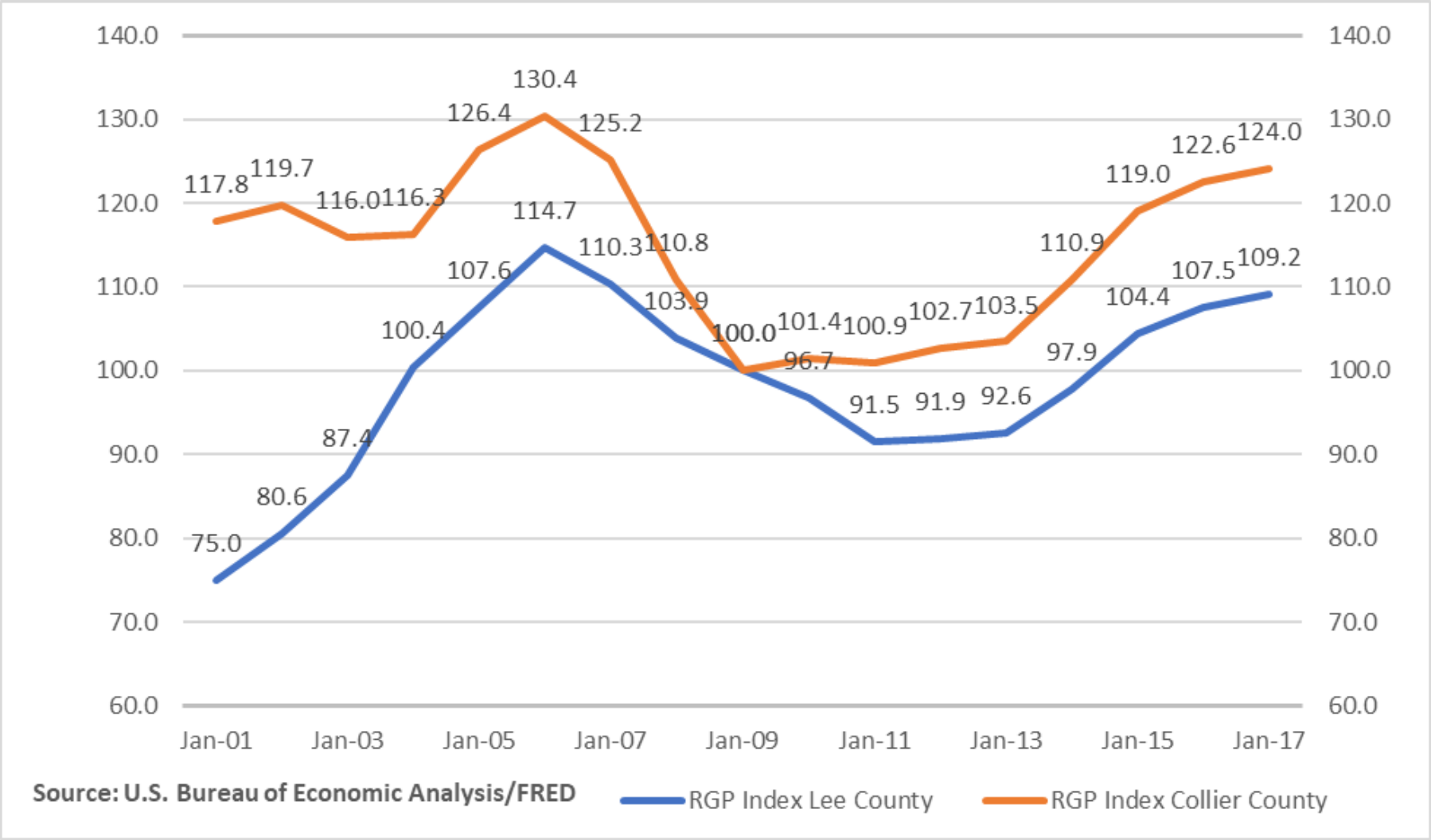
Lee and Collier County Gross Domestic Product (GDP) Index



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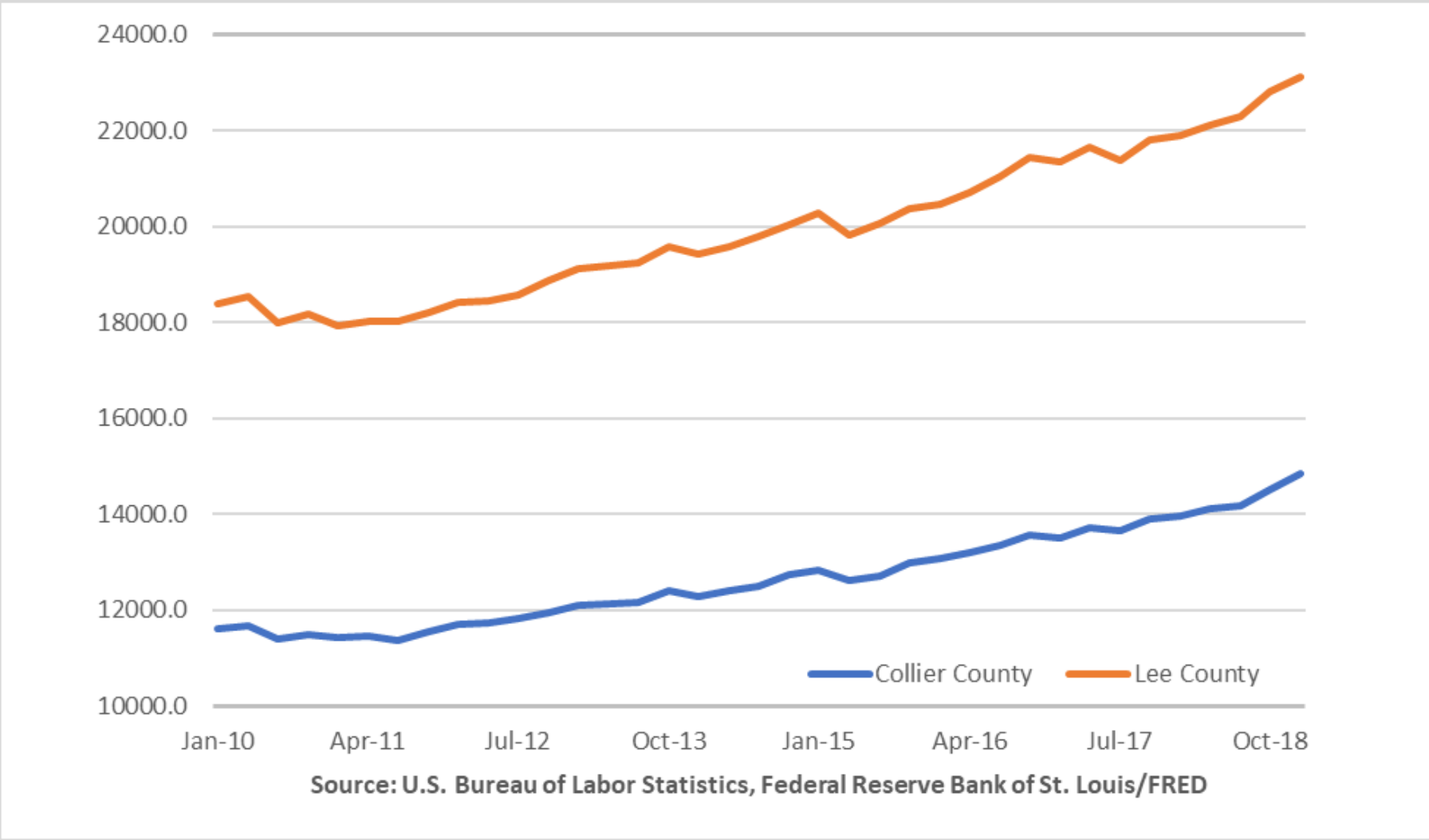
Lee and Collier County Business Establishments



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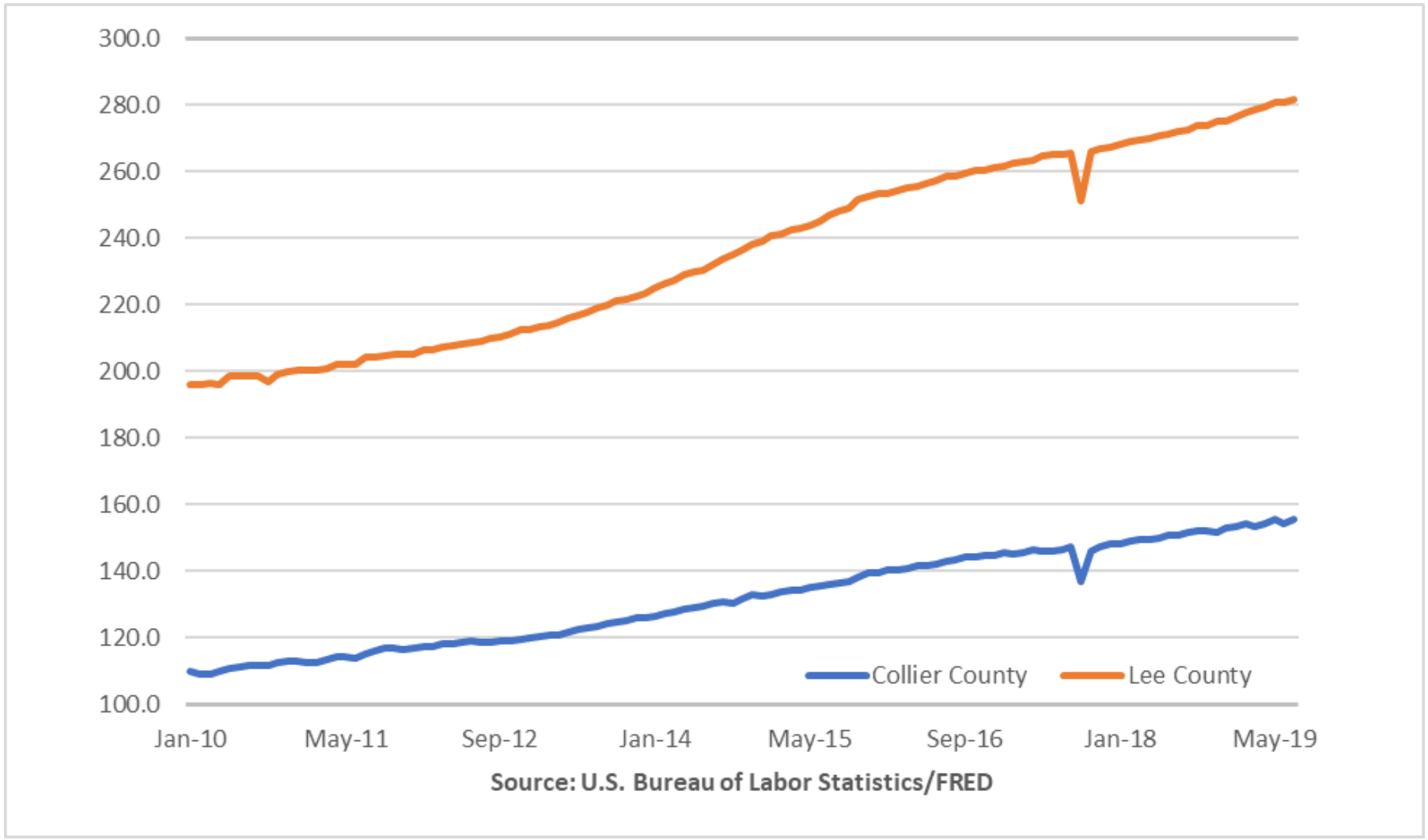
Lee and Collier County Employment Growth



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Lee and Collier County Unemployment Rates

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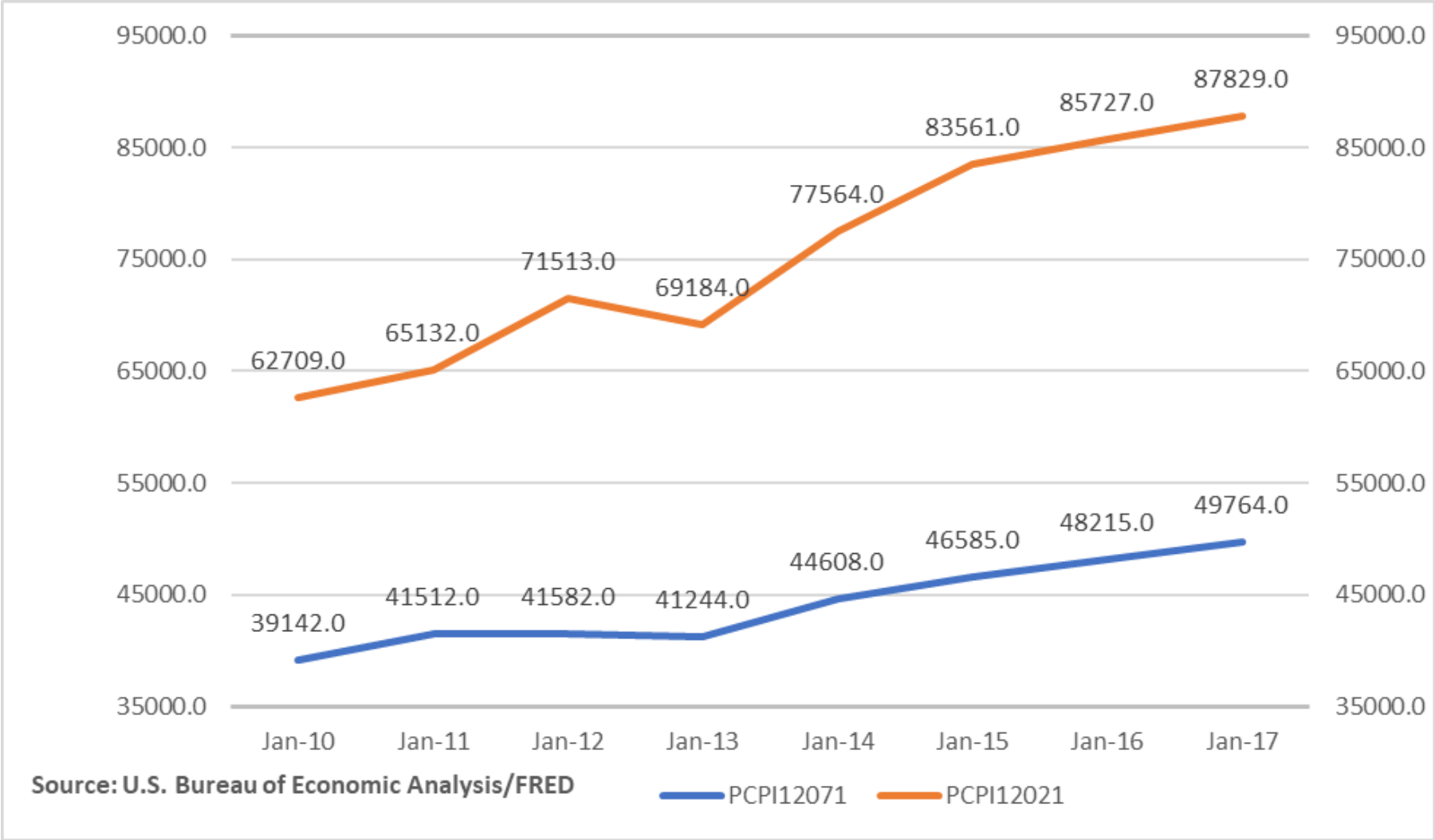
Lee and Collier Per Capital Income



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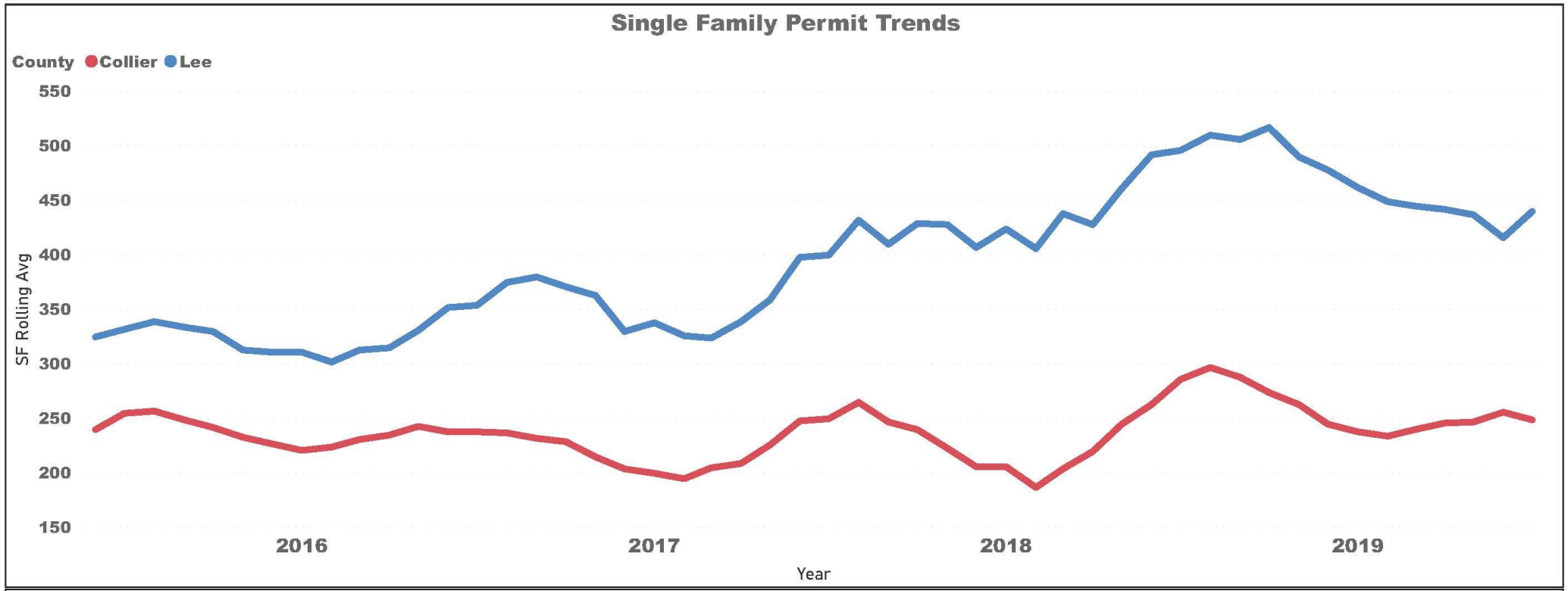
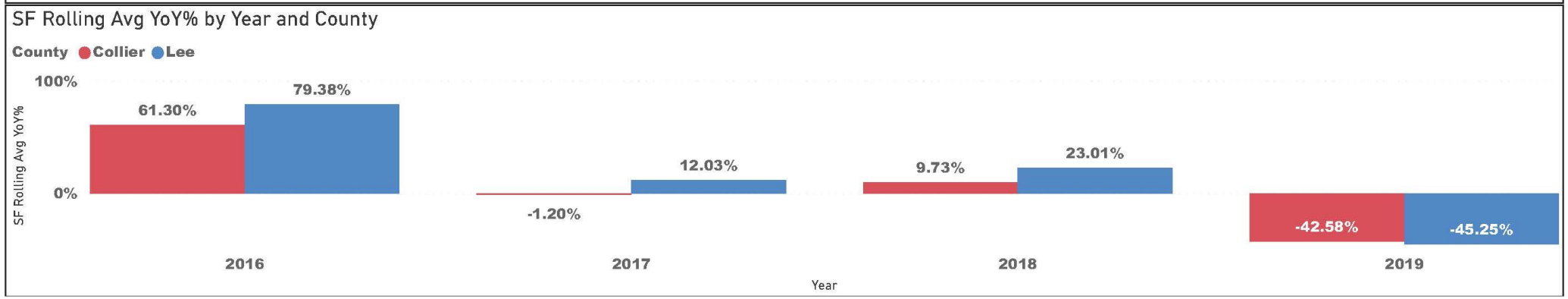
Real Estate Summary





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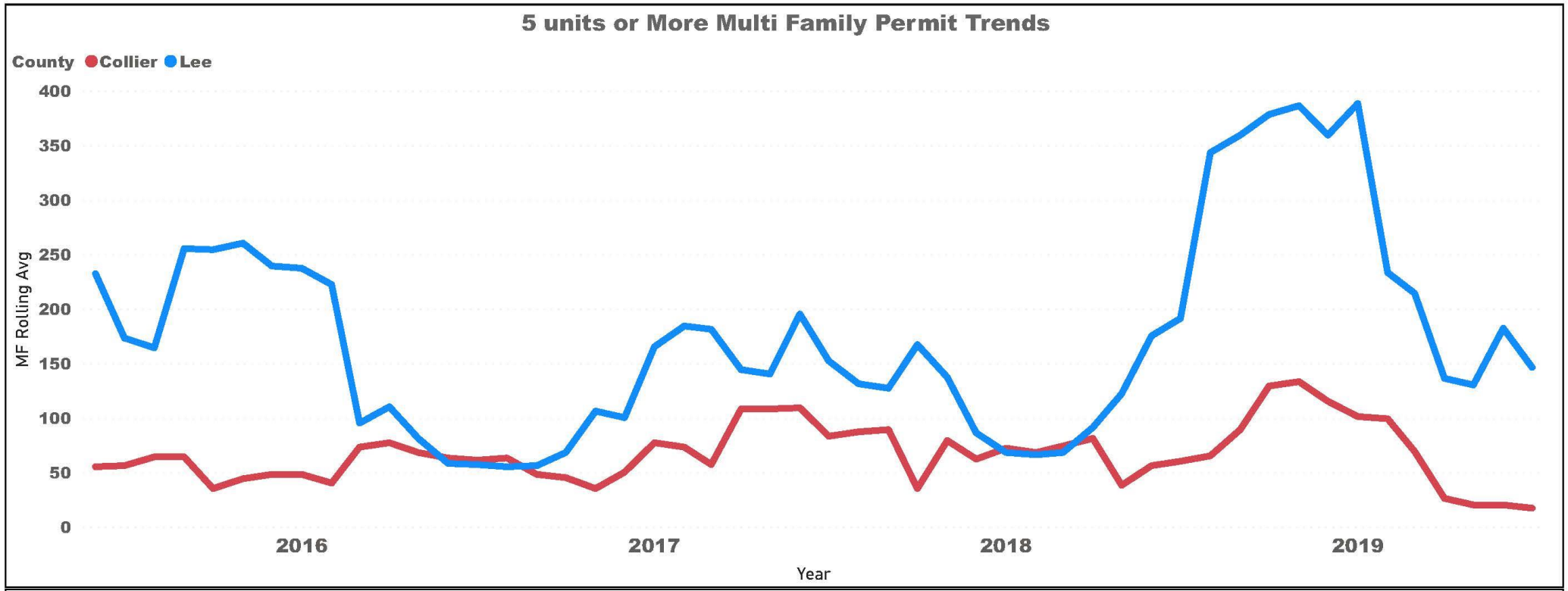

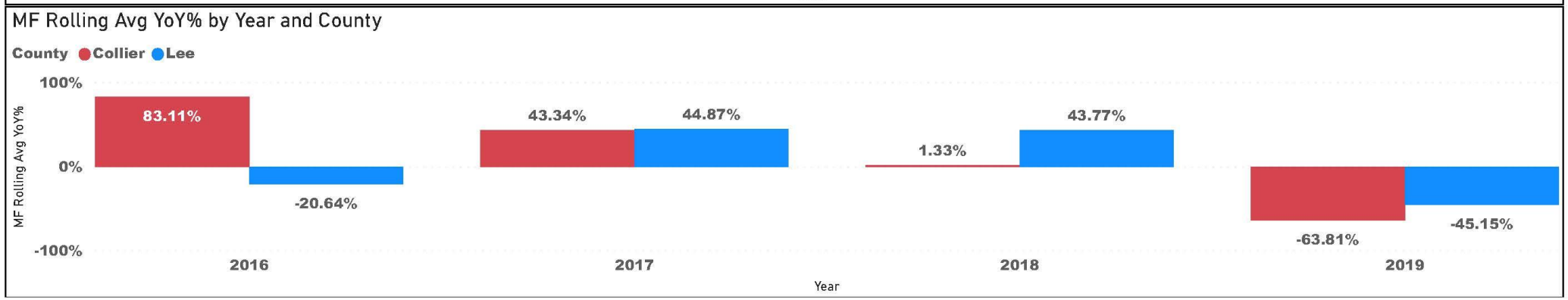

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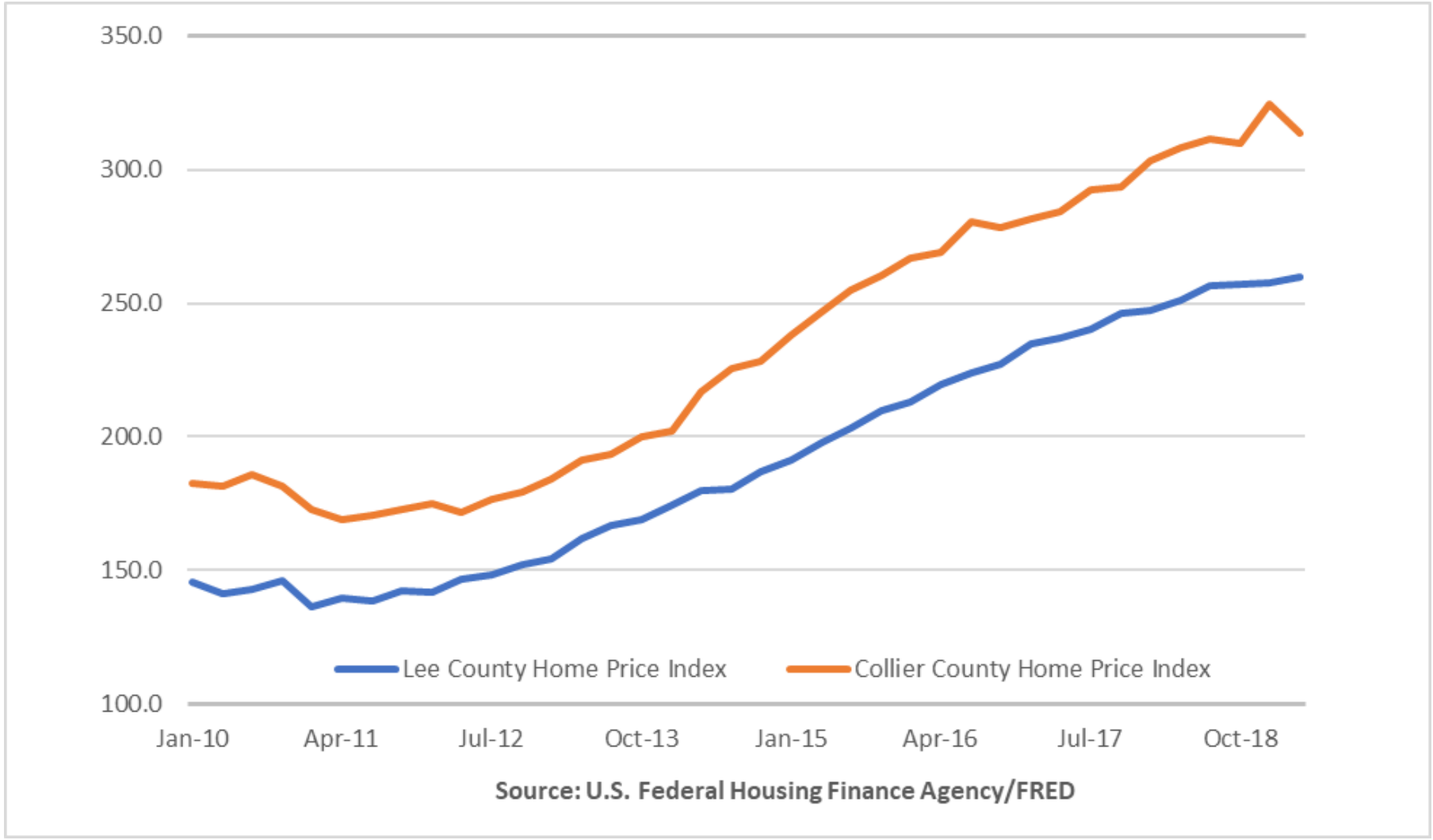
Lee and Collier County Home Price Index



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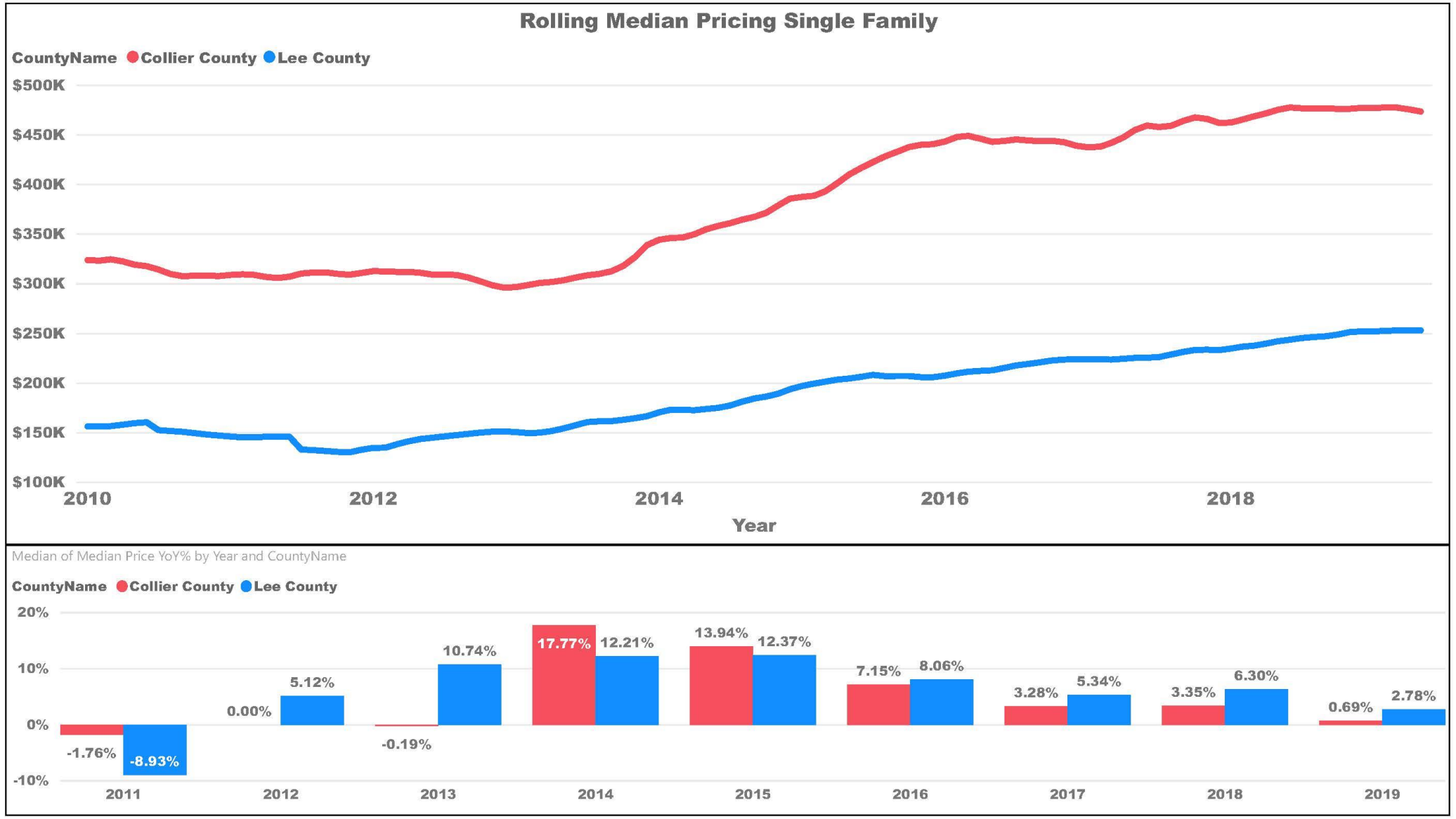

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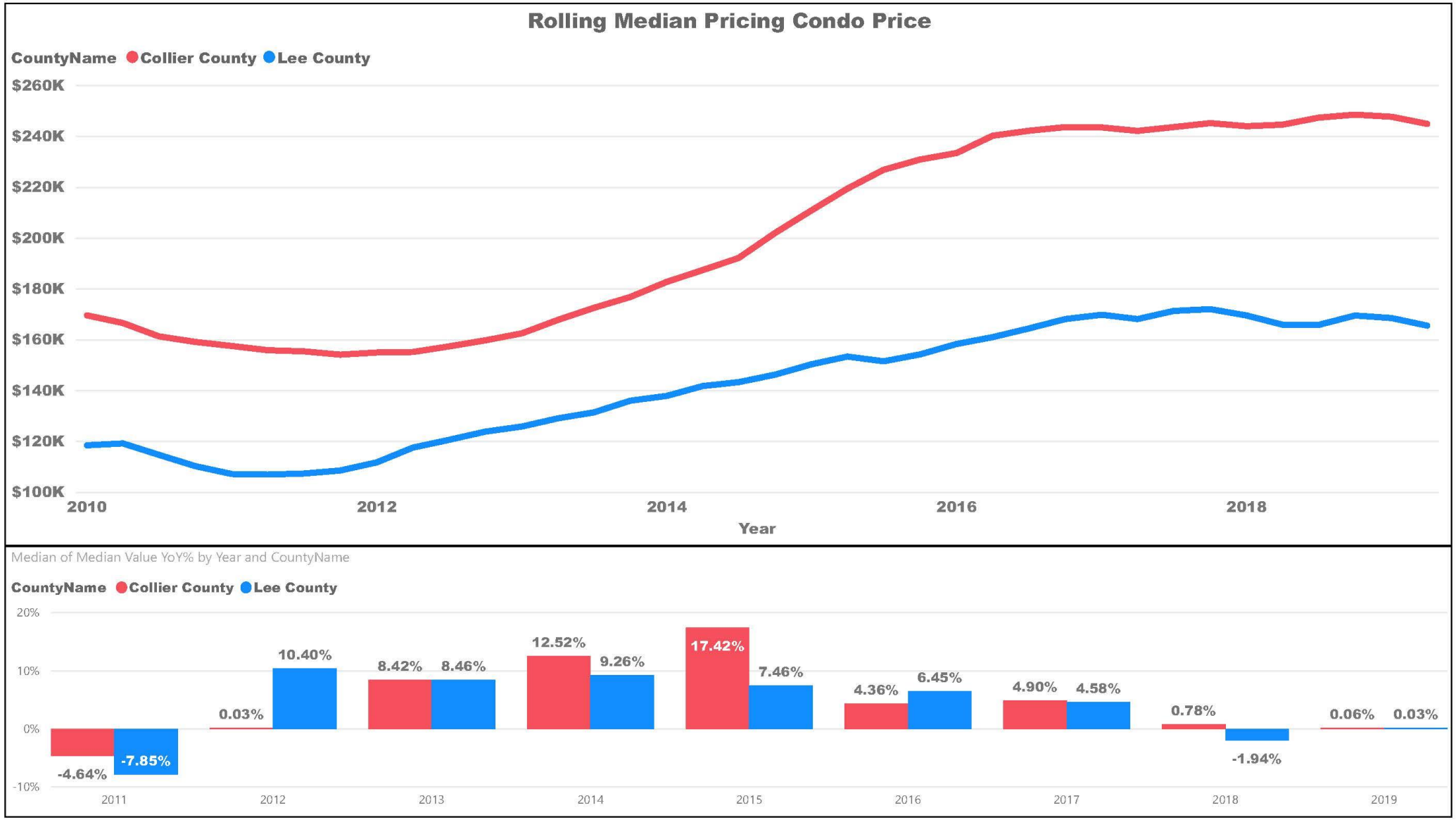

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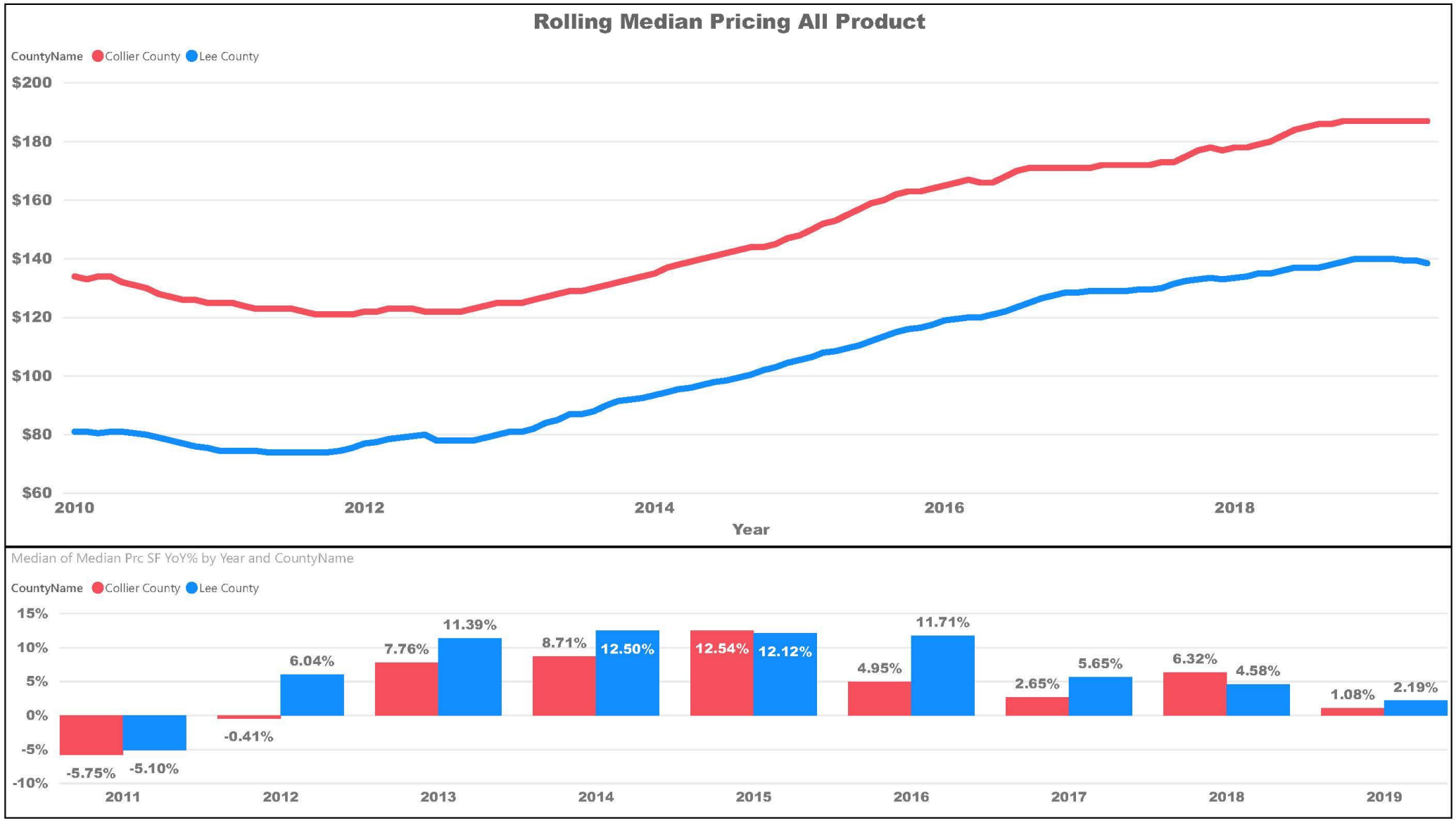

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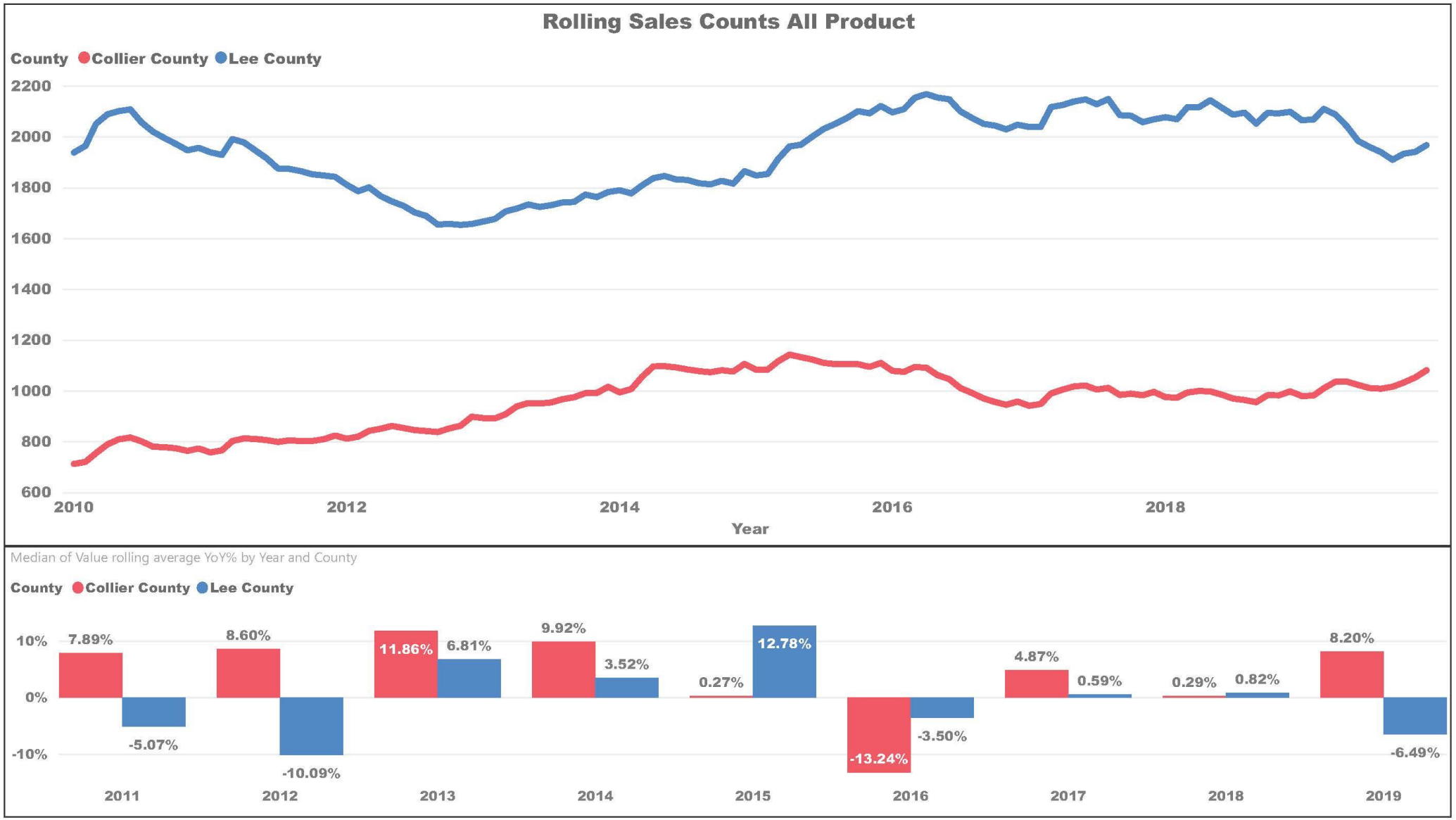

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Key Takeaway's

- Global Market Risk is increasing due to uncertainty of tariffs, elections and recent geo-political events.
- National election fatigue is already impacting the market
- Local market expansion is continuing albeit at a slower pace.
- Labor constraints continue to impact pricing of consumer goods and construction.
- Employment Growth continues to expand with the creation of new Businesses.
- Low interest rates spur local business investment.

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Thank You!

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