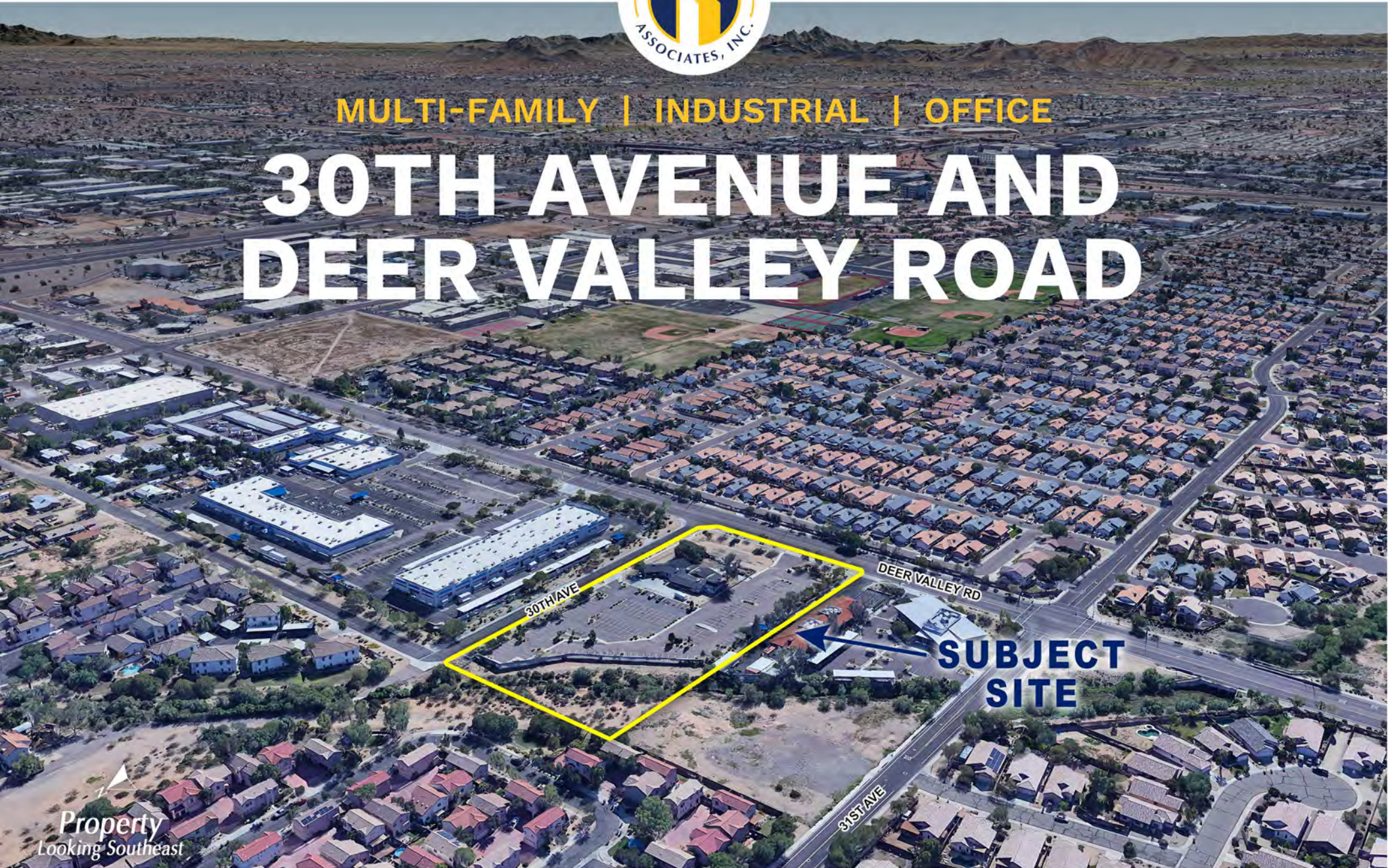




MULTI-FAMILY | INDUSTRIAL | OFFICE

30TH AVENUE AND DEER VALLEY ROAD



Property
Looking Southeast



PHONE 480.367.0700 / FAX 480.367.8341
www.NathanLandAZ.com

7600 East Doubletree Ranch Road, Suite 150
Scottsdale, AZ 85258



FOR MORE INFORMATION, CONTACT:
NATE NATHAN / nate@nathanlandaz.com
SEAN GILLESPIE / sean@nathanlandaz.com

MULTI-FAMILY | INDUSTRIAL | OFFICE

30TH AVENUE AND DEER VALLEY ROAD

LOCATION

Located at the northwest corner of 30th Avenue and Deer Valley Road at 3014 W. Deer Valley Road in Phoenix, Arizona.

SIZE

±4.24 Acres (184,985 SF)

PRICE

\$12 per Square Foot (\$2,219,820)

TERMS

Cash

UTILITIES

All utilities are to site.

- Water and Sewer: City of Phoenix
- Electric: APS

COMMENTS

Site is located in the rapidly growing Deer Valley Airpark area which is experiencing massive job growth. The parcel has outstanding access to two freeways and lies just 1/3 mile west of the full diamond interchange at I-17, and is just one mile north of the interchanges to the 101 Freeway at both 35th Avenue and 27th Avenue. Frontage for the parcel is on Deer Valley Road as well as 30th Avenue. This is an infill site with potential for multifamily, industrial, or office uses. Major shopping, hospital, and employment are just one mile or less away.

ASSESSOR PARCEL NUMBER

206-04-015A

ZONING

R-4A Multi-Family, with a CP/GCP overlay
City of Phoenix

PROPERTY TAXES

2020 Assessment: \$25,720.34



PHOENIX QUICK FACTS



POPULATION

2020 population: **1,628,812**
Population growth annually: **1.31%**
Median age of **33.7**



GROWTH

Population estimate 2025: **1,738,046**
Number of households: **620,603**



RANKING

10th most populated metro area in U.S.
#17 best city in the U.S. for jobs
The **11th** in best big cities to live in the U.S.



ECONOMICS

Phoenix is emerging in the **new economy** with strength in high technology, manufacturing, bioscience research and advanced business services.



PHOENIX'S LARGE EMPLOYERS

Banner Health **10,754**
American Express **6,602**
Honeywell **6,067**
Amazon **5,607**
Fry's Food Store **5,358**
Dignity Health **5,284**
Chase **5,274**
Bank of America **5,274**
U Haul **4,954**
Phoenix Children's Hospital **4,826**



EDUCATION

Phoenix is home to the strongest academic institutions available in the region.

Arizona State University **119,951**
University of Arizona - Phoenix **45,918**
Northern Arizona University- Phoenix **30,736**
Grand Canyon University **102,000**
Maricopa Community College **114,775**



INTERSTATE 17 CORRIDOR

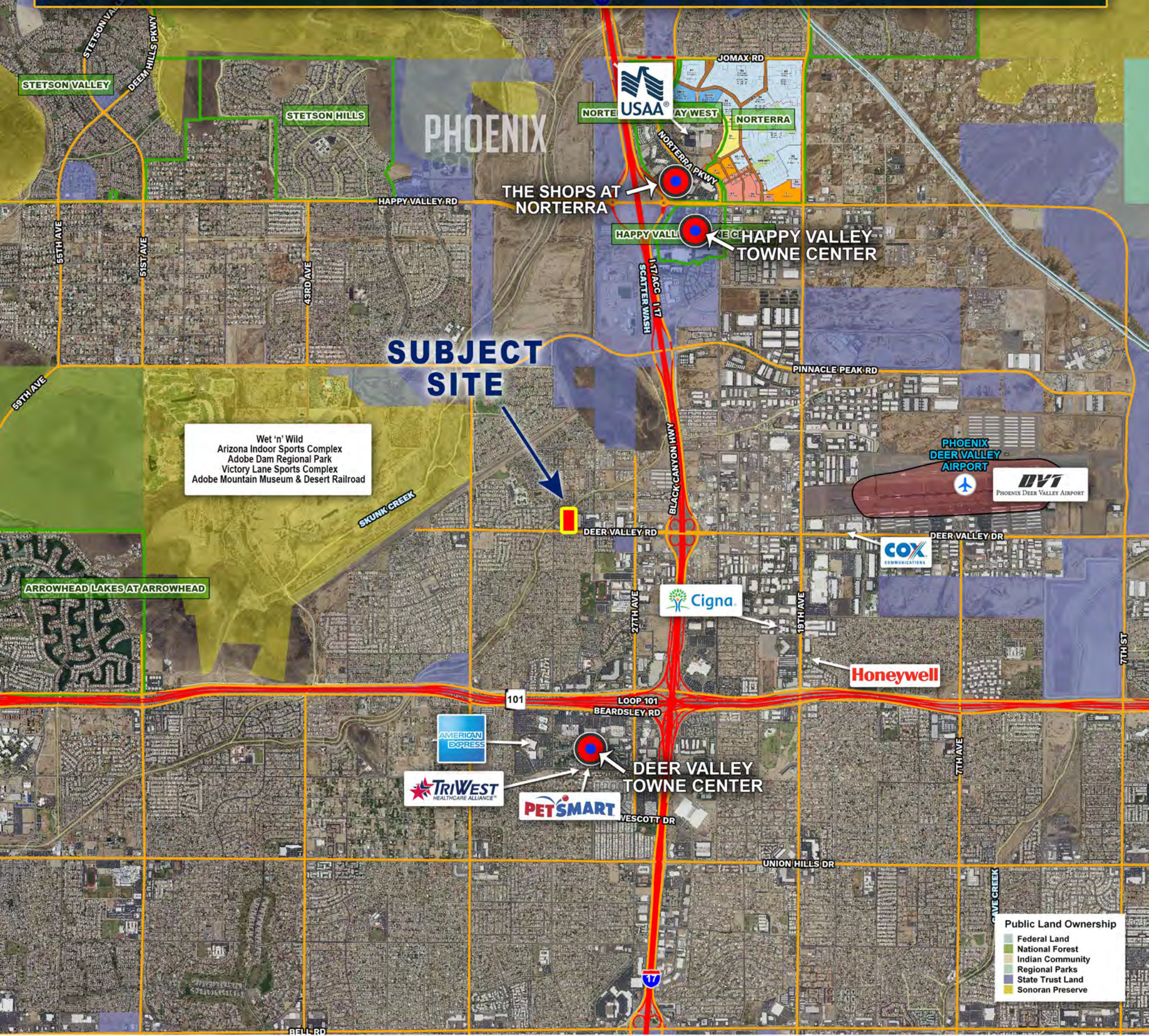
The Subject Property is located in the rapidly expanding North Phoenix Submarket which includes the portion of the Interstate 17 bordered by the Carefree Highway to the north and Loop 101 to the south.

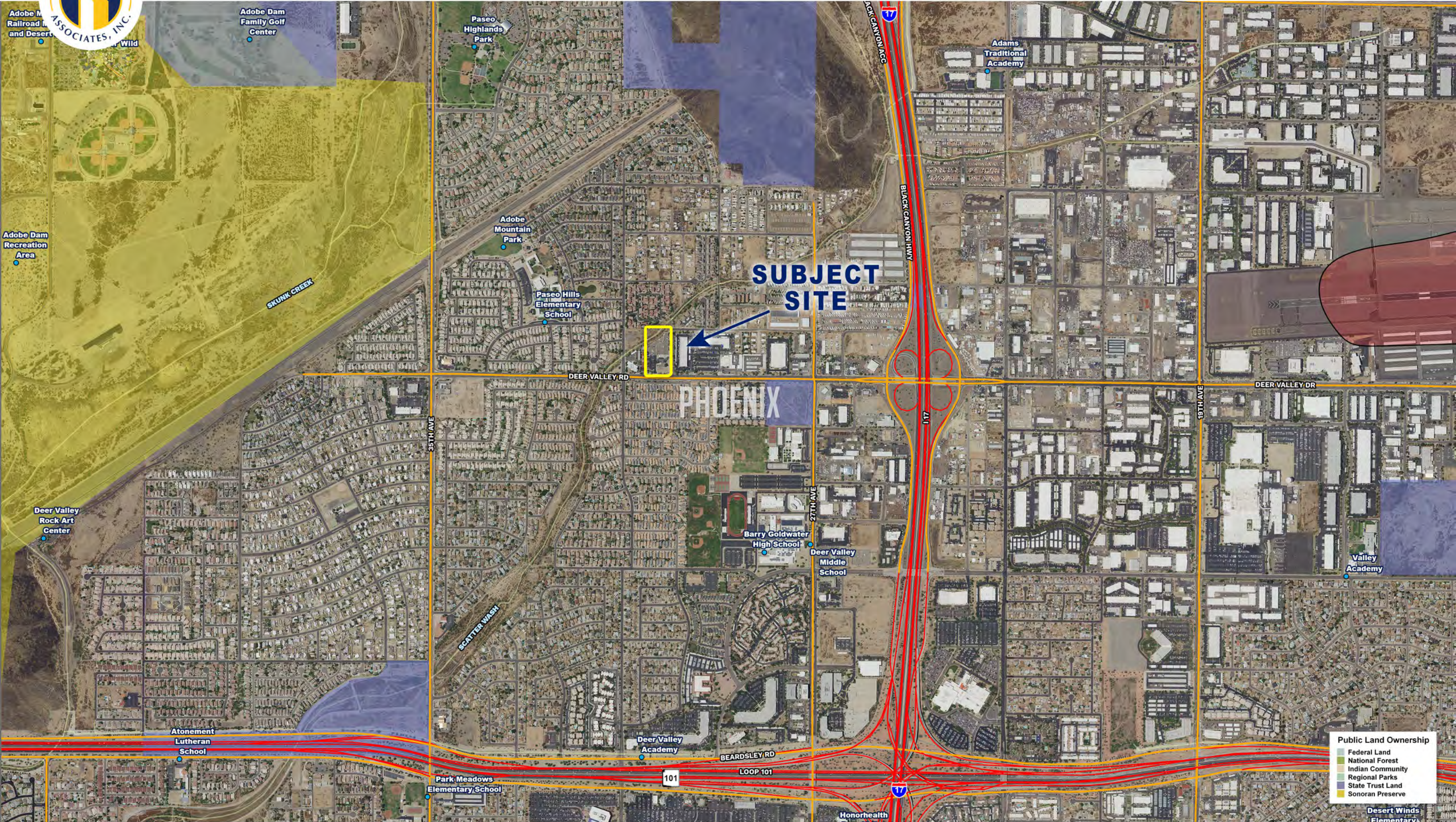
North Phoenix is characterized by strong population growth, above-average household income, excellent schools and numerous regional and corporate headquarters. The employment base in the North Phoenix employment corridor has mirrored this expansion. Several companies have located their operations in the area including: USAA (3,060 jobs), American Express (3,000 jobs), Cox Communications (2,500 jobs), Discover Card (2,500 jobs), Tri West Healthcare Alliance (1,600 jobs), Honeywell (1,500 jobs), PetSmart (1,200 jobs), JW Marriott (1,200 jobs) and Cigna (600 jobs). The Deer Valley Airpark encompasses nearly 33,000 jobs.

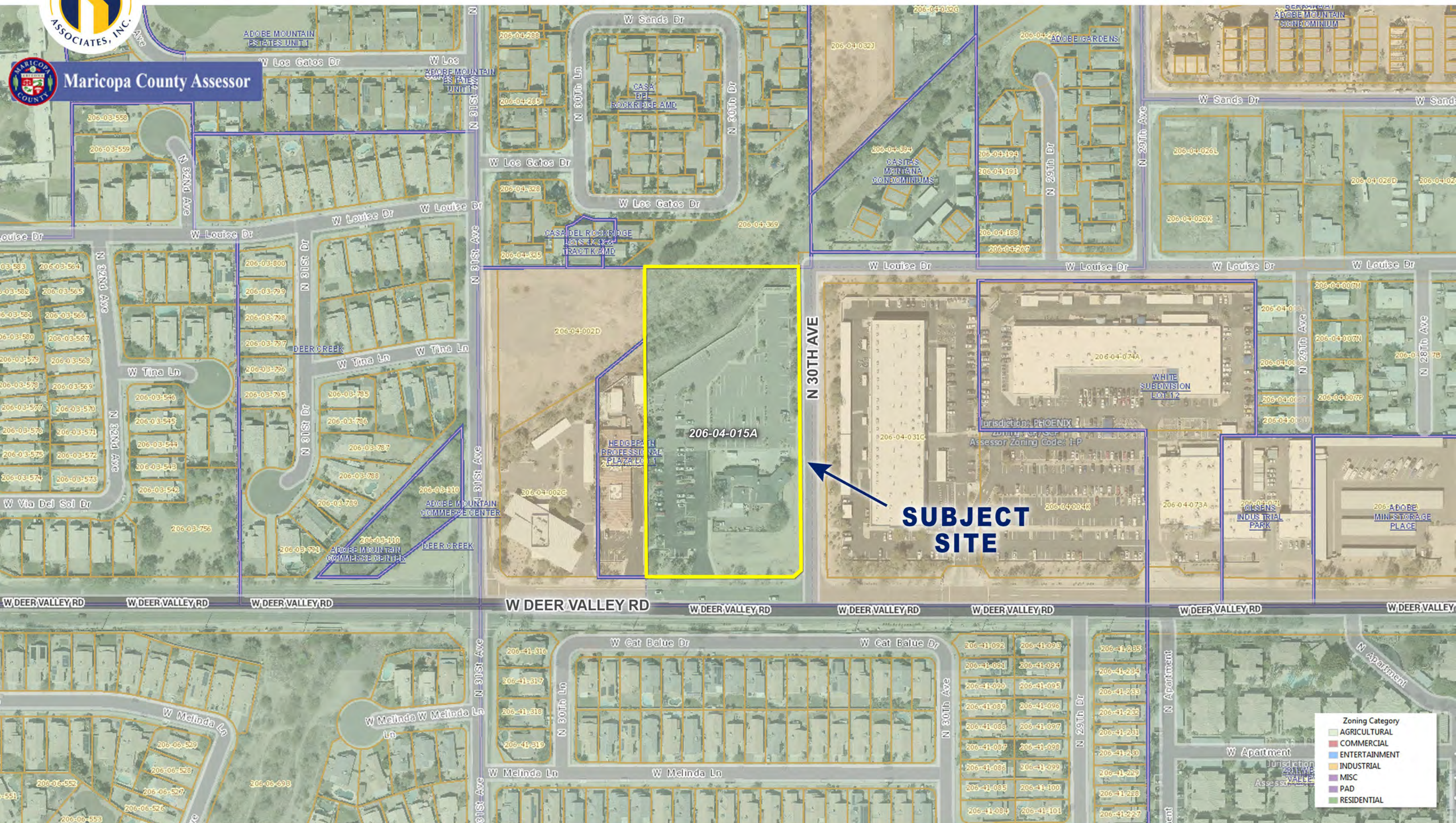
The site is located within minutes of the submarkets most prominent power centers. These retail centers include The Shops at Norterra (353,000 SF), Happy Valley Towne Center (800,000 SF), Deer Valley Towne Center (523,000 SF) and Tramonto Marketplace (113,494 SF). The new Loop 303 (that runs west from I-17 along the Lone Mountain Road Alignment) creates the potential for new office and retail development with freeway visibility while connecting the North Valley to the West Valley.

In December 2020, Taiwan Semiconductor Manufacturing Co. Ltd. purchased 1,128 acres of State Land located at the northwest corner of Interstate 17 and Loop 303 with intention to build a \$12 billion factory, which is projected to create more than 1,600 jobs in the area.

North Phoenix is also home to many other amenities, including Wet 'n' Wild, Adobe Dam Regional Park, Arizona Indoor Sports Complex, Victory Lane Sports Complex, Adobe Mountain Museum & Desert Railroad as well as numerous business parks, education facilities, golf and healthcare.





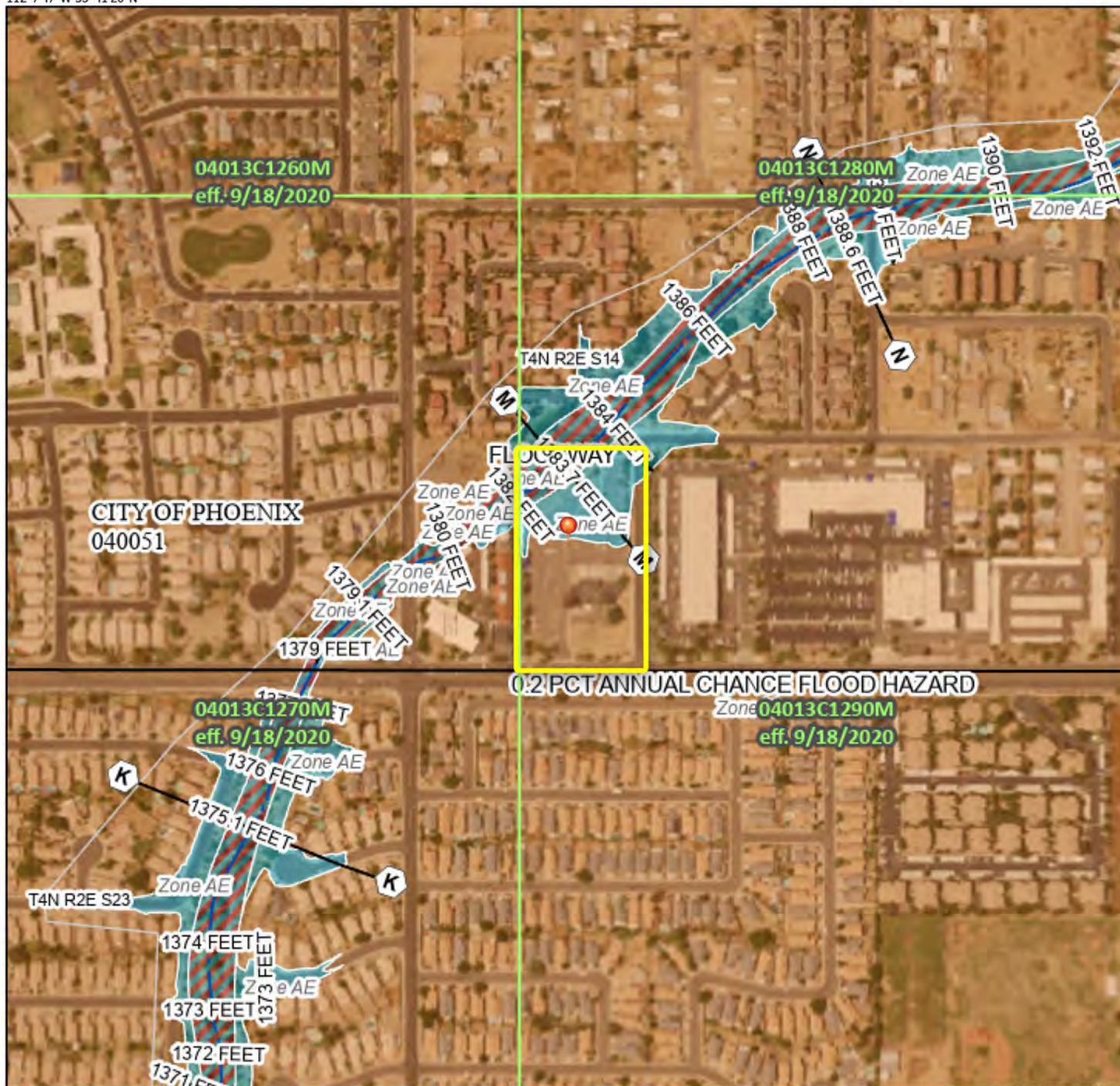


[illegible]

National Flood Hazard Layer FIRMMette



112°7'47"W 33°41'20"N



0 250 500 1,000 1,500 2,000 Feet 1:6,000

Basemap: USGS National Map: Orthoimagery: Data refreshed October, 2020

Legend

SEE FIS REPORT FOR DETAILED LEGEND AND INDEX MAP FOR FIRM PANEL LAYOUT

SPECIAL FLOOD HAZARD AREAS		Without Base Flood Elevation (BFE) Zone A, V, A99
		With BFE or Depth Zone AE, AO, AH, VE, AR
		Regulatory Floodway
OTHER AREAS OF FLOOD HAZARD		0.2% Annual Chance Flood Hazard, Areas of 1% annual chance flood with average depth less than one foot or with drainage areas of less than one square mile Zone X
		Future Conditions 1% Annual Chance Flood Hazard Zone X
		Area with Reduced Flood Risk due to Levee. See Notes. Zone X
		Area with Flood Risk due to Levee Zone D
OTHER AREAS		NO SCREEN Area of Minimal Flood Hazard Zone X
		Effective LOMRs
GENERAL STRUCTURES		Area of Undetermined Flood Hazard Zone D
		Channel, Culvert, or Storm Sewer
		Levee, Dike, or Floodwall
OTHER FEATURES		20.2 Cross Sections with 1% Annual Chance Water Surface Elevation
		17.5 Cross Sections with 1% Annual Chance Water Surface Elevation
		Coastal Transect
		Base Flood Elevation Line (BFE)
		Limit of Study
		Jurisdiction Boundary
MAP PANELS		Coastal Transect Baseline
		Profile Baseline
		Hydrographic Feature
		Digital Data Available
		No Digital Data Available
		Unmapped

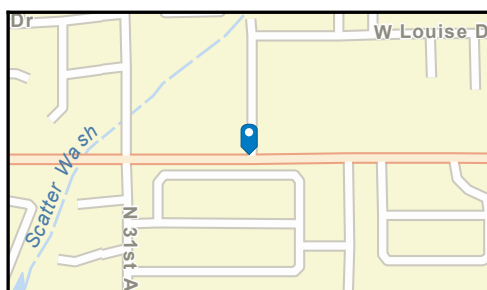
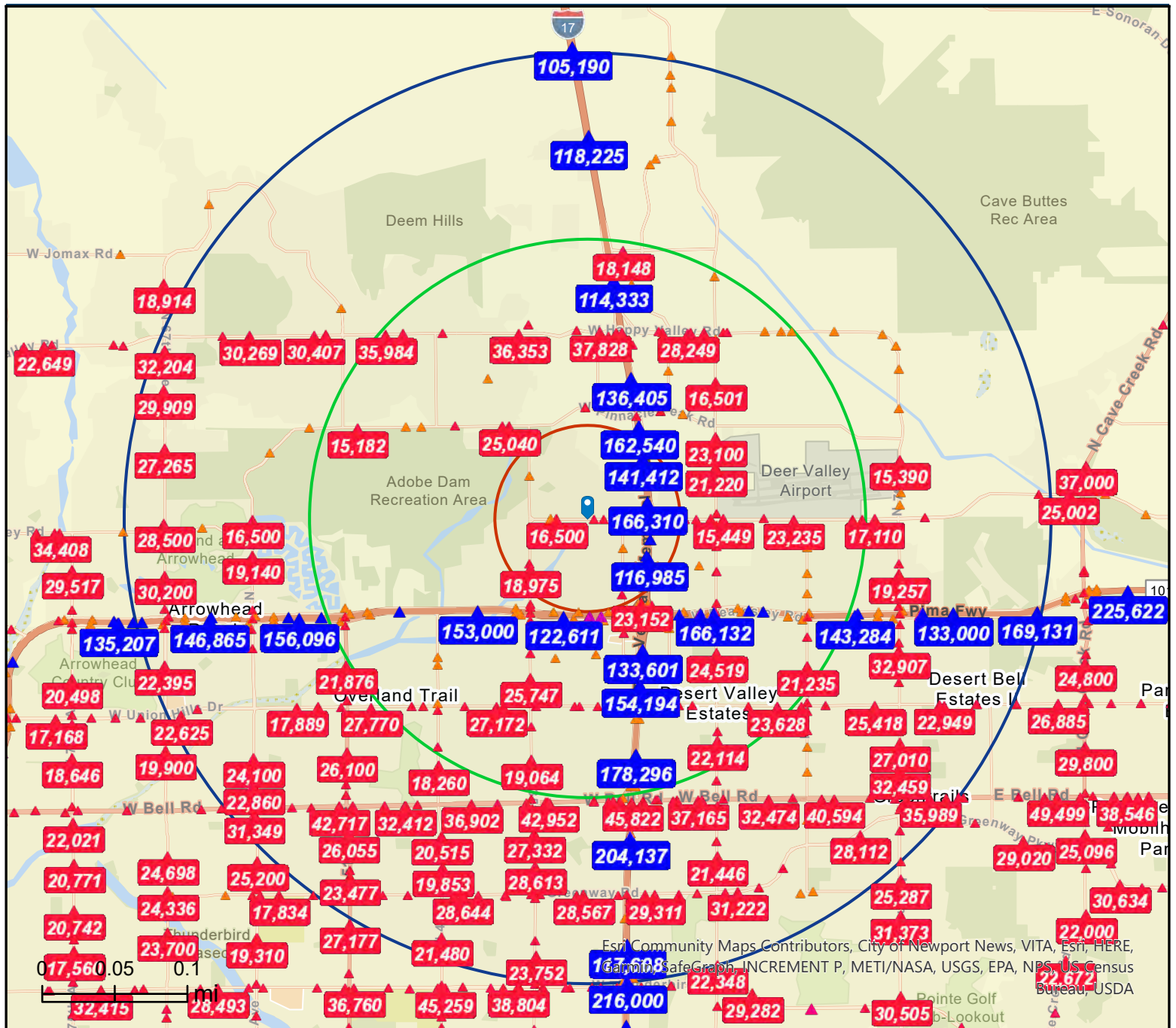


The pin displayed on the map is an approximate point selected by the user and does not represent an authoritative property location.

This map complies with FEMA's standards for the use of digital flood maps if it is not void as described below. The basemap shown complies with FEMA's basemap accuracy standards

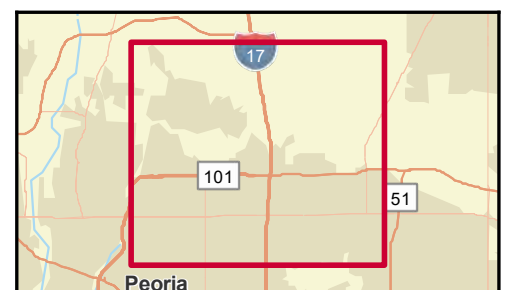
The flood hazard information is derived directly from the authoritative NFHL web services provided by FEMA. This map was exported on 5/13/2021 at 5:31 PM and does not reflect changes or amendments subsequent to this date and time. The NFHL and effective information may change or become superseded by new data over time.

This map image is void if the one or more of the following map elements do not appear: basemap imagery, flood zone labels, legend, scale bar, map creation date, community identifiers, FIRM panel number, and FIRM effective date. Map images for unmapped and unmodernized areas cannot be used for regulatory purposes.



Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day





Traffic Count Profile

30th Avenue & Deer Valley Road
21800-21898 N 30th Ave, Phoenix, Arizona, 85027
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.68390
Longitude: -112.12390

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.07	W Deer Valley Rd	N 29th Dr (0.03 miles E)	2015	16,307
0.17	West Deer Valley Road	N 29th Dr (0.07 miles W)	2018	15,892
0.28	N 31st Ave	W Horsham Dr (0.02 miles S)	2012	2,950
0.34	W Deer Valley Rd	N 33rd Ave (0.03 miles E)	2016	16,500
0.38	N 27th Ave	W Louise Dr (0.06 miles N)	2018	4,029
0.39	W Foothill Dr	N 29th Dr Priv Rd (0.02 miles W)	2013	886
0.40	West Deer Valley Road	N 33rd Dr (0.02 miles E)	2018	13,854
0.42	W Deer Valley Rd	N 26th Ave (0.03 miles E)	2011	19,292
0.43	N 31st Ave	W Foothill Dr (0.03 miles S)	2012	3,156
0.49	N 27th Ave	W Lone Cactus Dr (0.04 miles N)	2014	11,317
0.50	W Deer Valley Rd	N 26th Ave (0.02 miles W)	2019	20,625
0.53	West Deer Valley Road	N 26th Ave (0.05 miles W)	2018	23,507
0.54	W Rose Garden Ln	N 29th Ave (0.04 miles E)	2012	2,737
0.58	North Black Canyon Highway	(0.0 miles)	2010	5,355
0.61		(0.0 miles)	2018	5,119
0.66	N 29th Ave	W Ross Ave (0.03 miles NE)	2012	1,843
0.66	West Deer Valley Road	I- 17 (0.01 miles SW)	2018	25,597
0.66		W Deer Valley Rd (0.19 miles S)	2019	166,310
0.67	North Black Canyon Highway	W Adobe Dr (0.05 miles E)	2018	1,418
0.69	I- 17	W Rose Garden Ln (0.23 miles S)	2018	4,732
0.70		W Deer Valley Rd (0.20999999 miles SE)	2018	7,877
0.71	N Black Canyon Hwy	W Lone Cactus Dr (0.11 miles S)	2018	4,805
0.71		W Lone Cactus Dr (0.06 miles S)	2018	136,480
0.72	North Black Canyon Highway	N Black Canyon Hwy (0.0 miles NW)	2018	1,986
0.72	W Rose Garden Ln	I- 17 (0.12 miles E)	2013	9,864
0.73	North Black Canyon Highway	N Black Canyon Hwy (0.0 miles SW)	2018	6,227
0.74	N Black Canyon Hwy	W Deer Valley Rd (0.08 miles N)	2010	7,118
0.74	N Black Canyon Hwy	W Lone Cactus Dr (0.02 miles N)	2013	6,059
0.75	I- 17	W Rose Garden Ln (0.11 miles S)	2016	117,577
0.76	N 27th Ave	W Ross Dr (0.05 miles N)	2012	17,329

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2020 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2021 Kalibrate Technologies (Q1 2021).



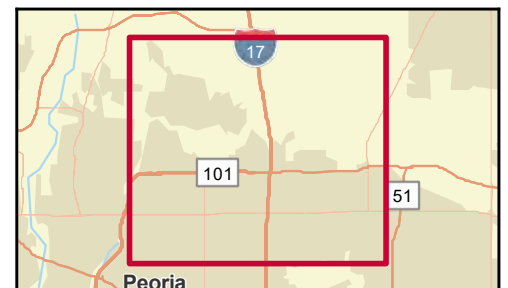
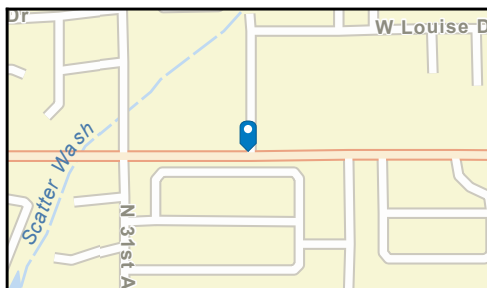
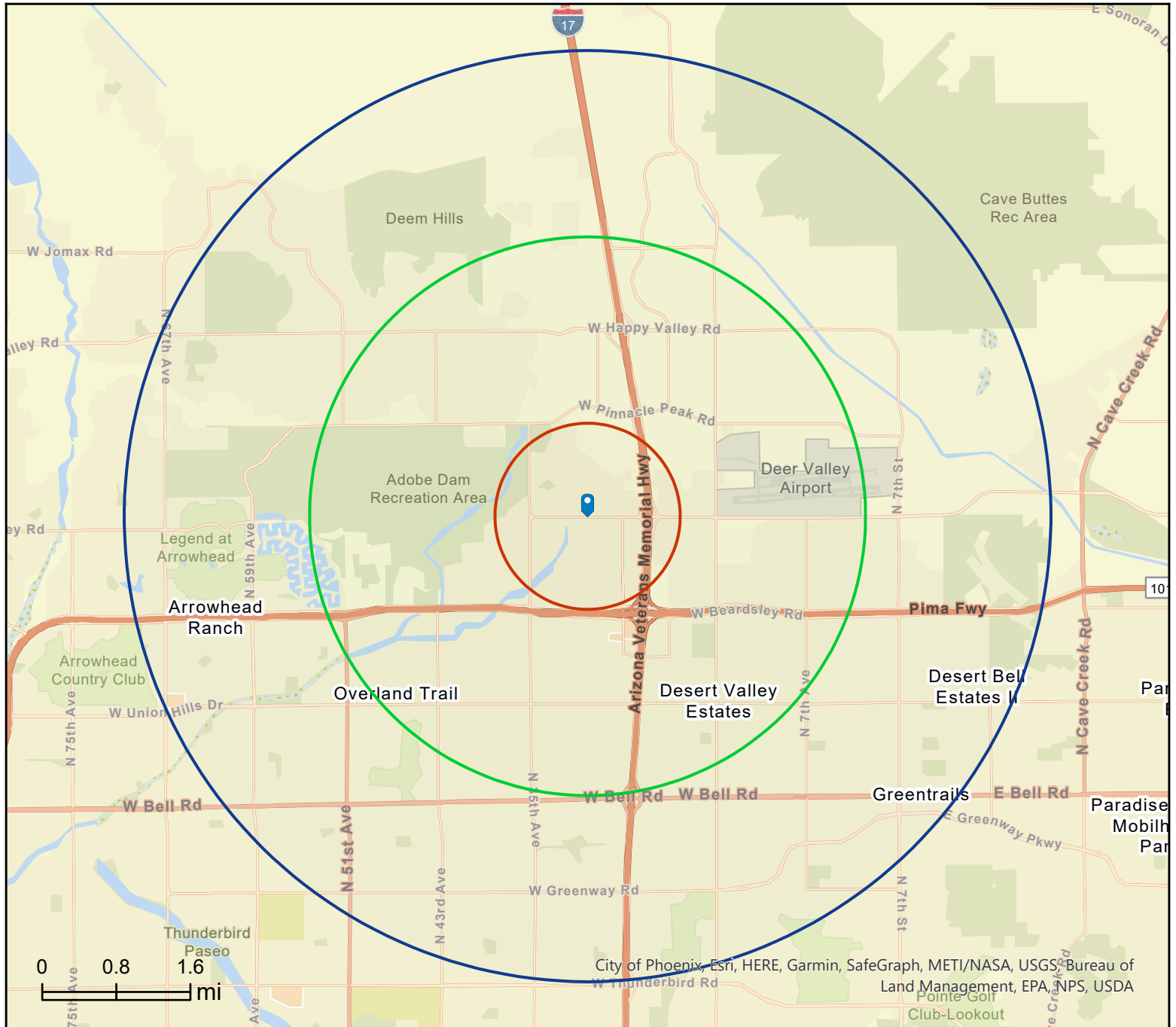
Site Map

30th Avenue & Deer Valley Road
21800-21898 N 30th Ave, Phoenix, Arizona, 85027
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.68390

Longitude: -112.12390



May 13, 2021



Executive Summary

30th Avenue & Deer Valley Road
21800-21898 N 30th Ave, Phoenix, Arizona, 85027
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.68390
Longitude: -112.12390

	1 mile	3 miles	5 miles
Population			
2000 Population	13,573	77,361	193,773
2010 Population	13,473	78,208	214,429
2020 Population	14,638	85,172	238,360
2025 Population	15,373	89,506	250,898
2000-2010 Annual Rate	-0.07%	0.11%	1.02%
2010-2020 Annual Rate	0.81%	0.84%	1.04%
2020-2025 Annual Rate	0.98%	1.00%	1.03%
2020 Male Population	51.0%	50.1%	49.6%
2020 Female Population	49.0%	49.9%	50.4%
2020 Median Age	34.0	36.1	36.8

In the identified area, the current year population is 238,360. In 2010, the Census count in the area was 214,429. The rate of change since 2010 was 1.04% annually. The five-year projection for the population in the area is 250,898 representing a change of 1.03% annually from 2020 to 2025. Currently, the population is 49.6% male and 50.4% female.

Median Age

The median age in this area is 34.0, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	75.7%	77.3%	77.2%
2020 Black Alone	4.4%	3.6%	4.0%
2020 American Indian/Alaska Native Alone	1.9%	1.5%	1.4%
2020 Asian Alone	5.4%	5.4%	5.8%
2020 Pacific Islander Alone	0.4%	0.2%	0.2%
2020 Other Race	8.2%	8.0%	7.4%
2020 Two or More Races	4.0%	4.0%	4.0%
2020 Hispanic Origin (Any Race)	21.2%	19.6%	19.0%

Persons of Hispanic origin represent 19.0% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 58.4 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	67	77	98
2000 Households	5,455	28,650	72,229
2010 Households	5,336	30,414	82,434
2020 Total Households	5,800	33,217	91,615
2025 Total Households	6,093	34,880	96,309
2000-2010 Annual Rate	-0.22%	0.60%	1.33%
2010-2020 Annual Rate	0.82%	0.86%	1.04%
2020-2025 Annual Rate	0.99%	0.98%	1.00%
2020 Average Household Size	2.52	2.56	2.58

The household count in this area has changed from 82,434 in 2010 to 91,615 in the current year, a change of 1.04% annually. The five-year projection of households is 96,309, a change of 1.00% annually from the current year total. Average household size is currently 2.58, compared to 2.58 in the year 2010. The number of families in the current year is 59,876 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

May 13, 2021



Executive Summary

30th Avenue & Deer Valley Road
21800-21898 N 30th Ave, Phoenix, Arizona, 85027
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.68390
Longitude: -112.12390

	1 mile	3 miles	5 miles
Mortgage Income			
2020 Percent of Income for Mortgage	15.8%	14.8%	15.3%
Median Household Income			
2020 Median Household Income	\$58,346	\$63,154	\$69,453
2025 Median Household Income	\$61,732	\$68,203	\$75,774
2020-2025 Annual Rate	1.13%	1.55%	1.76%
Average Household Income			
2020 Average Household Income	\$74,710	\$80,030	\$90,131
2025 Average Household Income	\$82,248	\$88,459	\$100,043
2020-2025 Annual Rate	1.94%	2.02%	2.11%
Per Capita Income			
2020 Per Capita Income	\$29,623	\$31,201	\$34,730
2025 Per Capita Income	\$32,621	\$34,461	\$38,496
2020-2025 Annual Rate	1.95%	2.01%	2.08%

Households by Income

Current median household income is \$69,453 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$75,774 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$90,131 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$100,043 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$34,730 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$38,496 in five years, compared to \$37,691 for all U.S. households

Housing			
2020 Housing Affordability Index	156	166	159
2000 Total Housing Units	6,046	30,201	75,853
2000 Owner Occupied Housing Units	3,567	21,273	52,730
2000 Renter Occupied Housing Units	1,888	7,377	19,499
2000 Vacant Housing Units	591	1,551	3,624
2010 Total Housing Units	5,988	33,707	90,384
2010 Owner Occupied Housing Units	3,010	20,029	55,045
2010 Renter Occupied Housing Units	2,326	10,385	27,389
2010 Vacant Housing Units	652	3,293	7,950
2020 Total Housing Units	6,361	35,880	97,698
2020 Owner Occupied Housing Units	3,186	21,302	59,329
2020 Renter Occupied Housing Units	2,613	11,916	32,286
2020 Vacant Housing Units	561	2,663	6,083
2025 Total Housing Units	6,680	37,631	102,509
2025 Owner Occupied Housing Units	3,338	22,346	62,102
2025 Renter Occupied Housing Units	2,755	12,534	34,207
2025 Vacant Housing Units	587	2,751	6,200

Currently, 60.7% of the 97,698 housing units in the area are owner occupied; 33.0%, renter occupied; and 6.2% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 90,384 housing units in the area - 60.9% owner occupied, 30.3% renter occupied, and 8.8% vacant. The annual rate of change in housing units since 2010 is 3.52%. Median home value in the area is \$255,012, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 1.88% annually to \$279,934.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

May 13, 2021



Market Profile

30th Avenue & Deer Valley Road
21800-21898 N 30th Ave, Phoenix, Arizona, 85027
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.68390
Longitude: -112.12390

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	13,573	77,361	193,773
2010 Total Population	13,473	78,208	214,429
2020 Total Population	14,638	85,172	238,360
2020 Group Quarters	16	250	1,660
2025 Total Population	15,373	89,506	250,898
2020-2025 Annual Rate	0.98%	1.00%	1.03%
2020 Total Daytime Population	14,006	100,051	236,674
Workers	7,329	59,675	120,689
Residents	6,677	40,376	115,985
Household Summary			
2000 Households	5,455	28,650	72,229
2000 Average Household Size	2.48	2.69	2.67
2010 Households	5,336	30,414	82,434
2010 Average Household Size	2.52	2.56	2.58
2020 Households	5,800	33,217	91,615
2020 Average Household Size	2.52	2.56	2.58
2025 Households	6,093	34,880	96,309
2025 Average Household Size	2.52	2.56	2.59
2020-2025 Annual Rate	0.99%	0.98%	1.00%
2010 Families	3,274	19,682	54,741
2010 Average Family Size	3.10	3.09	3.10
2020 Families	3,487	21,091	59,876
2020 Average Family Size	3.12	3.10	3.12
2025 Families	3,650	22,061	62,744
2025 Average Family Size	3.12	3.11	3.12
2020-2025 Annual Rate	0.92%	0.90%	0.94%
Housing Unit Summary			
2000 Housing Units	6,046	30,201	75,853
Owner Occupied Housing Units	59.0%	70.4%	69.5%
Renter Occupied Housing Units	31.2%	24.4%	25.7%
Vacant Housing Units	9.8%	5.1%	4.8%
2010 Housing Units	5,988	33,707	90,384
Owner Occupied Housing Units	50.3%	59.4%	60.9%
Renter Occupied Housing Units	38.8%	30.8%	30.3%
Vacant Housing Units	10.9%	9.8%	8.8%
2020 Housing Units	6,361	35,880	97,698
Owner Occupied Housing Units	50.1%	59.4%	60.7%
Renter Occupied Housing Units	41.1%	33.2%	33.0%
Vacant Housing Units	8.8%	7.4%	6.2%
2025 Housing Units	6,680	37,631	102,509
Owner Occupied Housing Units	50.0%	59.4%	60.6%
Renter Occupied Housing Units	41.2%	33.3%	33.4%
Vacant Housing Units	8.8%	7.3%	6.0%
Median Household Income			
2020	\$58,346	\$63,154	\$69,453
2025	\$61,732	\$68,203	\$75,774
Median Home Value			
2020	\$220,278	\$223,368	\$255,012
2025	\$253,194	\$248,099	\$279,934
Per Capita Income			
2020	\$29,623	\$31,201	\$34,730
2025	\$32,621	\$34,461	\$38,496
Median Age			
2010	32.0	34.2	35.2
2020	34.0	36.1	36.8
2025	34.1	36.8	37.3

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households.

Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

May 13, 2021



Market Profile

30th Avenue & Deer Valley Road
21800-21898 N 30th Ave, Phoenix, Arizona, 85027
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.68390
Longitude: -112.12390

	1 mile	3 miles	5 miles
2020 Households by Income			
Household Income Base	5,800	33,217	91,615
<\$15,000	5.7%	5.5%	5.6%
\$15,000 - \$24,999	7.9%	7.1%	6.9%
\$25,000 - \$34,999	11.6%	9.0%	8.9%
\$35,000 - \$49,999	14.2%	13.4%	12.2%
\$50,000 - \$74,999	24.1%	23.8%	19.7%
\$75,000 - \$99,999	15.4%	16.4%	15.7%
\$100,000 - \$149,999	13.0%	15.6%	17.5%
\$150,000 - \$199,999	4.8%	5.2%	7.1%
\$200,000+	3.3%	4.0%	6.5%
Average Household Income	\$74,710	\$80,030	\$90,131
2025 Households by Income			
Household Income Base	6,093	34,880	96,309
<\$15,000	4.8%	4.6%	4.7%
\$15,000 - \$24,999	7.0%	6.1%	6.1%
\$25,000 - \$34,999	10.6%	8.1%	8.1%
\$35,000 - \$49,999	13.7%	12.5%	11.4%
\$50,000 - \$74,999	23.9%	23.3%	19.0%
\$75,000 - \$99,999	15.9%	17.1%	15.9%
\$100,000 - \$149,999	14.3%	17.5%	19.0%
\$150,000 - \$199,999	5.8%	6.2%	8.1%
\$200,000+	3.9%	4.6%	7.7%
Average Household Income	\$82,248	\$88,459	\$100,043
2020 Owner Occupied Housing Units by Value			
Total	3,184	21,298	59,306
<\$50,000	10.3%	4.9%	3.2%
\$50,000 - \$99,999	3.1%	3.2%	2.8%
\$100,000 - \$149,999	10.6%	8.8%	6.1%
\$150,000 - \$199,999	18.5%	21.9%	15.7%
\$200,000 - \$249,999	18.6%	24.0%	20.5%
\$250,000 - \$299,999	13.5%	14.9%	16.9%
\$300,000 - \$399,999	21.9%	12.3%	18.9%
\$400,000 - \$499,999	1.6%	3.5%	8.6%
\$500,000 - \$749,999	1.0%	4.5%	5.2%
\$750,000 - \$999,999	0.4%	1.1%	1.2%
\$1,000,000 - \$1,499,999	0.2%	0.5%	0.5%
\$1,500,000 - \$1,999,999	0.3%	0.2%	0.2%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$231,177	\$258,279	\$293,833
2025 Owner Occupied Housing Units by Value			
Total	3,336	22,342	62,078
<\$50,000	8.6%	4.0%	2.2%
\$50,000 - \$99,999	2.1%	1.8%	1.7%
\$100,000 - \$149,999	5.1%	4.7%	4.1%
\$150,000 - \$199,999	11.6%	13.7%	9.6%
\$200,000 - \$249,999	21.5%	26.8%	20.9%
\$250,000 - \$299,999	16.2%	18.8%	19.2%
\$300,000 - \$399,999	29.9%	16.5%	22.5%
\$400,000 - \$499,999	2.0%	4.4%	10.5%
\$500,000 - \$749,999	1.6%	6.7%	6.9%
\$750,000 - \$999,999	0.6%	1.4%	1.4%
\$1,000,000 - \$1,499,999	0.3%	0.5%	0.4%
\$1,500,000 - \$1,999,999	0.4%	0.3%	0.2%
\$2,000,000 +	0.0%	0.3%	0.4%
Average Home Value	\$263,103	\$293,788	\$322,655

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

May 13, 2021



Market Profile

30th Avenue & Deer Valley Road
21800-21898 N 30th Ave, Phoenix, Arizona, 85027
Rings: 1, 3, 5 mile radii

Prepared by Nathan and Associates, Inc.

Latitude: 33.68390
Longitude: -112.12390

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	13,470	78,209	214,429
0 - 4	8.1%	6.7%	6.8%
5 - 9	7.0%	6.4%	6.5%
10 - 14	7.0%	6.9%	6.9%
15 - 24	14.6%	15.0%	14.3%
25 - 34	18.6%	16.3%	15.2%
35 - 44	15.7%	14.7%	14.5%
45 - 54	14.1%	15.3%	15.7%
55 - 64	8.6%	11.0%	11.4%
65 - 74	4.0%	4.8%	5.4%
75 - 84	1.8%	2.3%	2.5%
85 +	0.5%	0.7%	0.9%
18 +	73.8%	75.6%	75.4%
2020 Population by Age			
Total	14,635	85,171	238,360
0 - 4	7.0%	6.0%	6.2%
5 - 9	6.7%	5.9%	6.2%
10 - 14	6.6%	5.9%	6.2%
15 - 24	13.5%	12.5%	12.4%
25 - 34	17.6%	17.9%	16.2%
35 - 44	14.8%	13.8%	13.8%
45 - 54	12.6%	12.6%	12.7%
55 - 64	11.0%	12.6%	12.8%
65 - 74	6.8%	8.6%	8.8%
75 - 84	2.5%	3.1%	3.4%
85 +	0.8%	1.0%	1.2%
18 +	76.3%	78.8%	77.8%
2025 Population by Age			
Total	15,373	89,504	250,899
0 - 4	7.2%	6.2%	6.4%
5 - 9	6.5%	5.9%	6.1%
10 - 14	6.4%	6.0%	6.2%
15 - 24	13.2%	12.0%	11.9%
25 - 34	18.4%	17.0%	15.9%
35 - 44	14.2%	14.9%	14.7%
45 - 54	11.8%	11.5%	11.6%
55 - 64	10.5%	11.7%	11.7%
65 - 74	7.6%	9.3%	9.6%
75 - 84	3.4%	4.4%	4.7%
85 +	0.9%	1.1%	1.3%
18 +	76.3%	78.6%	77.8%
2010 Population by Sex			
Males	6,862	39,319	106,500
Females	6,611	38,889	107,929
2020 Population by Sex			
Males	7,463	42,693	118,210
Females	7,174	42,479	120,150
2025 Population by Sex			
Males	7,761	44,650	124,045
Females	7,612	44,855	126,854

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Market Profile

30th Avenue & Deer Valley Road
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Rings: 1, 3, 5 mile radii

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Latitude: 33.68390
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	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	13,473	78,208	214,428
White Alone	80.2%	81.9%	82.0%
Black Alone	3.4%	2.7%	3.0%
American Indian Alone	1.7%	1.3%	1.2%
Asian Alone	4.1%	4.2%	4.3%
Pacific Islander Alone	0.3%	0.2%	0.2%
Some Other Race Alone	7.1%	6.6%	6.1%
Two or More Races	3.2%	3.1%	3.1%
Hispanic Origin	18.4%	16.4%	15.9%
Diversity Index	54.7	51.1	50.6
2020 Population by Race/Ethnicity			
Total	14,636	85,172	238,360
White Alone	75.7%	77.3%	77.2%
Black Alone	4.4%	3.6%	4.0%
American Indian Alone	1.9%	1.5%	1.4%
Asian Alone	5.4%	5.4%	5.8%
Pacific Islander Alone	0.4%	0.2%	0.2%
Some Other Race Alone	8.2%	8.0%	7.4%
Two or More Races	4.0%	4.0%	4.0%
Hispanic Origin	21.2%	19.6%	19.0%
Diversity Index	61.5	58.8	58.4
2025 Population by Race/Ethnicity			
Total	15,373	89,504	250,899
White Alone	73.3%	74.8%	74.6%
Black Alone	4.9%	4.1%	4.5%
American Indian Alone	2.0%	1.6%	1.5%
Asian Alone	6.2%	6.1%	6.7%
Pacific Islander Alone	0.4%	0.2%	0.2%
Some Other Race Alone	8.7%	8.6%	8.0%
Two or More Races	4.4%	4.5%	4.5%
Hispanic Origin	22.6%	21.2%	20.6%
Diversity Index	64.6	62.4	62.1
2010 Population by Relationship and Household Type			
Total	13,473	78,208	214,429
In Households	99.9%	99.7%	99.4%
In Family Households	79.2%	81.1%	82.1%
Householder	24.3%	25.1%	25.6%
Spouse	15.9%	17.5%	18.4%
Child	31.3%	31.1%	31.2%
Other relative	3.9%	4.2%	4.1%
Nonrelative	3.8%	3.2%	2.9%
In Nonfamily Households	20.8%	18.7%	17.2%
In Group Quarters	0.1%	0.3%	0.6%
Institutionalized Population	0.0%	0.1%	0.2%
Noninstitutionalized Population	0.1%	0.1%	0.4%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

May 13, 2021



Market Profile

30th Avenue & Deer Valley Road
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Latitude: 33.68390
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	1 mile	3 miles	5 miles
2020 Population 25+ by Educational Attainment			
Total	9,678	59,237	164,104
Less than 9th Grade	1.9%	2.5%	2.6%
9th - 12th Grade, No Diploma	8.8%	5.6%	5.7%
High School Graduate	20.3%	20.8%	19.0%
GED/Alternative Credential	6.3%	4.6%	3.8%
Some College, No Degree	26.4%	26.6%	25.8%
Associate Degree	12.7%	11.0%	10.0%
Bachelor's Degree	16.7%	19.2%	21.7%
Graduate/Professional Degree	7.0%	9.7%	11.5%
2020 Population 15+ by Marital Status			
Total	11,655	69,900	193,769
Never Married	35.8%	33.7%	32.1%
Married	47.4%	48.7%	50.5%
Widowed	4.3%	4.4%	4.5%
Divorced	12.5%	13.2%	12.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	8,957	50,736	138,052
Population 16+ Employed	89.6%	88.9%	89.2%
Population 16+ Unemployment rate	10.4%	11.1%	10.8%
Population 16-24 Employed	13.5%	11.9%	12.1%
Population 16-24 Unemployment rate	18.6%	19.8%	18.4%
Population 25-54 Employed	68.6%	67.1%	65.9%
Population 25-54 Unemployment rate	9.0%	9.8%	9.7%
Population 55-64 Employed	13.1%	15.5%	16.2%
Population 55-64 Unemployment rate	8.7%	9.8%	9.7%
Population 65+ Employed	4.8%	5.4%	5.8%
Population 65+ Unemployment rate	10.5%	9.9%	8.5%
2020 Employed Population 16+ by Industry			
Total	8,021	45,103	123,176
Agriculture/Mining	0.0%	0.3%	0.3%
Construction	9.5%	8.3%	7.0%
Manufacturing	4.6%	6.1%	6.1%
Wholesale Trade	3.5%	3.0%	2.6%
Retail Trade	11.0%	10.1%	10.8%
Transportation/Utilities	2.3%	4.3%	5.0%
Information	3.3%	2.2%	2.1%
Finance/Insurance/Real Estate	16.2%	15.4%	14.0%
Services	46.9%	46.9%	48.7%
Public Administration	2.7%	3.3%	3.4%
2020 Employed Population 16+ by Occupation			
Total	8,022	45,103	123,174
White Collar	67.1%	66.9%	68.7%
Management/Business/Financial	18.7%	17.3%	18.0%
Professional	19.1%	21.7%	22.6%
Sales	12.2%	11.4%	11.9%
Administrative Support	17.1%	16.5%	16.2%
Services	16.3%	16.5%	15.9%
Blue Collar	16.6%	16.6%	15.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.5%	5.4%	4.1%
Installation/Maintenance/Repair	4.7%	3.4%	3.5%
Production	2.8%	3.4%	3.2%
Transportation/Material Moving	2.6%	4.1%	4.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	5,336	30,413	82,434
Households with 1 Person	28.1%	25.6%	24.9%
Households with 2+ People	71.9%	74.4%	75.1%
Family Households	61.4%	64.7%	66.4%
Husband-wife Families	40.1%	45.0%	47.6%
With Related Children	21.8%	21.3%	22.3%
Other Family (No Spouse Present)	21.2%	19.8%	18.8%
Other Family with Male Householder	7.2%	6.8%	6.2%
With Related Children	5.0%	4.3%	3.9%
Other Family with Female Householder	14.0%	13.0%	12.6%
With Related Children	9.7%	8.4%	8.3%
Nonfamily Households	10.6%	9.7%	8.7%
All Households with Children	37.1%	34.7%	35.1%
Multigenerational Households	3.6%	4.1%	4.1%
Unmarried Partner Households	10.2%	9.1%	8.5%
Male-female	9.7%	8.3%	7.6%
Same-sex	0.5%	0.8%	0.9%
2010 Households by Size			
Total	5,334	30,414	82,435
1 Person Household	28.1%	25.6%	24.9%
2 Person Household	30.5%	32.8%	33.3%
3 Person Household	18.4%	18.2%	17.6%
4 Person Household	12.8%	13.1%	13.9%
5 Person Household	6.5%	6.2%	6.3%
6 Person Household	2.4%	2.7%	2.6%
7 + Person Household	1.3%	1.5%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	5,336	30,414	82,434
Owner Occupied	56.4%	65.9%	66.8%
Owned with a Mortgage/Loan	47.4%	56.0%	56.7%
Owned Free and Clear	9.0%	9.9%	10.0%
Renter Occupied	43.6%	34.1%	33.2%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	156	166	159
Percent of Income for Mortgage	15.8%	14.8%	15.3%
Wealth Index	67	77	98
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,988	33,707	90,384
Housing Units Inside Urbanized Area	100.0%	99.9%	98.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	1.1%
2010 Population By Urban/ Rural Status			
Total Population	13,473	78,208	214,429
Population Inside Urbanized Area	100.0%	99.9%	99.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.8%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments			
1.	Bright Young Professionals (8C)	Home Improvement (4B)	Home Improvement (4B)
2.	Young and Restless (11B)	Bright Young Professionals	Young and Restless (11B)
3.	Up and Coming Families (7A)	American Dreamers (7C)	Rustbelt Traditions (5D)
2020 Consumer Spending			
Apparel & Services: Total \$	\$10,928,696	\$65,715,155	\$203,161,845
Average Spent	\$1,884.26	\$1,978.36	\$2,217.56
Spending Potential Index	88	92	103
Education: Total \$	\$7,990,904	\$49,725,154	\$157,786,692
Average Spent	\$1,377.74	\$1,496.98	\$1,722.28
Spending Potential Index	77	84	96
Entertainment/Recreation: Total \$	\$15,469,196	\$94,739,167	\$294,273,453
Average Spent	\$2,667.10	\$2,852.13	\$3,212.07
Spending Potential Index	82	88	99
Food at Home: Total \$	\$26,437,173	\$159,223,795	\$490,521,958
Average Spent	\$4,558.13	\$4,793.44	\$5,354.17
Spending Potential Index	85	90	100
Food Away from Home: Total \$	\$19,138,973	\$115,121,382	\$354,671,643
Average Spent	\$3,299.82	\$3,465.74	\$3,871.33
Spending Potential Index	88	92	103
Health Care: Total \$	\$27,546,598	\$169,246,495	\$522,467,456
Average Spent	\$4,749.41	\$5,095.18	\$5,702.86
Spending Potential Index	83	89	99
HH Furnishings & Equipment: Total \$	\$10,828,426	\$66,293,475	\$205,586,278
Average Spent	\$1,866.97	\$1,995.77	\$2,244.02
Spending Potential Index	85	91	103
Personal Care Products & Services: Total \$	\$4,678,502	\$28,319,577	\$87,472,202
Average Spent	\$806.64	\$852.56	\$954.78
Spending Potential Index	88	93	104
Shelter: Total \$	\$94,526,551	\$576,338,134	\$1,783,513,913
Average Spent	\$16,297.68	\$17,350.70	\$19,467.49
Spending Potential Index	84	90	100
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,474,045	\$70,496,007	\$218,832,026
Average Spent	\$1,978.28	\$2,122.29	\$2,388.60
Spending Potential Index	84	91	102
Travel: Total \$	\$11,193,522	\$70,040,781	\$218,637,600
Average Spent	\$1,929.92	\$2,108.58	\$2,386.48
Spending Potential Index	80	87	99
Vehicle Maintenance & Repairs: Total \$	\$5,858,361	\$35,108,027	\$108,524,342
Average Spent	\$1,010.06	\$1,056.93	\$1,184.57
Spending Potential Index	87	91	102

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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