

Prospect

by



ApartmentGeofencing.com
PRECISE PROSPECT TARGETING



Property Name
Prepared date



PROSPECT REPORT

In this report you'll find a series of insights for your Apartment and your top three competitors.

Historical Data Range: 8/2018 – 9/2020

Your Property

- Top Employers w/ Drive Times
- Resident Demographic Profiles

Competitors:

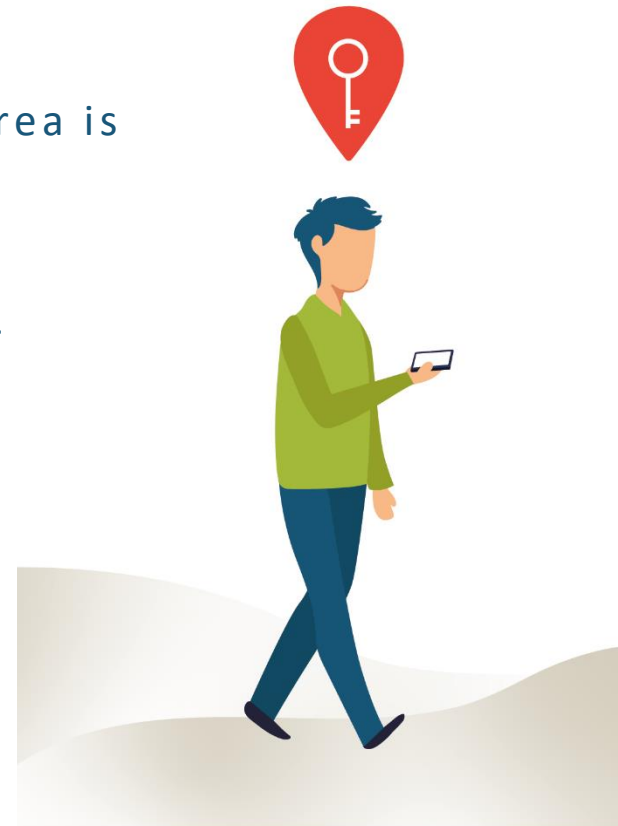
- Competitor 1
 - Competitor 2
 - Competitor 3
-
- Top Employers w/ Drive Times
 - Resident Demographic Profiles
 - Top Apartments



KEY LEARNINGS

Property is situated in an urban environment heavily influenced by corporate offices, financial centers, and real estate. Analysis of residents living at competitors provides area drive times, top employers and apartments to target with advertising and like-customer profiles.

- The average drive time to work for residents living at competitors in this area is 29 minutes.
- The average drive time for residents living at your property is currently 31 minutes. There is opportunity to expand advertising especially to employer locations.
- The primary customer segments based on competitive intelligence:
 - Age 25-30, HHI \$100,000-\$124,999
 - Age 51-65, HHI \$50,000-\$74,999
 - For further detail and definitions, download the guide here: [Experian Segmentation Overview](#)



APARTMENT ANALYSIS

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Devices Analyzed: 702

Guests: 563

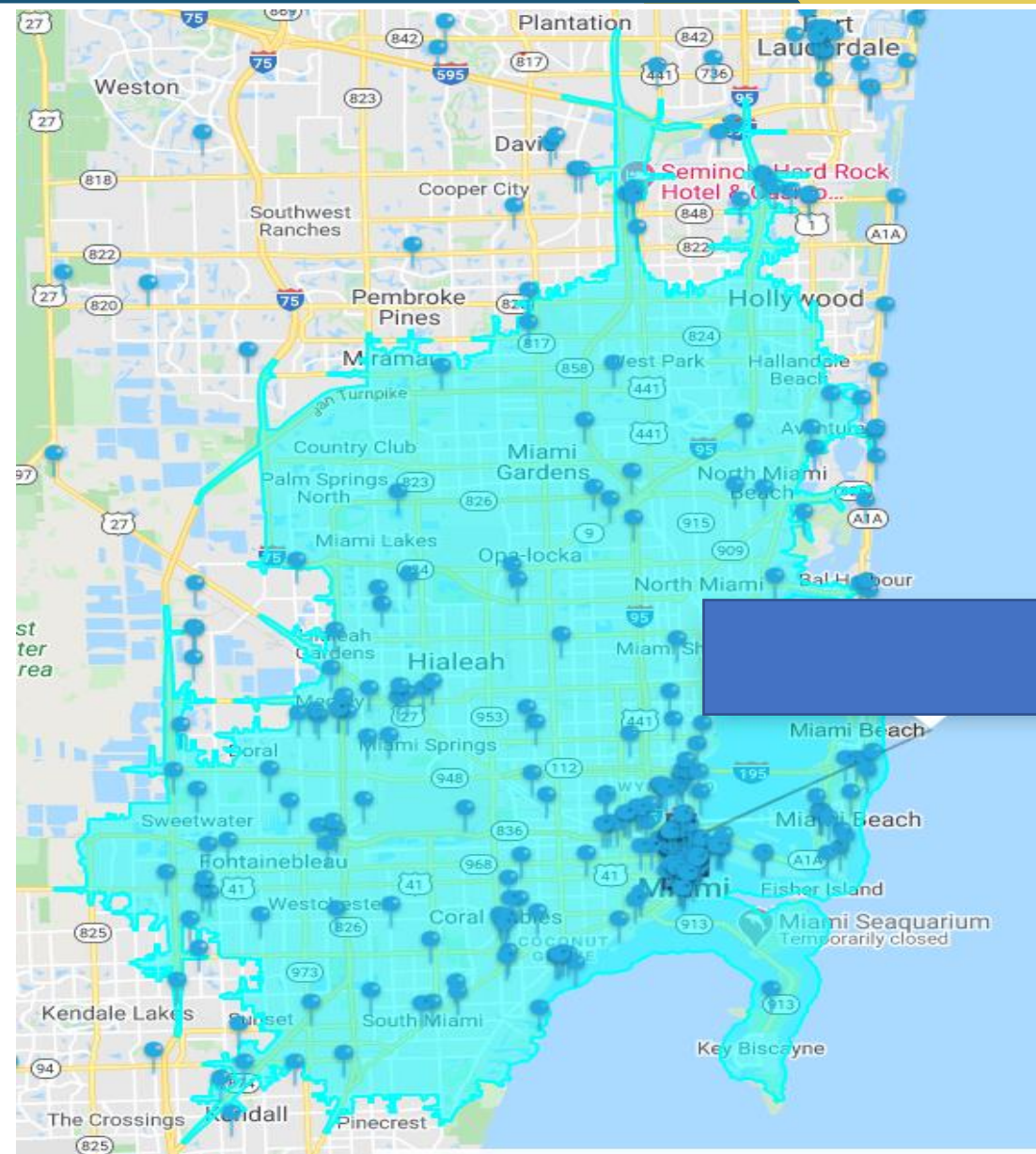
Apartments Captured: 430

Employers Captured: 443

TOP EMPLOYERS

Average Drivetime: 31 minutes (See drivetime map on the right)

- **Florida Department of Children & Families**
401 NW 2nd Ave
Miami, FL 33128
- **Florida East Coast Industries**
700 NW 1st Ave
Miami, FL 33136
- **Wells Fargo Center**
333 SE 2nd Ave
Miami, FL 33131
- **Lawson E. Thomas Court Center**
175 NW 1st Ave
Miami, FL, 33128
- **Overtown Transit Village North**
701 NW 1st Ct
Miami, FL 33136
- **CONCACAF**
3161 NW 6 St
Miami, FL 33128



COMPETITOR ANALYSIS

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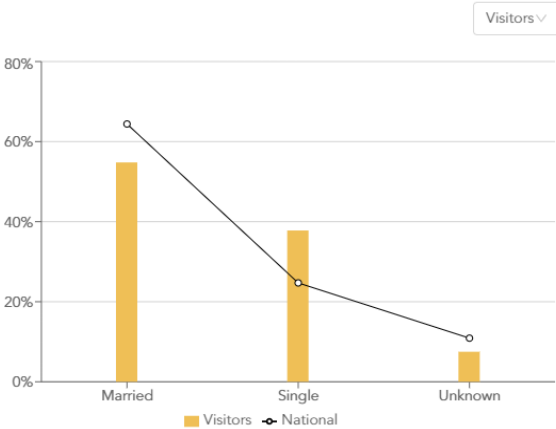
Devices Analyzed: 1,479
Guests: 1,271
Apartments Captured: 978
Employers Captured: 825

RESIDENT ANALYSIS

Household Psychographic Segmentation: 37.6% - O54: Striving Single Scene

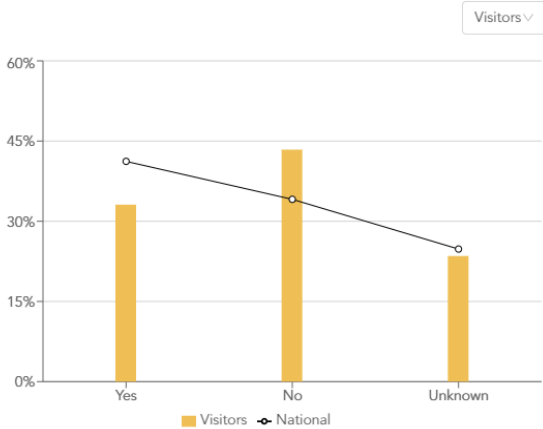
Marriage Status

"Married" households index lower than the national average at 54.8% vs 64.4%



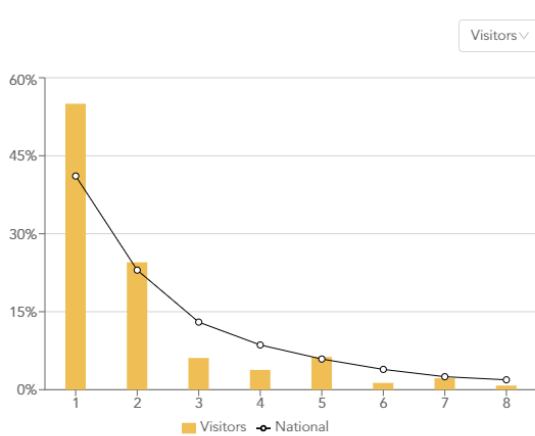
Children

Households with children index lower than the national average at 33.1% vs 41.2%



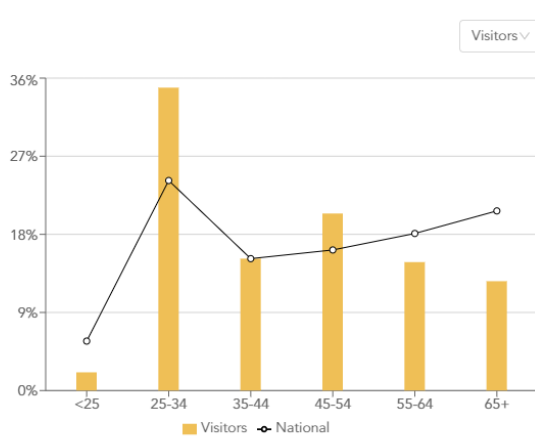
Number of Persons in Household

Households with 1 person index the highest vs. the national average at 55% vs 41.1%.



Head of Household Age

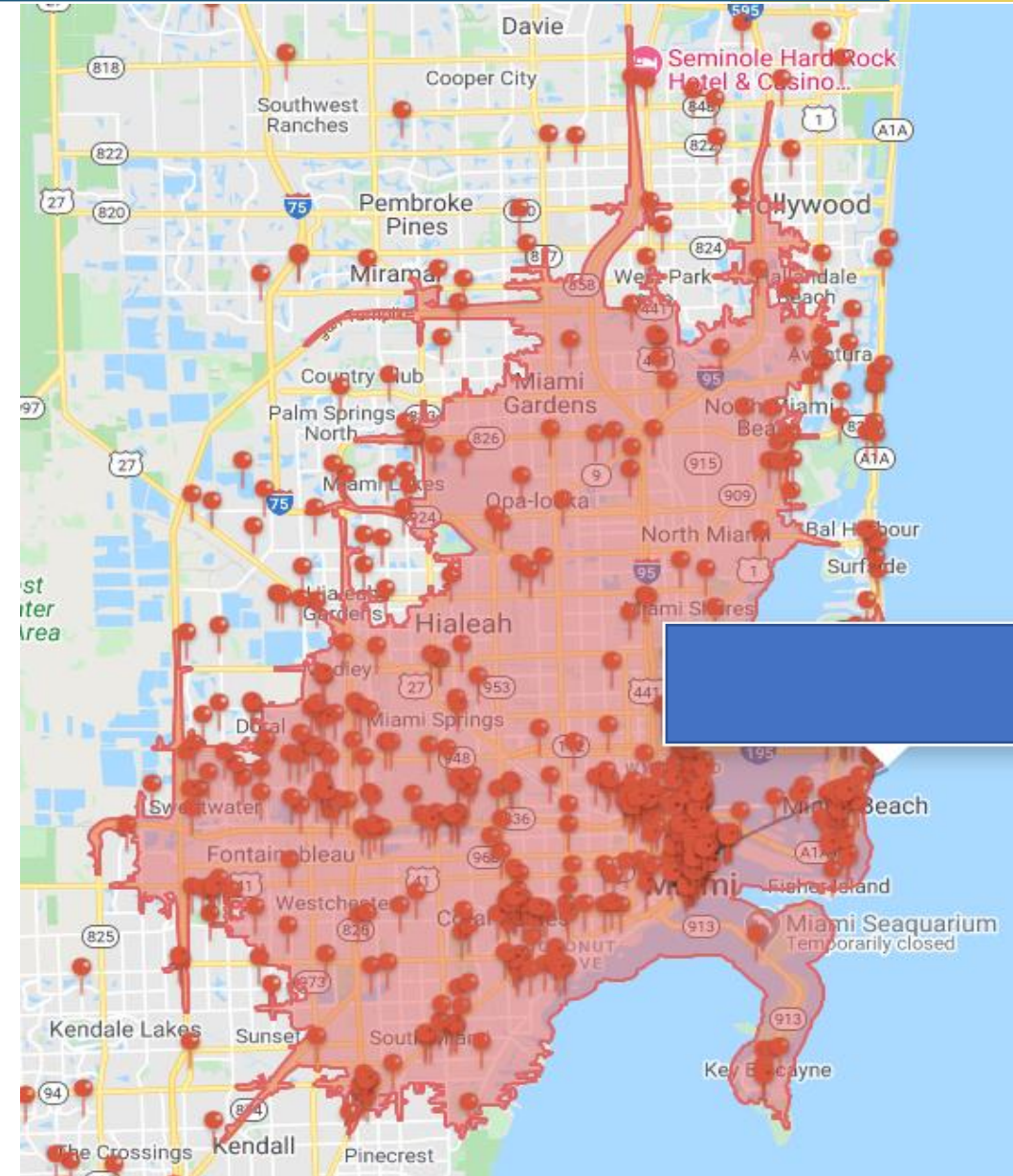
Households with a head of household age of 25-34 index the highest vs. the national average at 34.9% vs. 24.2%.



TOP EMPLOYERS

Average Drivetime: 29 minutes (See drivetime map on the right)

- **Wells Fargo Center**
333 SE 2nd Ave
Miami, FL 33131
- **Bank of America Financial Center**
1 SE 3rd Ave
Miami, FL 33131
- **Southeast Financial Center**
200 S Biscayne Blvd
Miami, FL 33131
- **Brickell City Centre**
701 S Miami Ave
Miami, FL 33131
- **One Biscayne Tower**
2 S Biscayne Blvd
Miami, FL 33131
- **Royal Caribbean Cruises LTD**
1050 Caribbean Way
Miami, FL 33132



COMPETITOR ANALYSIS

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Devices Analyzed: 5,040

Guests: 4,329

Apartments Captured: 3,317

Employers Captured: 2,608

RESIDENT ANALYSIS

Household Psychographic Segmentation: 78.89% - O54: Striving Single Scene

Marriage Status

ⓘ

"Married" households index lower than the national average at 37% vs 64.4%

Children

ⓘ

Households with children index lower than the national average at 33.7% vs 41.2%

Number of Persons in Household

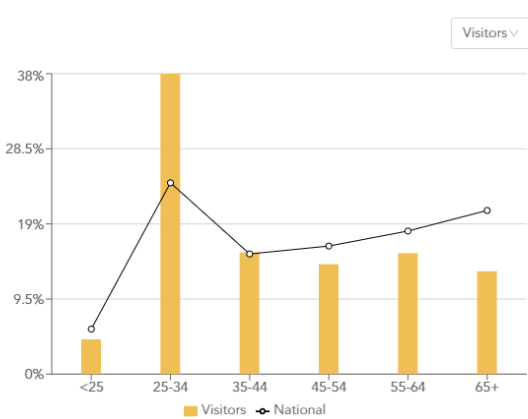
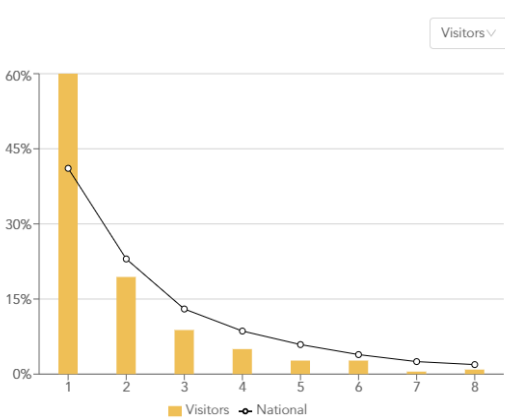
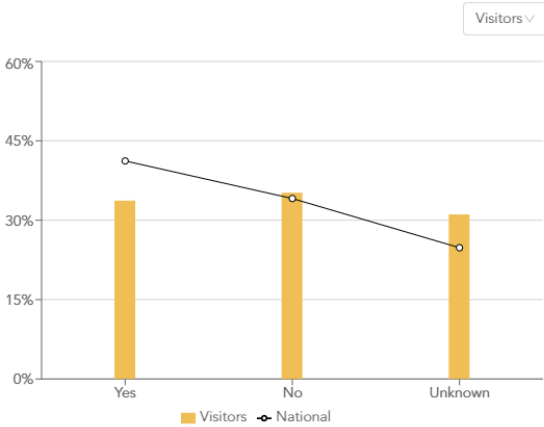
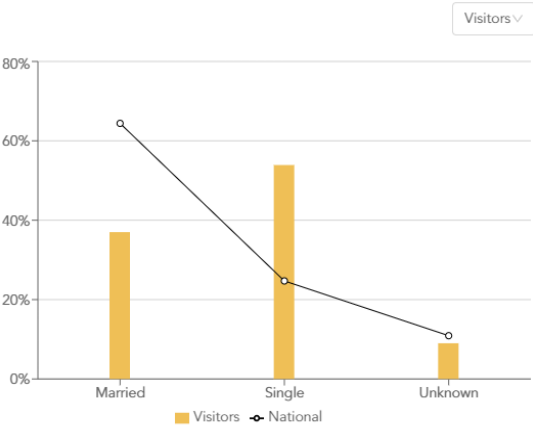
ⓘ

Households with 1 person index the highest vs. the national average at 60% vs 41.1%.

Head of Household Age

ⓘ

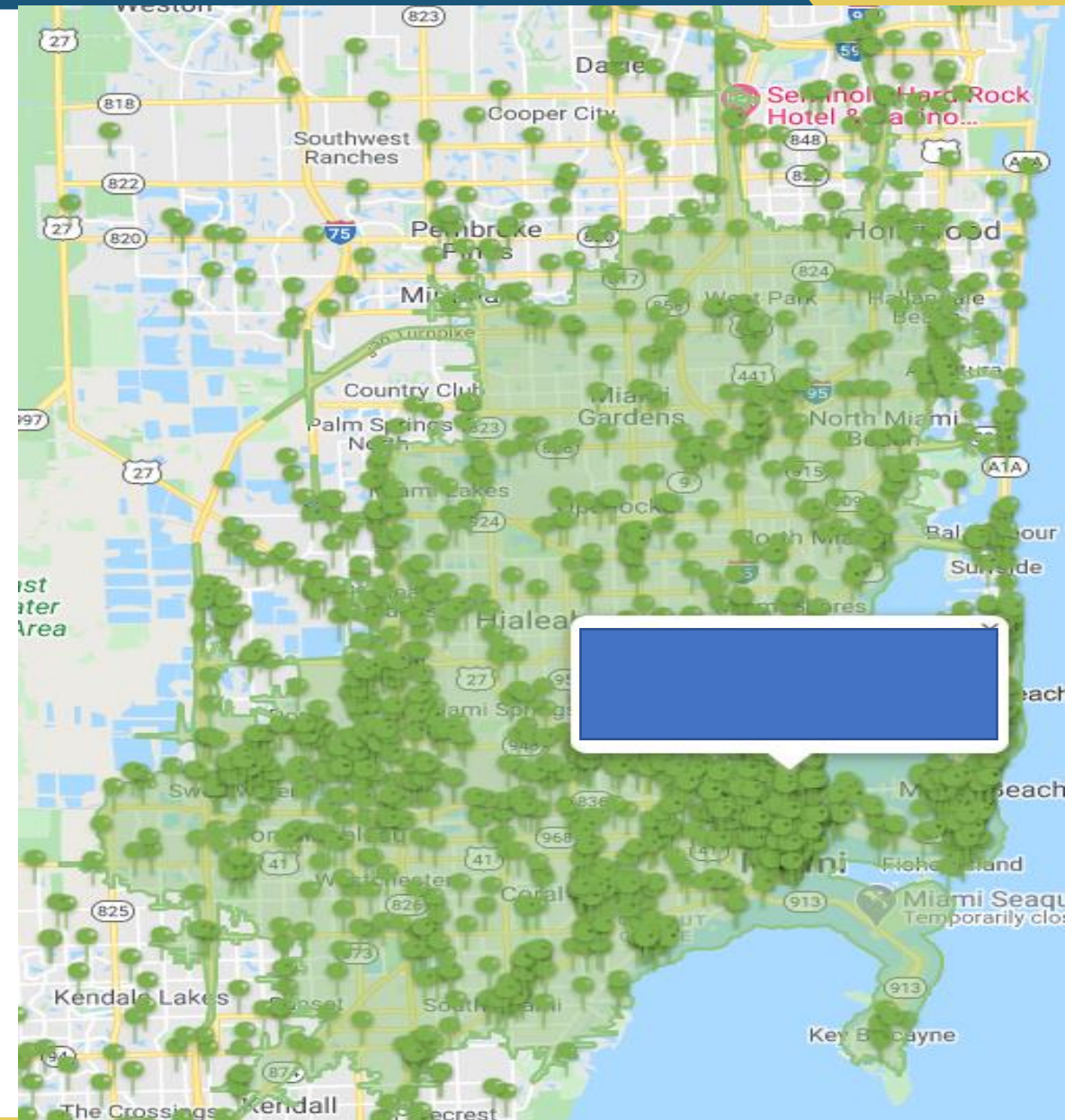
Households with a head of household age of 25-34 index the highest vs. the national average at 38% vs. 24.2%.



TOP EMPLOYERS

Average Drivetime: 28 minutes (See drivetime map on the right)

- **Brickell Center**
1221 Brickell Ave
Miami, FL 33131
- **Sabadell Financial Center**
1111 Brickell Ave
Miami, FL 33131
- **Southeast Financial Center**
200 S Biscayne Blvd
Miami, FL 33131
- **Wells Fargo Center**
333 SE 2nd Ave
Miami, FL 33131
- **Florida East Coast Industries**
700 NW 1st Ave
Miami, FL 33136
- **Dadecommonwealth Building**
139 NE 1st St
Miami, FL 33132



COMPETITOR ANALYSIS

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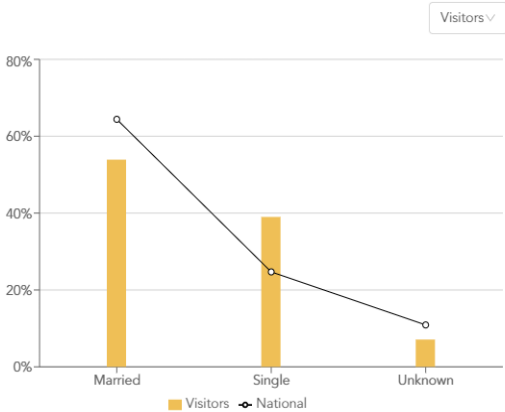
Devices Analyzed: 6,044
Guests: 4,986
Apartments Captured: 3,845
Employers Captured: 3,246

RESIDENT ANALYSIS

Household Psychographic Segmentation: 27.81% - G25: Urban Edge

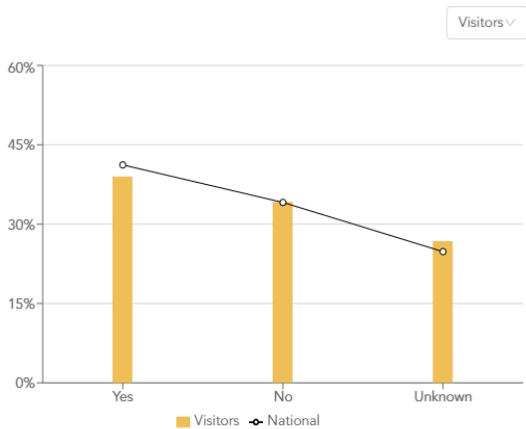
Marriage Status

Married households index lower than the national average at 53.9% vs 64.4%



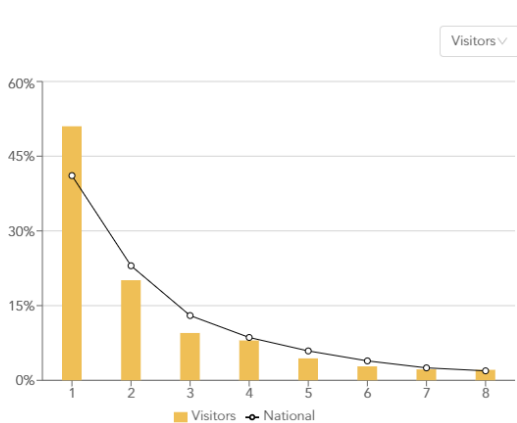
Children

Households with children index lower than the national average at 39% vs 41.2%



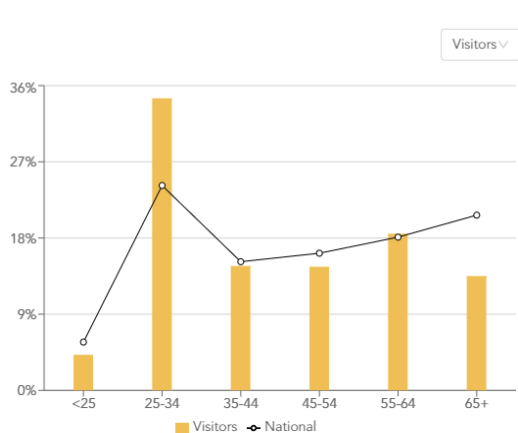
Number of Persons in Household

Households with 1 person index the highest vs. the national average at 51% vs 41.1%.



Head of Household Age

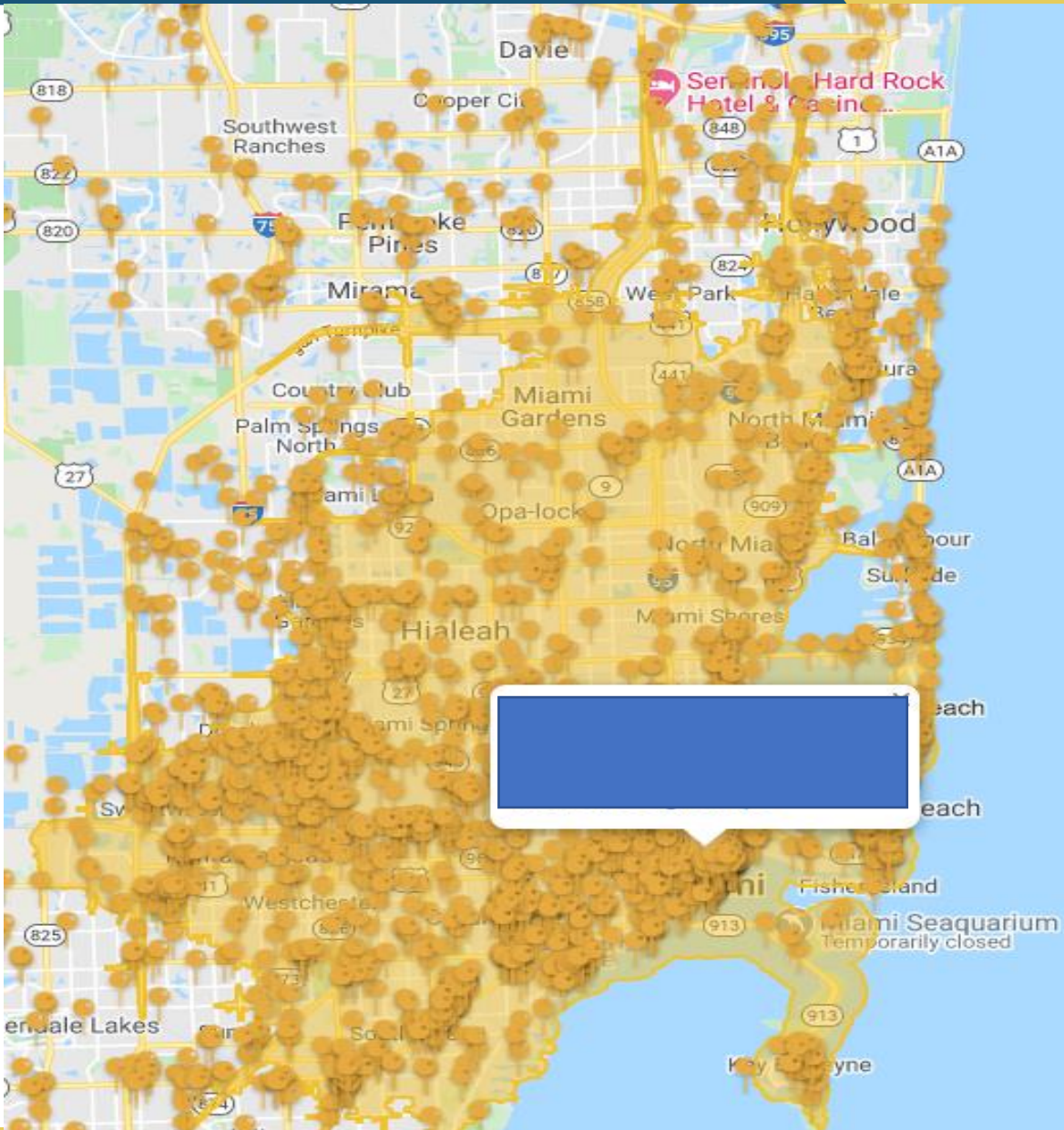
Households with a head of household age of 25-34 index the highest vs. the national average at 34.5% vs. 24.2%.



TOP EMPLOYERS

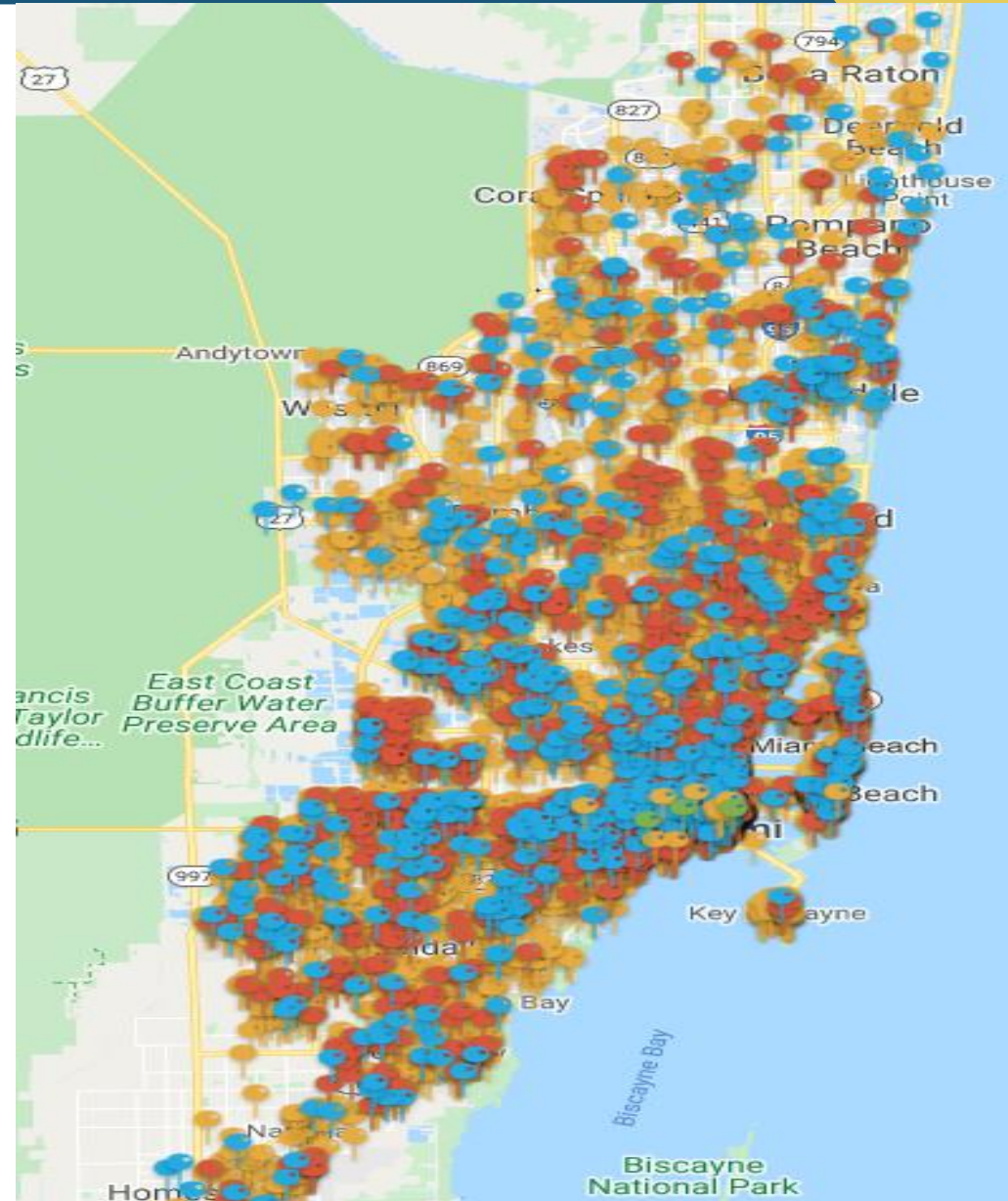
Average Drivetime: 32 minutes (See drivetime map on the right)

- **Brickell Federal Building**
909 SE 1st Ave
Miami, FL 33131
- **500 Brickell**
500 Brickell Ave
Miami, FL 33131
- **Southeast Financial Center**
200 S Biscayne Blvd
Miami, FL 33131
- **Bank of America Financial Center**
1 SE 3rd Ave
Miami, FL 33131
- **Insigneo Financial Group**
777 Brickell Ave
Miami, FL 33131
- **Max Borges Agency**
80 SW 8th St
Miami, FL 33130



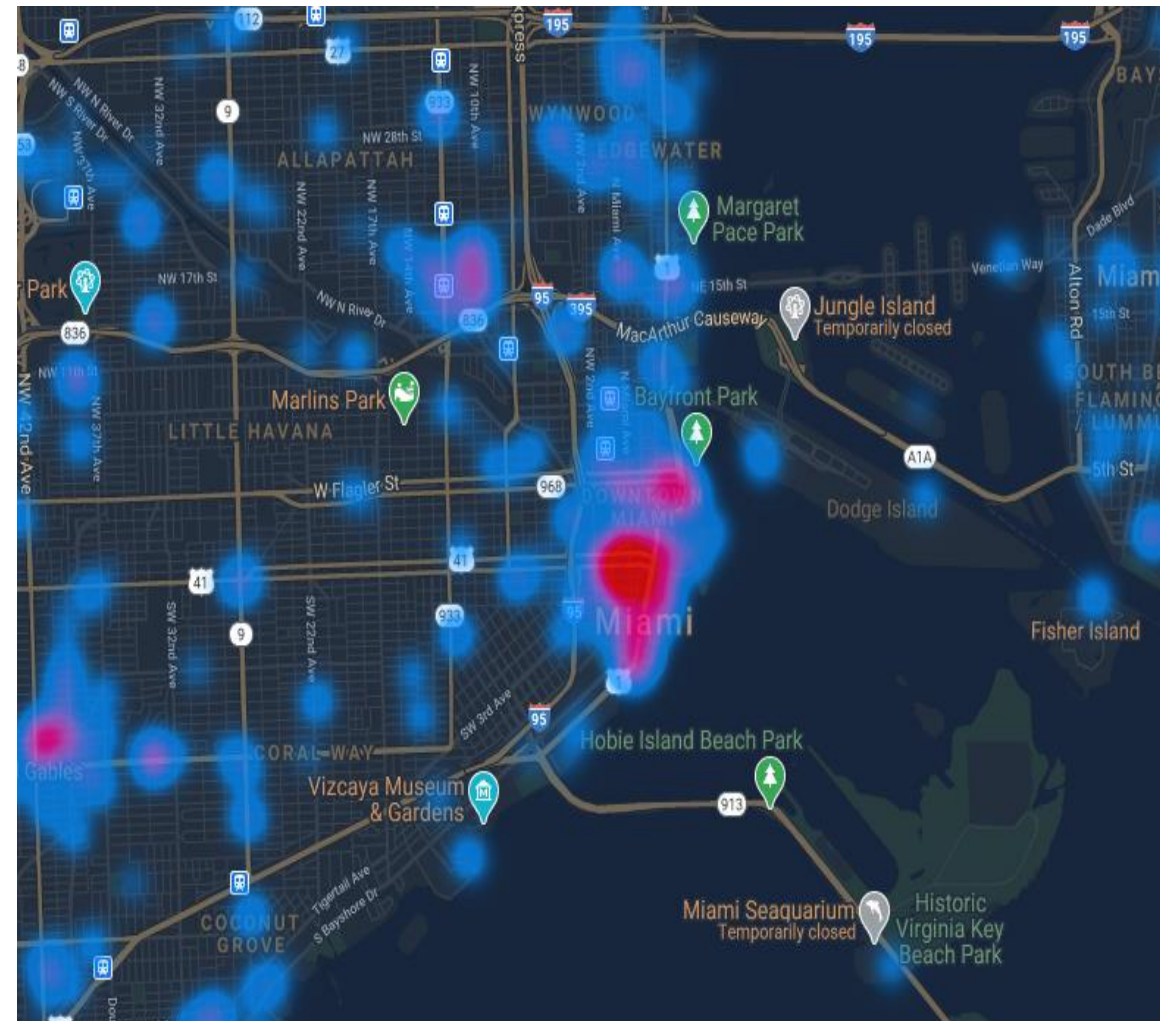
TOP APARTMENTS

- **Met 1**
300 S Biscayne Blvd
Miami, FL 33131
- **Yacht Club at Brickell Apartments**
1111 Brickell Bay Dr
Miami, FL 33131
- **VICE**
243 NE 3rd St
Miami, FL 33132
- **The Bond**
1080 Brickell Ave
Miami, FL 33131
- **Reach Brickell City Centre**
68 SE 6th St
Miami, FL 33131
- **Brickell Heights Condo**
55 SW 9th St
Miami, FL 33130
- **Icon Brickell Apartments**
485 Brickell Ave
Miami, FL 33131
- **Bay Parc Apartments**
1756 N Bayshore Dr
Miami, FL 33132
- **One Tequesta Point Condominium**
888 Brickell Key Dr
Miami, FL 33131
- **Aria on the Bay**
488 NE 18th St
Miami, FL 33132
- **Brickell on the River**
31 SE 5th St
Miami, FL 33131
- **The Ivy Miami**
90 SW 3rd St
Miami, FL 33130



TOP POINTS OF INTEREST

- **Coyo Taco**
1111 SW 1st Ave
Miami, FL 33130
- **Nusr-Et Steakhouse**
999 Brickell Ave
Miami, FL 33131
- **Fleming's Prime Steakhouse & Wine Bar**
600 Brickell Ave
Miami, FL 33131
- **Brickell City Centre Shopping Mall**
701 S Miami Ave
Miami, FL 33131
- **Hot Yoga Brickell**
809 SW 1st Ave
Miami, FL 33130
- **Burger & Beer Joint**
900 S Miami Ave
Miami, FL 33130
- **Granier Bakery**
1064 Brickell Ave
Miami, FL 33131
- **Baby Jane Cocktail House & Noodle Bar**
500 Brickell Ave
Miami, FL 33131
- **Miami Circle National Historic Landmark**
Miami, FL 33131
- **Starbucks**
901 S Miami Ave
Miami, FL 33130
- **Zuma Miami**
270 Biscayne Blvd Way
Miami, FL 33131
- **Whole Foods Market**
299 SE 3rd Ave
Miami, FL 33131



DEMOGRAPHIC PROFILES

Segment	People	% Total People	Age Range	HHI	Key Details
I32 Steadfast Conventionalists	71	17%	51-65	\$50,000-\$74,999	<ul style="list-style-type: none">• Luxury• Single family• Renters
O54 Influenced by Influencers	47	11%	25-30	Less than \$15,000	<ul style="list-style-type: none">• Career-driven• Metropolitan lifestyles• Renters
G25 Urban Edge	31	7%	25-30	\$100,000-\$124,999	<ul style="list-style-type: none">• Urban dwellers• Ambitious• Renters
P58 Heritage Heights	28	7%	36-45	Less than \$15,000	<ul style="list-style-type: none">• Novelty seekers• Single parents• Renters
A06 Jet Set Urbanites	19	4%	51-65	\$250,000+	<ul style="list-style-type: none">• Upscale urban living• Multi-family properties• Highly educated

DEMOGRAPHIC PROFILES

Segment	People	Age Range	HHI	Key Info
G25 Urban Edge	1271	25-30	\$100,000-\$124,999	<ul style="list-style-type: none">• Urban dwellers• Ambitious• Renters
I32 Steadfast Conventionalists	1049	51-65	\$50,000-\$74,999	<ul style="list-style-type: none">• Luxury• Single family• Renters
O54 Influenced by Influencers	983	25-30	Less than \$15,000	<ul style="list-style-type: none">• Career-driven• Metropolitan lifestyles• Renters
A06 Jet Set Urbanites	689	51-65	\$250,000+	<ul style="list-style-type: none">• Upscale urban living• Multi-family properties• Highly educated
P58 Heritage Heights	526	36-45	Less than \$15,000	<ul style="list-style-type: none">• Novelty seekers• Single parents• Renters

ACTION ITEMS

- Add Competitors: We recommend adding an Employer campaign with the top 18 employers identified in this report.
- Add Apartments: Your current Apartment geofencing campaign contains 17 locations. We recommend adding the 12 top apartments identified in this report to the current apartment campaign.
- Add POIs: Your current POI geofencing campaign contains 22 geofences. We recommend adding in the 12 top POIs from this report.
- Focus on Different Demographics:
 - Focus on 'G25 Urban Edge,' 'A06 Jet Set Urbanites' and 'I32 Steadfast Conventionalists.'
 - Update creative assets with lifestyle images of people matching target demographic audiences. Resonating themes include those that exemplify a cutting-edge status.
 - For further detail and definitions, download the guide here:
[Experian Segmentation Overview](#)



ApartmentGeofencing.com

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