

Prospect

by



ApartmentGeofencing.com
PRECISE PROSPECT TARGETING

Intelligent 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

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Historical Data Range: 8/2018 – Date
Insights:

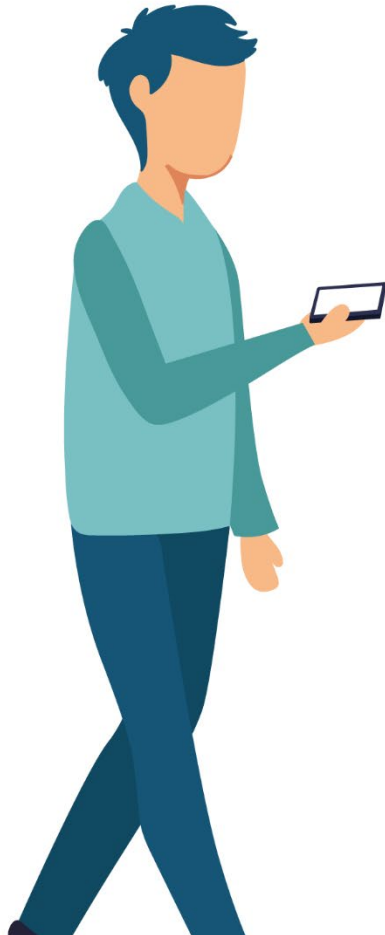
- Competitor's apartments
- Employers with drive times
- Points of interest
- Resident demographic profiles





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 from downtown Richmond to Old Town Manchester. The average drive time to work for residents living at competitors in this area is 26 minutes.

Resident Demographic Analysis

The primary customer segments based on competitive intelligence:

- H28: Everyday Moderates
- G25: Urban Edge
- E19: Consummate Consumers



Market Analysis



Property name

Devices analyzed: 869

Employers' locations captured: 412

Previous apartments captured: 499

Average drive time to work: 26 minutes

Map graphic removed
for client privacy

Property name

Devices analyzed: 999

Employers' locations captured: 555

Previous apartments captured: 555

Average drive time to work: 26 minutes

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



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Places to Target

Apartments

Lake Heron

1146 Pinemont Pl
Annapolis, MD 21403

Robinwood

1469 Tyler Ave
Annapolis, MD 21401

Bayshore Landing Apartments

988 Spa Road
Annapolis, MD 21403

Annapolis Roads

1 Eaglewood Rd
Annapolis, MD 21401

Admiral Oaks

445 Captains Cir
Annapolis, MD 21401

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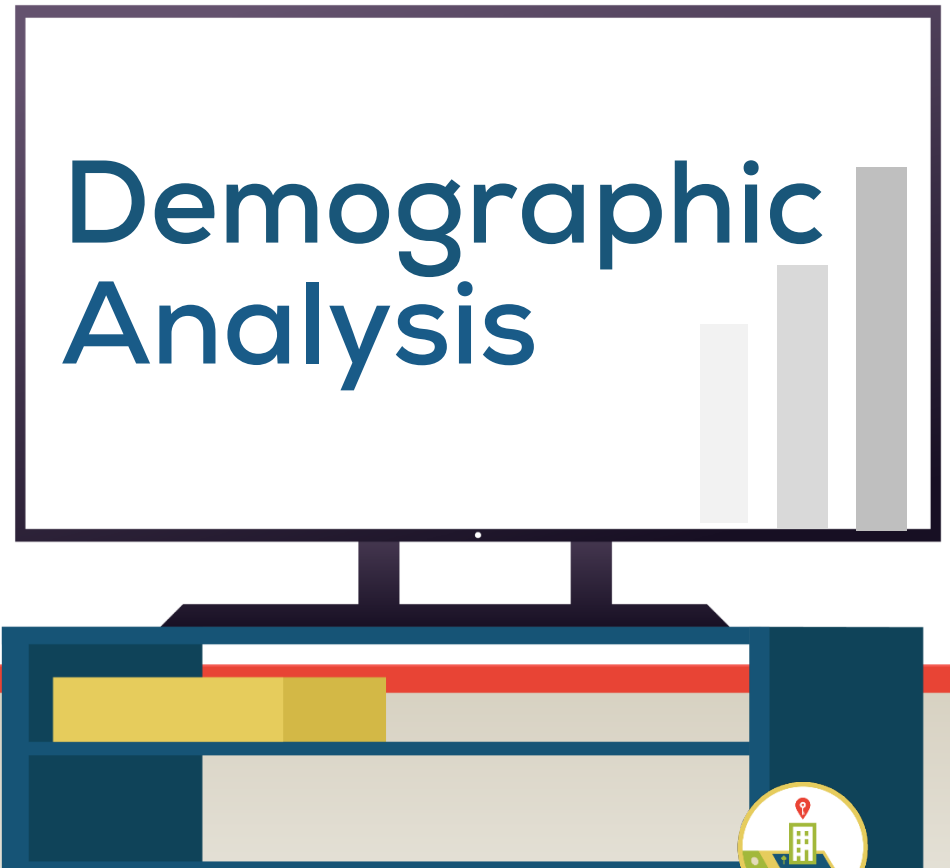
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Demographic Profiles



E19: Consummate Consumers

Households with high discretionary incomes, living upper-middle class, sophisticated lifestyles

Who We Are

		Index Value	E19%
👤 Children:	Presence of a child	12	5%
💰 Estimated Household Income:	\$50,000-\$74,999	103	20.8%
👴 Head of household age:	51-65	186	52.9%



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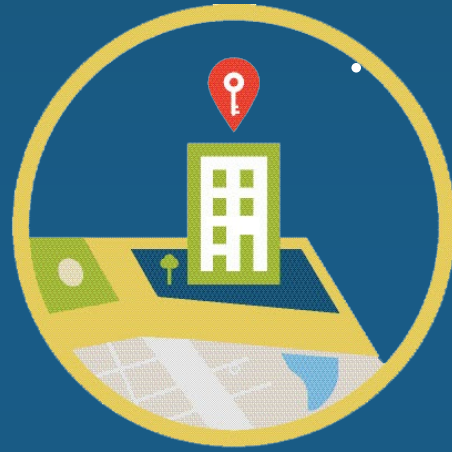
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