

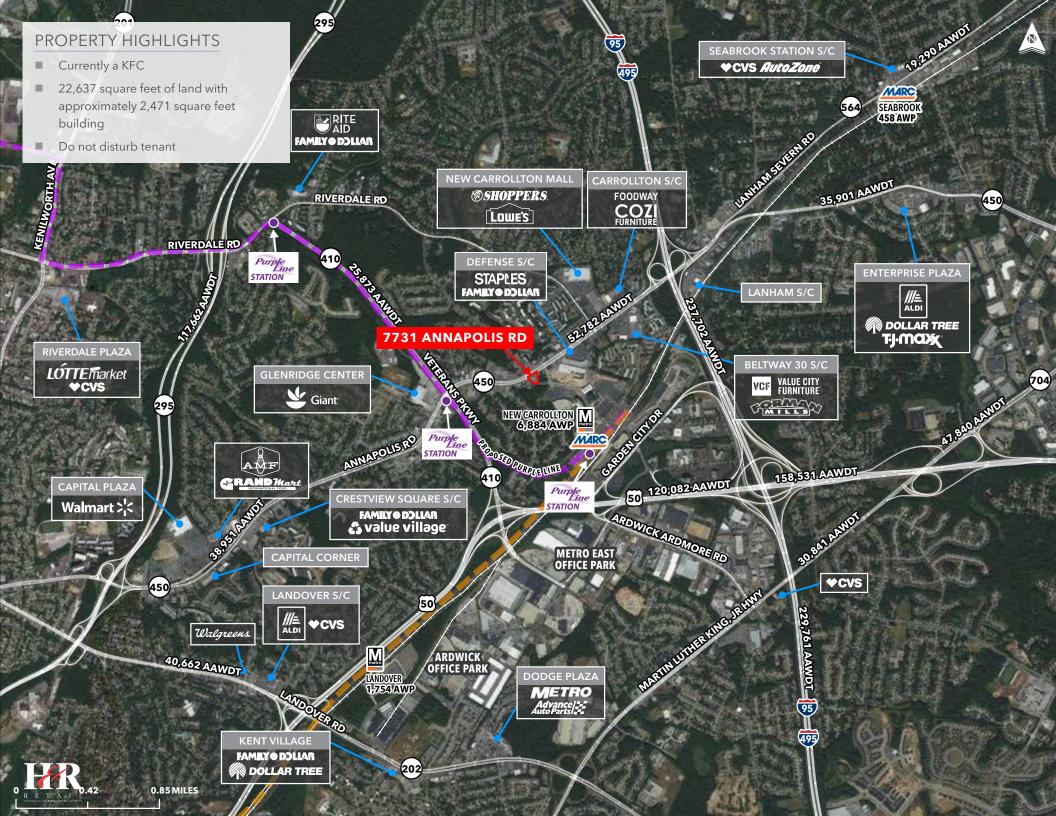
## 7731 ANNAPOLIS ROAD

LANHAM, MD 20706



ANNAPOLIS ROAD

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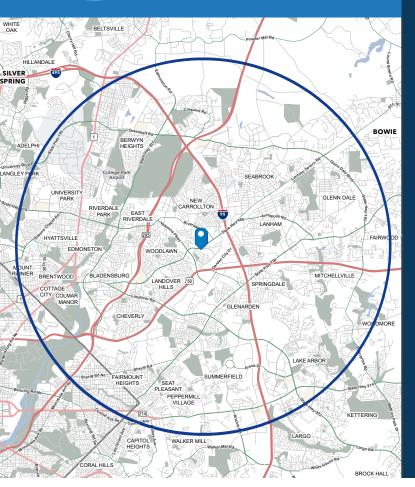




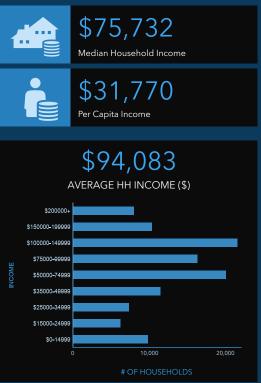




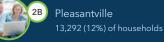
## LANHAM, MD DEMOGRAPHIC PROFILE (2021) 7731 Annapolis Rd 5 mile ring











Prosperous domesticity best describes the settled denizens of Pleasantville. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth. Older homes require upkeep; home improvement and remodeling projects are a priority-preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for fi nancial purposes

Many professionals in finance, information/technology, or management.



Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

 Over one-third of households currently receive Social Security benefits; more than a quarter draw income from retirement accounts.
A strong focus is on religion and character.

Style and appearance is important.



City Lights, a densely populated urban market, is the epitome of equality. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, singlefamily homes and town homes, midrise and high-rise apartments, these neighborhoods are both racially and ethnically diverse. Many residents have completed some college or a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

• These consumers are price savvy but will pay for quality brands they trust.

- Reflecting the diversity of their neighborhoods, residents
- Attuned to nature and the environment, and when they
- can, purchase natural products.

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## Please Contact

Lawrence Hoffman 240.482.3610 Ihoffman@hrretail.com 3 Bethesda Metro Center, Suite 620 Bethesda, MD 20814 301.656.3030