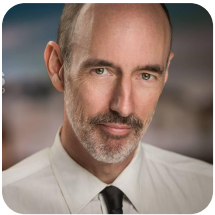
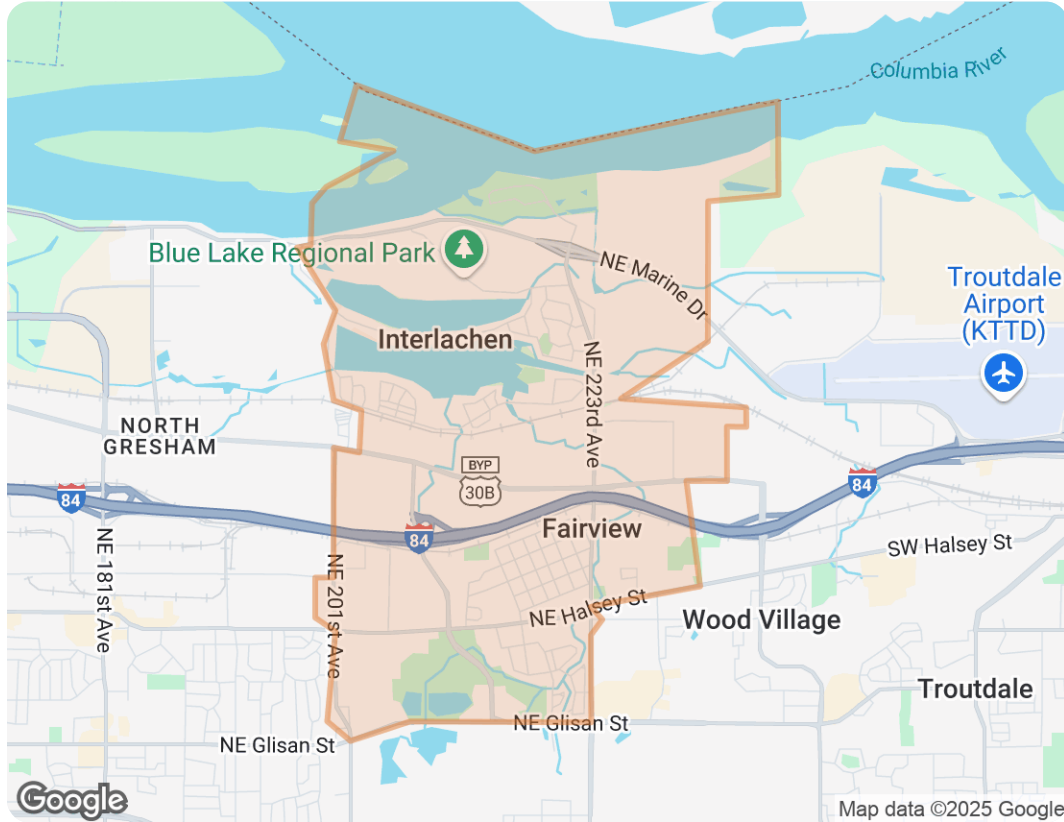


Fairview, OR 97024



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All Professionals Real Estate

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Beaverton, OR 97003

Trade Area Summary

Attribute Summary for Fairview, OR 97024

Median Household Income

\$69,582

Source: 2023/2028 Income (Esri)

Median Age

37.7

Source: 2023/2028 Age: 5 Year Increments (Esri)

Total Population

12,121

Source: 2023 Age: 1 Year Increments (Esri)

1st Dominant Segment

Bright Young Professionals

Source: 2023 Tapestry Market Segmentation (Households)

Consumer Segmentation

LIFE MODE - What are the people like that live in this area?

 **Middle Ground**
Lifestyles of thirtysomethings

URBANIZATION - Where do people like this usually live?

 **Urban Periphery**
City life for starting families in neighborhoods that fringe major cities

Top Tapestry Segments	Bright Young Professionals	Down the Road	Green Acres	Parks and Rec	Metro Fusion
% of Households	1,365 (29.0%)	886 (18.8%)	710 (15.1%)	691 (14.7%)	575 (12.2%)
Lifestyle Group	Middle Ground	Rustic Outposts	Cozy Country Living	GenXurban	Midtown Singles
Urbanization Group	Urban Periphery	Semirural	Rural	Suburban Periphery	Urban Periphery
Residence Type	Single Family; Multi-Units	Mobile Homes; Single Family	Single Family	Single Family	Multi-Unit Rentals; Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Singles
Average Household Size	2.38	2.7	2.65	2.47	2.52
Median Age	34.1	36.1	44.8	41.8	30
Diversity Index	75.5	79.5	37.4	63.3	86.8
Median Household Income	\$67,200	\$51,700	\$95,600	\$77,100	\$48,100
Median Net Worth	\$75,000	\$85,300	\$346,700	\$188,900	\$14,800
Median Home Value	\$286,200	\$144,600	\$329,300	\$283,800	\$216,000
Homeownership	46.8	67.5	88	71.7	26.9
Employment	Professional or Mgmt/Bus/Financial	Services or Professional	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Services
Education	Some College No Degree	High School Diploma	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Go to bars/clubs; attend concerts. Eat at fast food, family restaurants.	Place importance on preserving time-honored customs. Go hunting, fishing.	Pursue physical fitness vigorously.. Active in communities and social organizations.	Take advantage of local parks and recreational activities. Choose to vacation within the US.	Football and weight lifting are popular activities. Look to impress with fashion and electronics.
Financial	Own retirement savings and student loans	Shop at Walmart Supercenters, Walgreens and dollar stores	Comfortable with debt, and investments.	Financially shrewd	Spend on what's hot unless saving for something specific
Media	Get most of their information from the Internet	Use the Internet to stay connected, listen to radio at work	Provided by satellite service, radio and television	Watch Animal Planet, Discovery, History Channel	Listen to R&B, rap, Latin, reggae music



Consumer Segmentation

Top Tapestry Segments	Bright Young Professionals	Down the Road	Green Acres	Parks and Rec	Metro Fusion
Vehicle	Own newer cars	Bought used vehicle last year	Late model trucks SUVs, ATVs and motorcycles	Buy SUVs or trucks	Owens used vehicles

Consumer Segment Details

About this segment

Bright Young Professionals

Ranked

1st

dominant segment for this area

In this area

29.0%

of households fall into this segment

In the United States

2.3%

of households fall into this segment

Who Are They?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

Neighborhood

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent and single-person households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing, buildings with 5 –19 units); 43% built 1980–99.
- Average rent mirrors the US.
- Lower vacancy rate is at 8.2%.

Socioeconomic Traits

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

Market Profile

- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.





Consumer Segment Details

About this segment

Down the Road

Ranked

2nd

dominant segment
for this area

In this area

18.8%

of households fall
into this segment

In the United States

1.2%

of households fall
into this segment

Who Are They?

Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest primarily in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are young, family-oriented consumers who value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US.

Neighborhood

- Nearly two-thirds of households are owned.
- Family market, primarily married couples or single-parent households.
- Close to half of all households live in mobile homes.
- Four-fifths of households were built in 1970 or later.
- About 32% of homes are valued under \$50,000.

Socioeconomic Traits

- Education completed: 36% with a high school diploma only, 41% with some college education or a degree.
- Labor force participation rate is 59.0%, slightly lower than the US.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.

Market Profile

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase gas, groceries, and snacks.
- Participate in fishing and hunting.
- Use the Internet to stay connected with friends and play online video games.
- Listen to the radio, especially at work, with a preference for rap, R&B, and country music.
- Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: burgers and pizza.
- Frequent Walmart Supercenters, Walgreens, dollar stores, Kmart, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).





Consumer Segment Details

About this segment

Green Acres

Ranked

3rd

dominant segment
for this area

In this area

15.1%

of households fall
into this segment

In the United States

3.3%

of households fall
into this segment

Who Are They?

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8%.
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.





Consumer Segment Details

About this segment

Parks and Rec

Ranked

4th

dominant segment
for this area

In this area

14.7%

of households fall
into this segment

In the United States

2.0%

of households fall
into this segment

Who Are They?

These suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

Neighborhood

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods.
- Both median home value and average rent are close to the national level.
- Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

Socioeconomic Traits

- More than half of the population is college educated.
- Older residents draw Social Security and retirement income.
- The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.
- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.
- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.
- These residents tend to use their cell phones for calls and texting only.

Market Profile

- Cost and practicality come first when purchasing a vehicle; Parks and Rec residents are more likely to buy SUVs or trucks over compact or subcompact vehicles.
- Budget-conscious consumers stock up on staples at warehouse clubs.
- Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies.
- Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans.
- Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.





Consumer Segment Details

About this segment

Metro Fusion

Ranked

5th

dominant segment
for this area

In this area

12.2%

of households fall
into this segment

In the United States

1.4%

of households fall
into this segment

Who Are They?

Metro Fusion is a young market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. Most residents live in midsize apartment buildings. Metro Fusion is a hardworking market with residents that are dedicated to climbing the ladders of their professional and social lives.

Neighborhood

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three-quarters of residents are renters, and rents are about thirteen percent less than the US average.
- Most housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

Socioeconomic Traits

- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

Market Profile

- Enjoy watching MTV, Spanish TV networks, and Tru TV.
- Listen to R&B, rap, Latin, and urban music.
- Football and weight lifting are popular activities.
- Shop at discount grocery stores, Family Dollar, and Walmart.
- Often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.



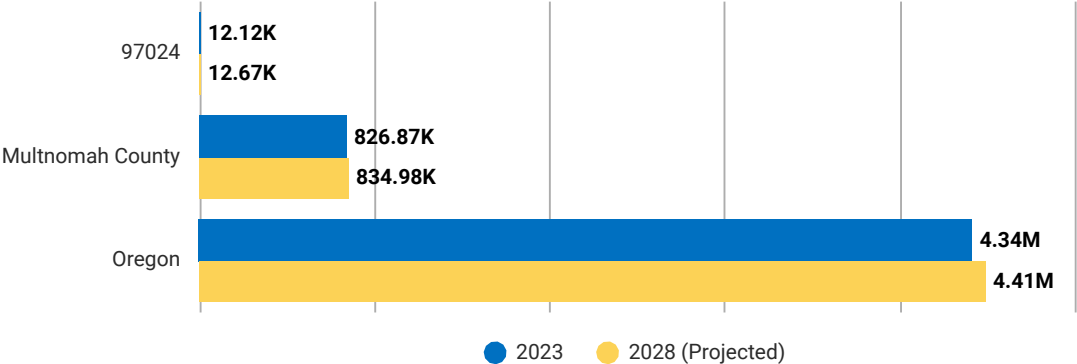
Population

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

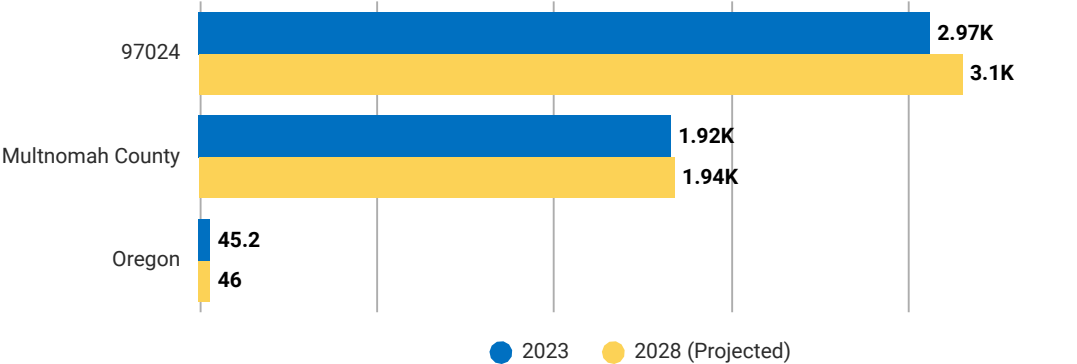
Total Population

This chart shows the total population in an area, compared with other geographies.



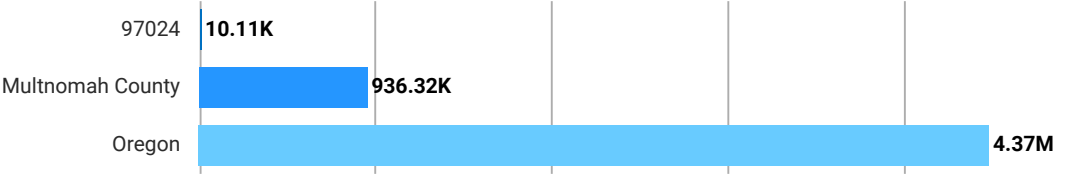
Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



Total Daytime Population

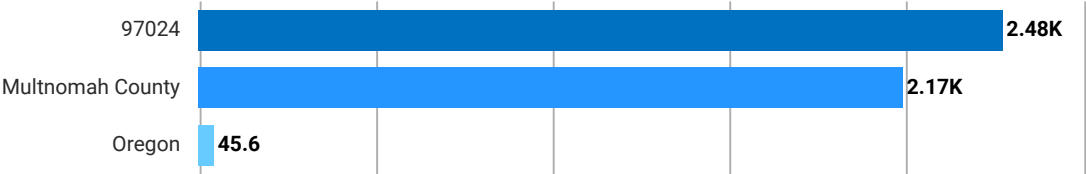
This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



Fairview, OR 97024

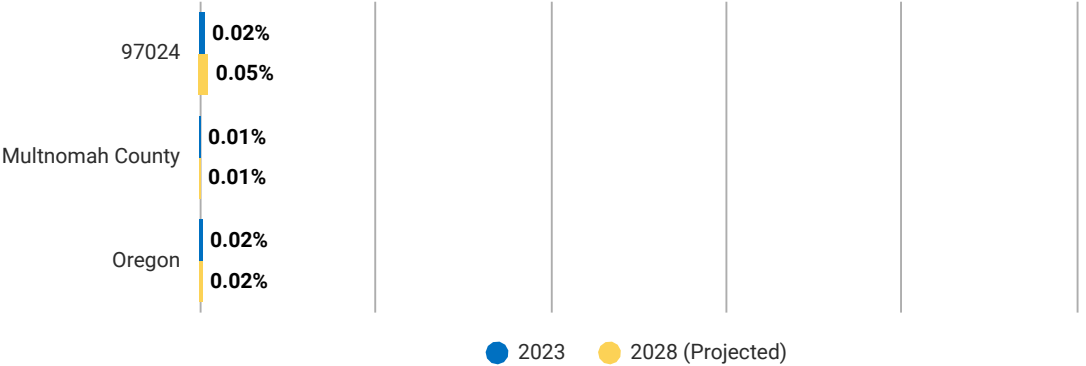
Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



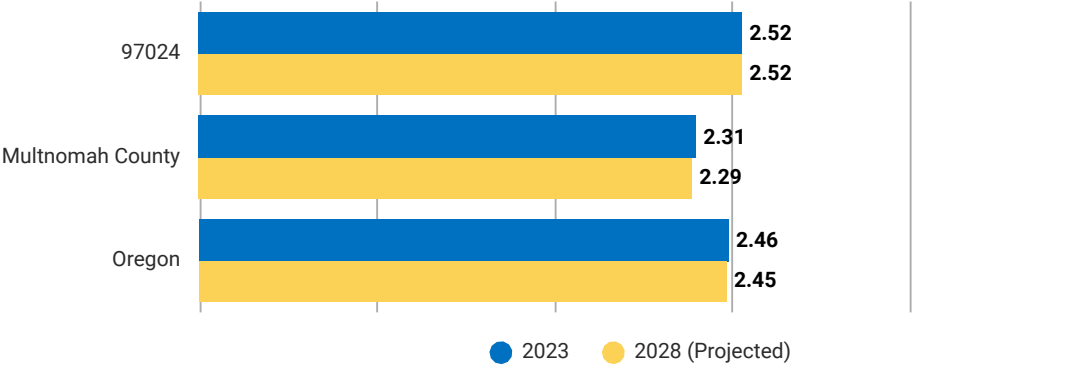
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2023, compared with other geographies.



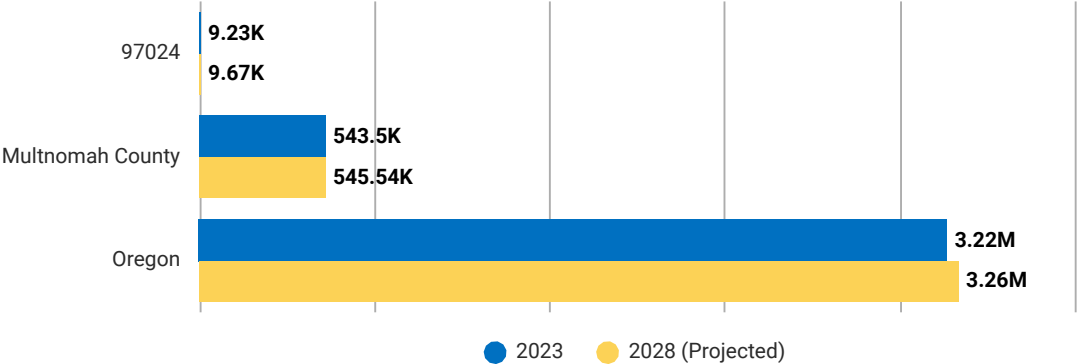
Average Household Size

This chart shows the average household size in an area, compared with other geographies.



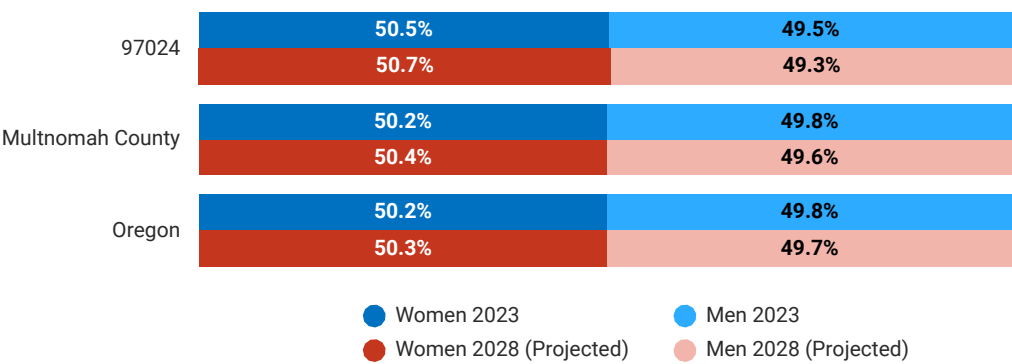
Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



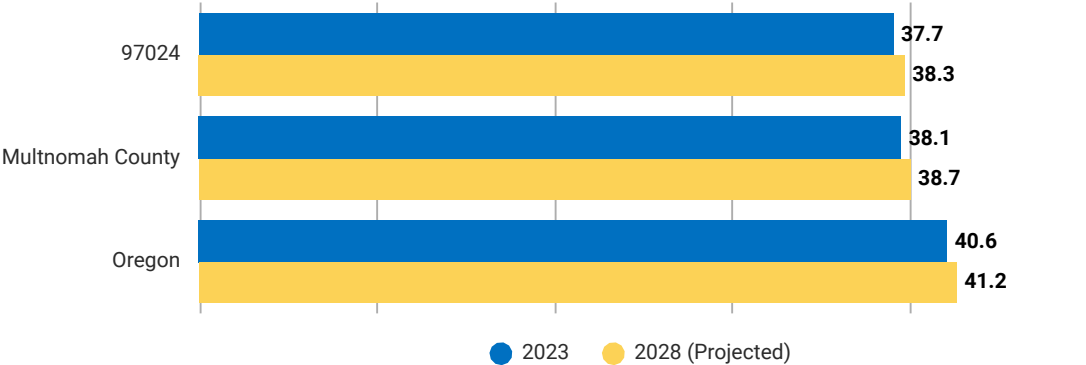
Age

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Median Age

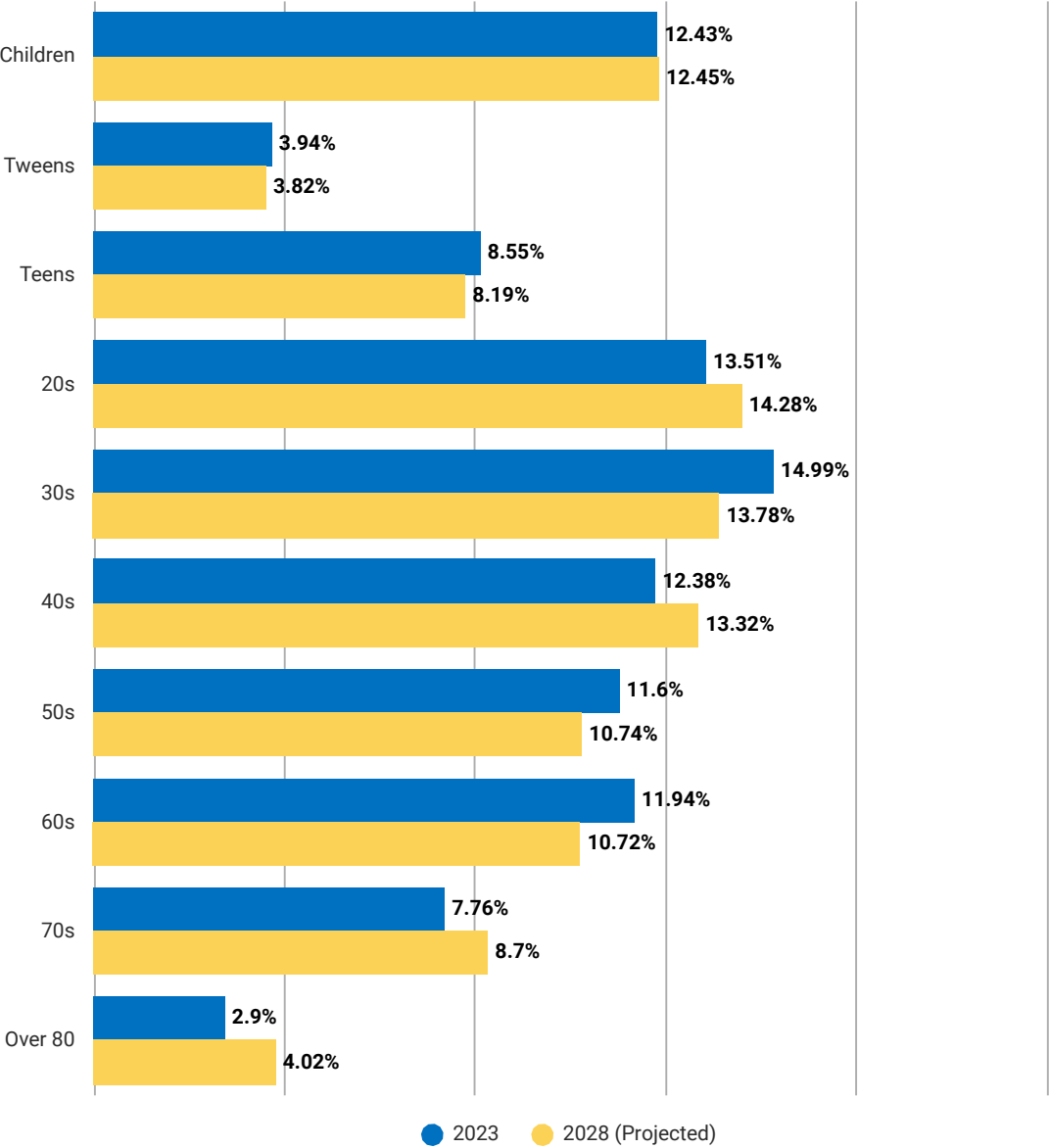
This chart shows the median age in an area, compared with other geographies.



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Population by Age

This chart breaks down the population of an area by age group.



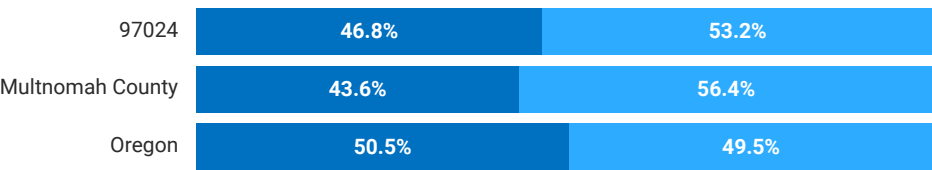
Married

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.





Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



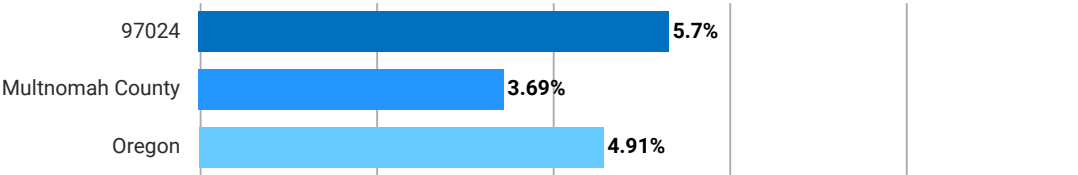
Married

This chart shows the number of people in an area who are married, compared with other geographies.



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



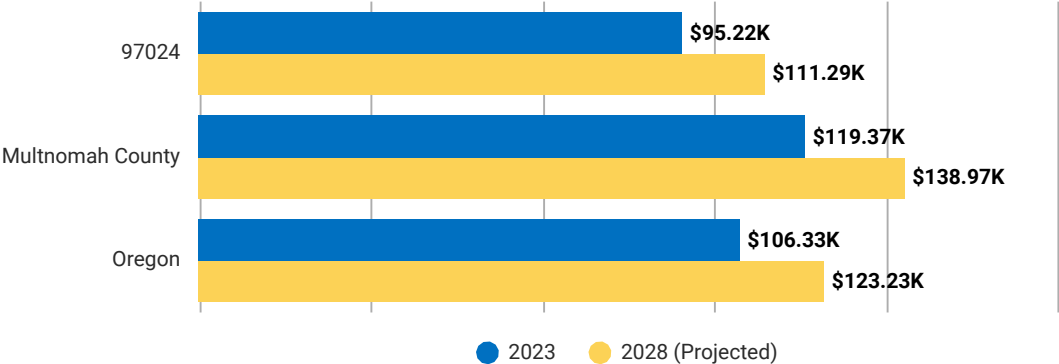
Income

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

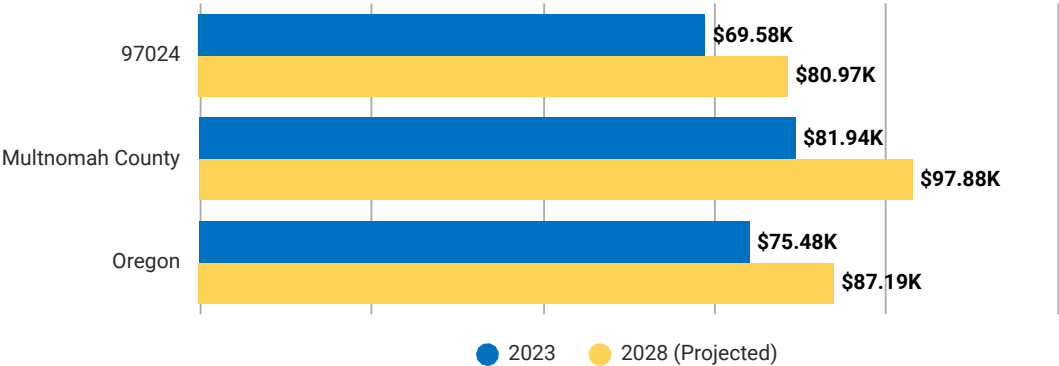
Average Household Income

This chart shows the average household income in an area, compared with other geographies.



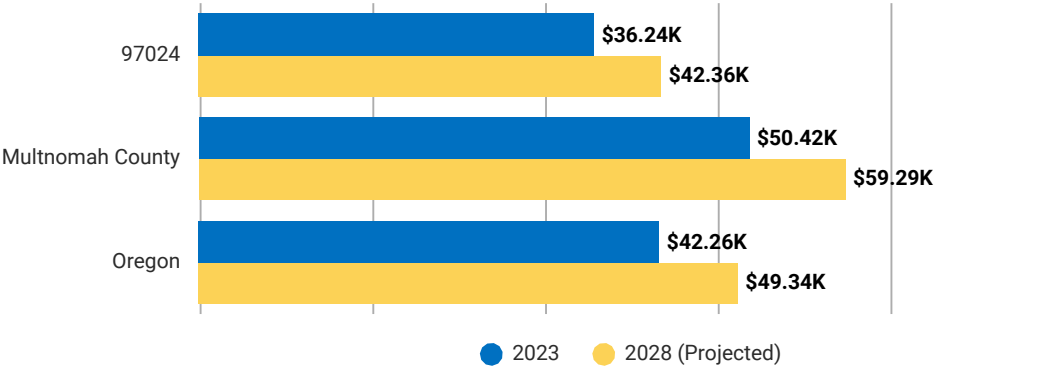
Median Household Income

This chart shows the median household income in an area, compared with other geographies.



Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



Fairview, OR 97024

Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



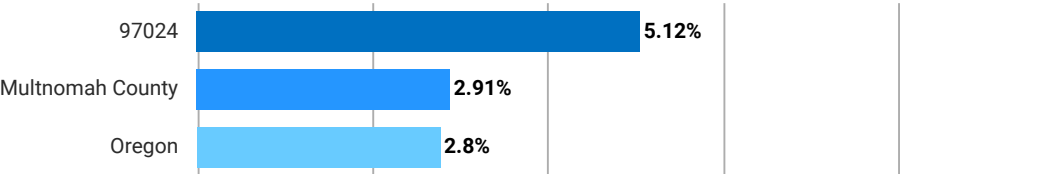
Education

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

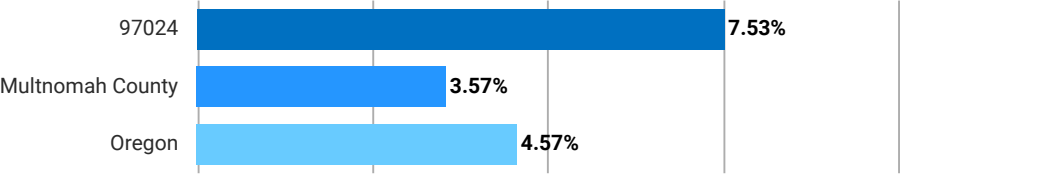
Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



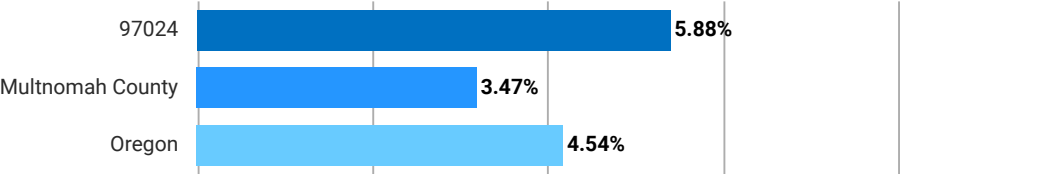
Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



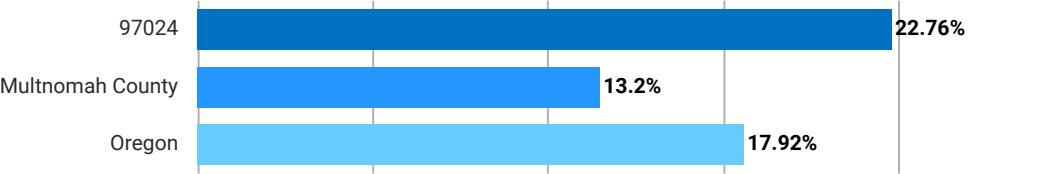
High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



Fairview, OR 97024

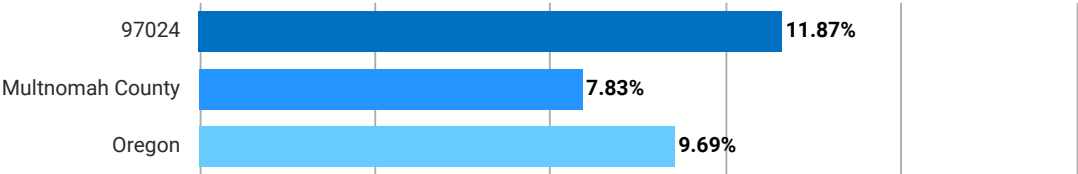
Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



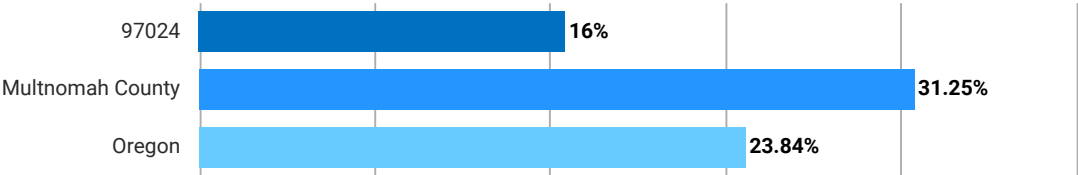
Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



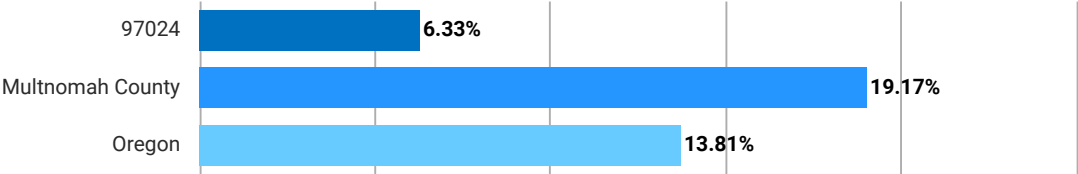
Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



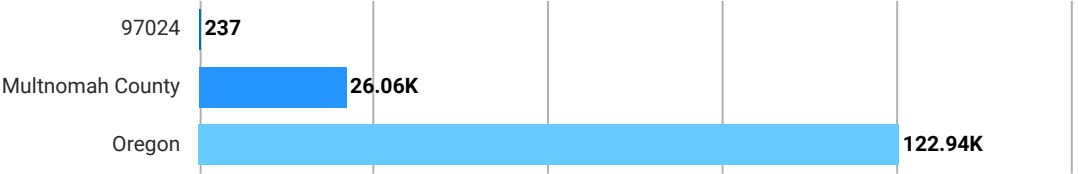
Economy

Unemployment Number

This chart shows the number of unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually



Fairview, OR 97024

Employment Number

This chart shows the number of employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2023

Update Frequency: Annually

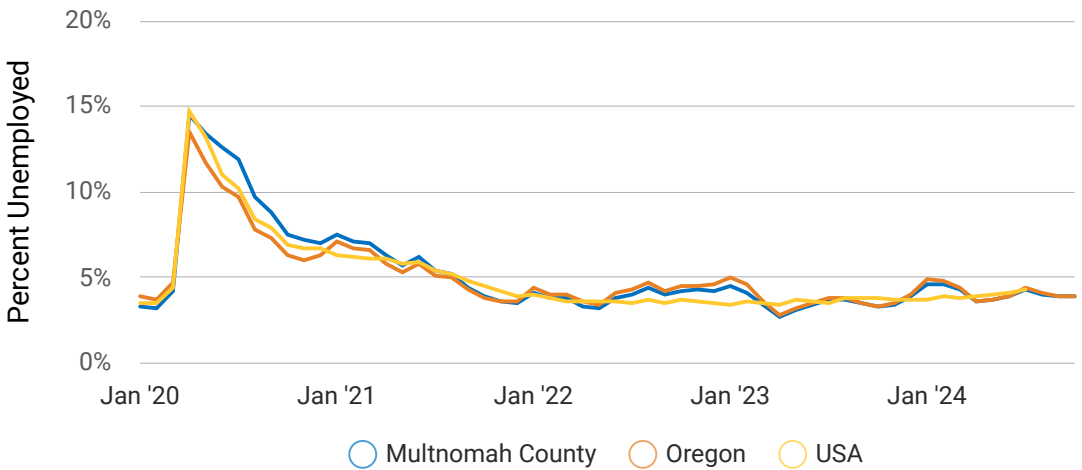


Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly



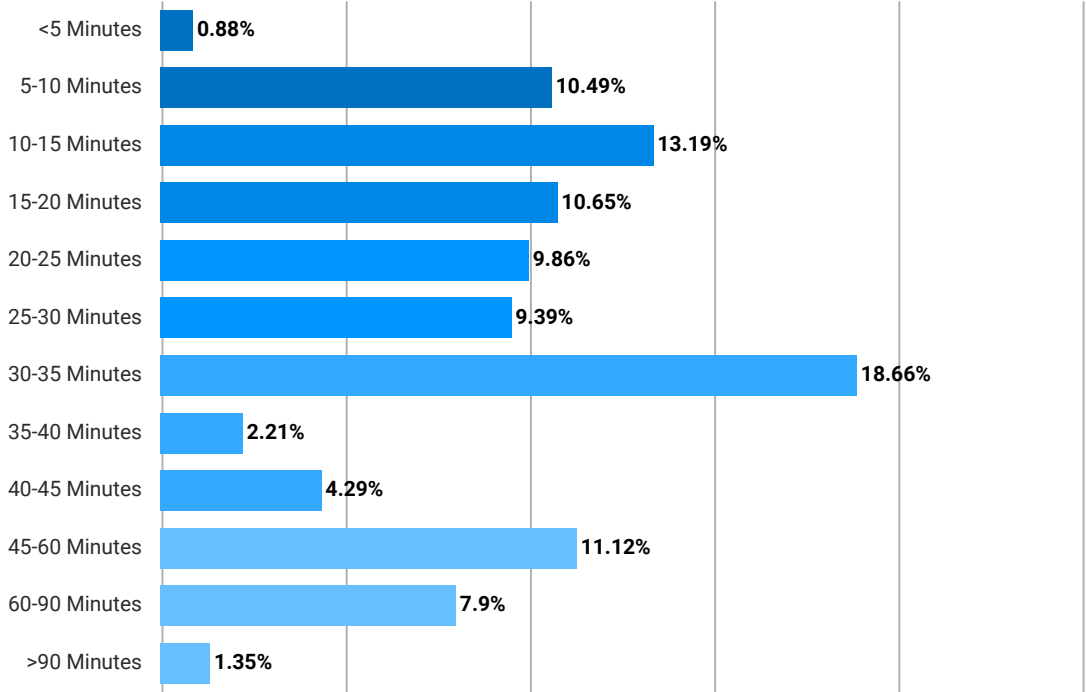
Commute to Work

Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually

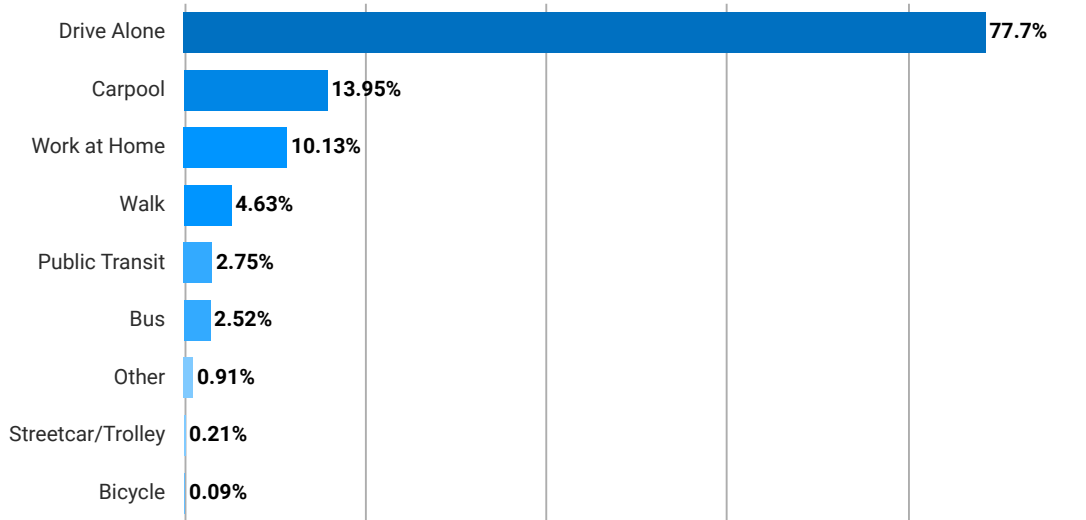


How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2023

Update Frequency: Annually





Home Values

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

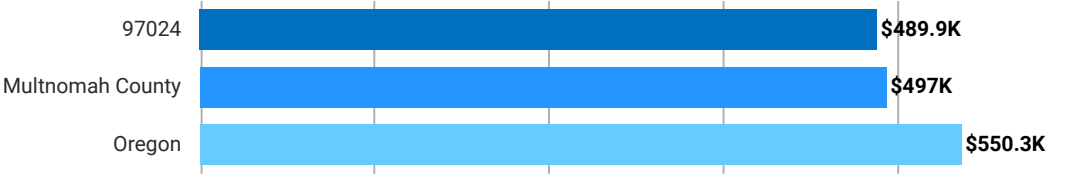


Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Source: Listing data

Update Frequency: Monthly

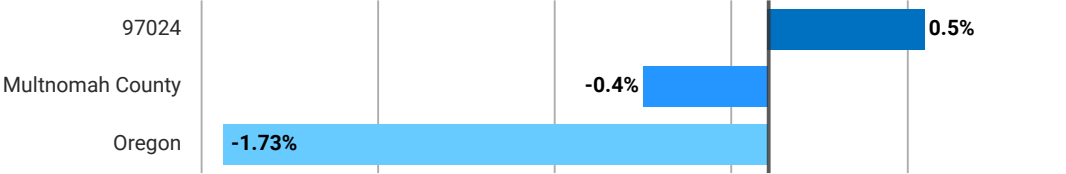


12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

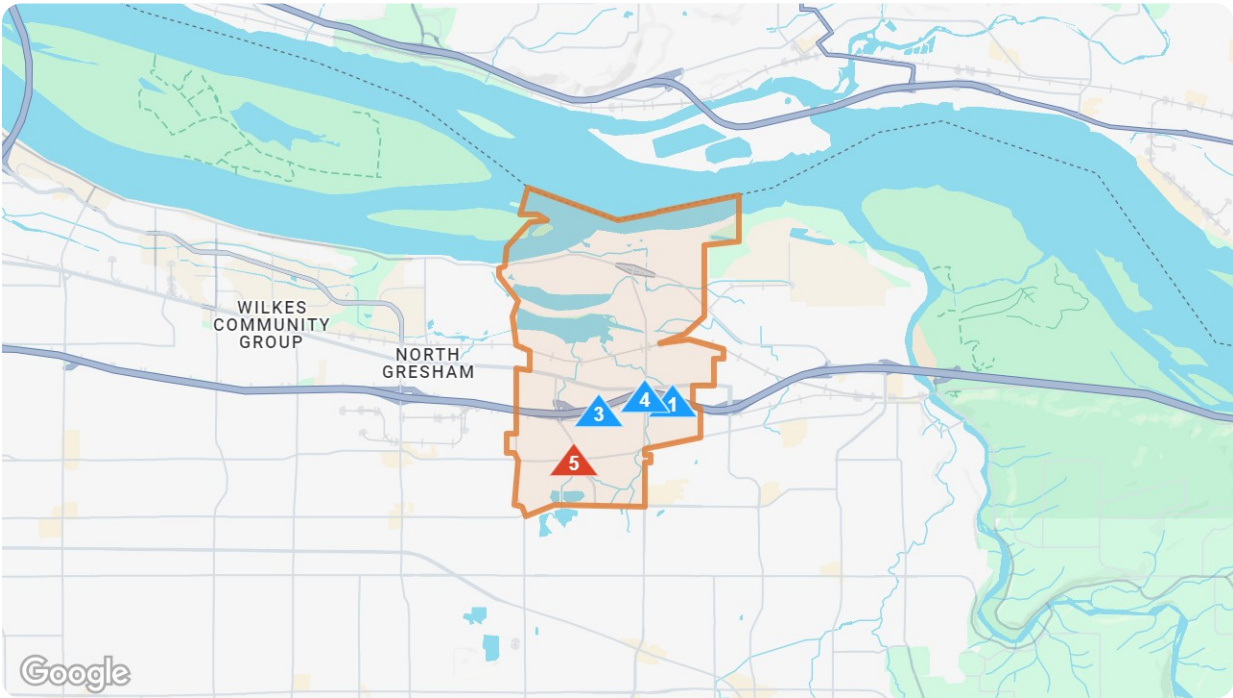
Source: Listing data

Update Frequency: Monthly



Fairview, OR 97024

Traffic Counts



Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

Traffic Counts by Highest Traffic Count

▲ 69,133

Columbia River Freeway

2024 Est. daily traffic counts

Cross: Shaw St
Cross Dir: SW
Distance: 0.11 miles

Historical counts

Year	▲	Count	Type
2018	▲	70,700	AADT

▲ 68,375

Columbia River Highway

2024 Est. daily traffic counts

Cross: Fairview Ave
Cross Dir: E
Distance: 0.07 miles

Historical counts

Year	▲	Count	Type
2022	▲	71,033	AADT
2020	▲	62,086	AADT
2016	▲	67,100	AADT
2015	▲	66,500	AADT

▲ 67,502

I- 84

2024 Est. daily traffic counts

Cross: NE 207th Ave
Cross Dir: W
Distance: 0.35 miles

Historical counts

Year	▲	Count	Type
2017	▲	67,660	AADT
2012	▲	60,900	AADT
2011	▲	61,000	AADT
2010	▲	67,400	AADT
2009	▲	67,100	AADT

▲ 62,703

Columbia River Highway

2021 Est. daily traffic counts

Cross: W Historic Columbia River Hwy
Cross Dir: NE
Distance: 0.06 miles

Historical counts

Year	▲	Count	Type
2012	▲	44,800	AADT
2011	▲	44,700	AADT
2009	▲	50,200	AADT
2007	▲	47,000	AADT

▲ 25,207

FAIRVIEW PARKWAY

2022 Est. daily traffic counts

Cross: NE 207th Ave
Cross Dir: NW
Distance: 0.12 miles

Historical counts

Year	▲	Count	Type
2020	▲	22,262	AADT
2013	▲	19,133	ADT
2002	▲	21,411	ADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

Fairview, OR 97024

About RPR

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Highway

Beaverton, OR 97003

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