

# Prospect

by



ApartmentGeofencing.com  
PRECISE PROSPECT TARGETING

Informative Report



Property name  
Prepared date



# Data Defined

We have access to **over 2+ years of mobile location data across the United States**, allowing us to analyze devices in a certain location and extrapolate where residents live, work, and play based on our methodology.

## Terms & Definitions

- **Devices analyzed:** total number of mobile devices identified within the location analyzed during the historical date range
- **Employer locations captured:** number of employer locations found based on the number of devices analyzed
- **Previous apartments captured:** number of apartments that current residents previously lived within the historical date range
- **Average drive time to work:** estimated average amount of time residents drive to work
- **Demographic profiles:** through our partnership with Experian, we provide the devices analyzed and they group them based on pre-set demographic profiles



# Our Methodology

## Current Residents

Mobile device present 11pm – 5am (multiple nights)

## Employers

Mobile device present 8am – 5pm, Monday – Friday (multiple days)

## Points of Interest

Mobile device present 6pm – 10pm

## Past Residences

Mobile device present 11pm – 5am- (multiple nights)



# Prospect Report

In this report, you'll find a series of insights for the following properties:

## Property name

Competitor: competitor name

Historical Data Range: 8/2018 – Date

## Insights:

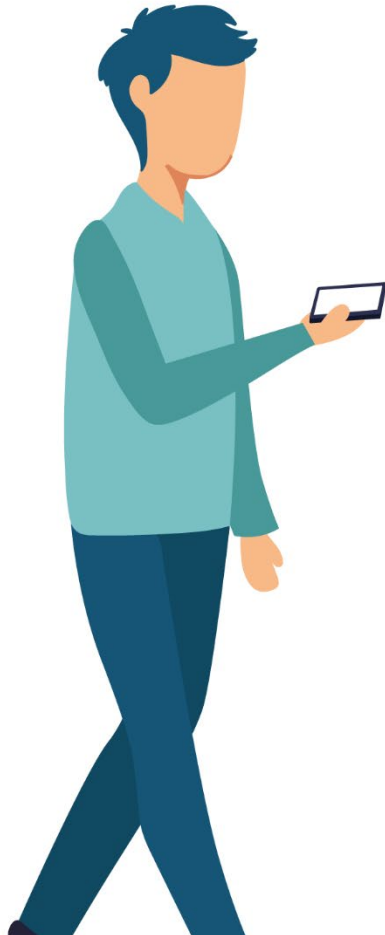
- Competitor's apartments
- Employers with drive times
- Points of interest
- Resident demographic profiles





# Key Learnings

Analysis of residents living at competitor's locations provides area drive times, top employers, and apartments to target with advertising and like-customer profiles.



## Market and Competitor Analysis

There is opportunity to expand advertising throughout Cedar Park and Austin. The average drive time to work for residents living at competitors in this area is 23 minutes.

## Resident Demographic Analysis

The primary customer segments based on competitive intelligence:

- O54: Influenced by Influencers
- O50: Full Steam Ahead



# Market Analysis



# Apartment Analysis

## Devices analyzed

2,217

## Employers' locations captured

1,212

## Previous apartments captured

1,150

## Average drive time to work

23 minutes

Map graphic removed  
for client privacy

The drive time ring outline (dark turquoise area) shows the average distance residents are driving to employer locations. Shading shows potential competitor, employer, and points of interest to geofence.



# Places to Target

## Apartments

### **Cypress Gardens**

335 Cypress Creek Road  
Cedar Park, TX 78613

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335 Cypress Creek Road  
Cedar Park, TX 78613

### **Lakeline Villas**

2201 S Lakeline Blvd  
Cedar Park, TX 78613

### **Red Stone Ranch**

1600 S Lakeline Blvd  
Cedar Park, TX 78613

### **Regal Parc Apartments**

350 Cypress Creek Road  
Cedar Park, TX 78613

## Employers

### **Cedar Park Regional Medical Center**

1401 Medical Pkwy  
Cedar Park, TX 78613

### **Cypress Gardens**

335 Cypress Creek Road  
Cedar Park, TX 78613

### **Flex**

12455 Research Blvd  
Austin, TX 78759

### **Cypress Gardens**

335 Cypress Creek Road  
Cedar Park, TX 78613

### **Vista Ridge High School**

200 S Vista Ridge Blvd  
Cedar Park, TX 78613

## Points of Interest

### **Cypress Gardens**

335 Cypress Creek Road  
Cedar Park, TX 78613

### **Cedar Park Town Center**

4601 183A Toll Rd  
Cedar Park, TX 78613

### **Whitestone Market**

2800 E Whitestone Blvd  
Cedar Park, TX 78613

### **Lakeline Mall**

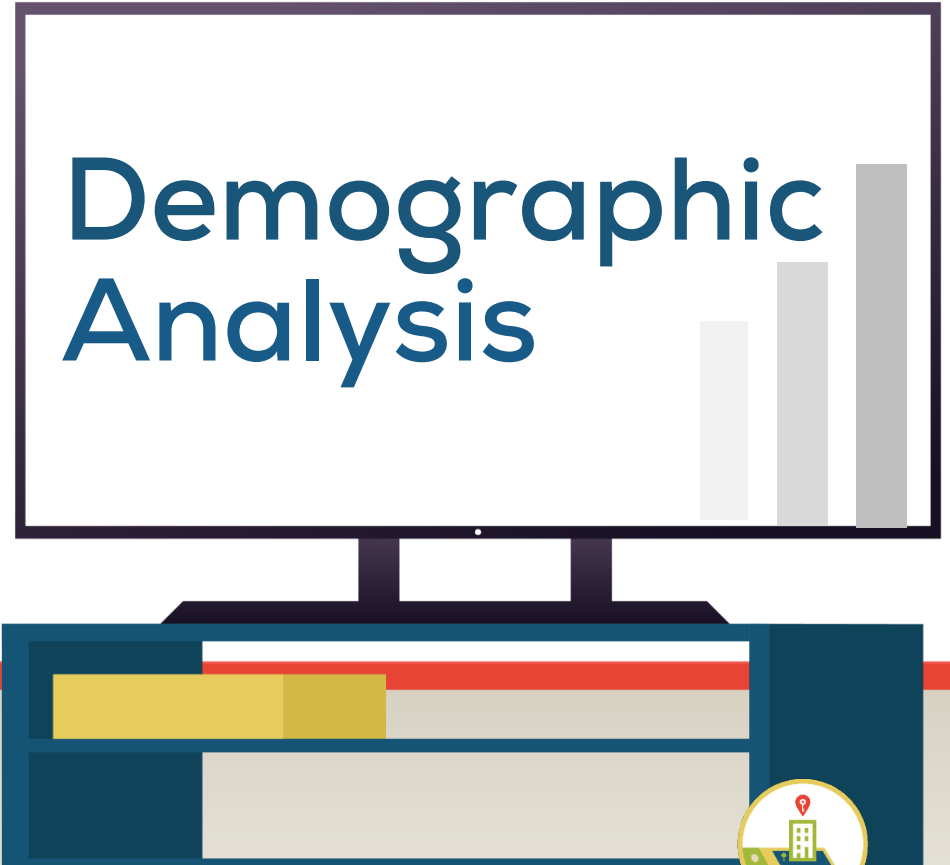
11200 Lakeline Mall Dr  
Cedar Park, TX 78613

### **The Parke**

5001 183A Frontage Rd  
Cedar Park, TX 78613







# Demographic Profiles



## O54: Influenced by Influencers

Young singles living in Midwest and Southern city centers

### Who We Are

		Index Value	O54%
🏠 Home ownership:	Homeowner	106	86.8%
👨‍👩‍👧 Children:	Presence of a child	38	16.6%
Estimated Household Income:	\$50,000-\$74,999	124	25.1%



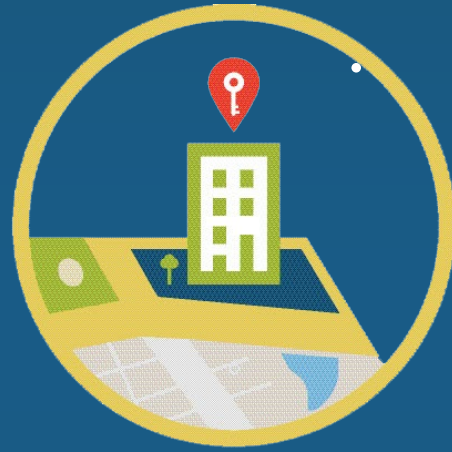
## O50: Full Steam Ahead

Younger and middle-aged singles gravitating to second-tier cities

### Who We Are

		Index Value	O50%
🏠 Home ownership:	Homeowner	106	86.8%
👨‍👩‍👧 Age of children:	13-18	67	8.6%
Estimated Household Income:	\$50,000-\$74,999	124	25.2%





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