



MMP

1.4 ACRES WILLOWBROOK

North Willowbrook Rd
Coldwater, Michigan 49036



Tom Koeneman

Century 21 Drews Realty

2605793007

License: 6501409356

tom.koeneman@gmail.com

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1.4 Acres Willowbrook

North Willowbrook Rd
Coldwater, Michigan 49036



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1.4 ACRES WILLOWBROOK

PROPERTY INFORMATION

Purchase Price
\$350,000.00

Property Address
*North Willowbrook Rd
Coldwater, Michigan 49036*

Property Size
64,033 Sq. Ft.

Land Size
1.47 Acres

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PROPERTY OVERVIEW

Ideal restaurant pad located north of HWY 12 at the intersection of Willowbrook and North Dr. Easy access and good visibility from I-69. Neighbors include Camping world, 2 hotels, a nearby theater, Utilities available - Sewer, natural gas, electricity, water, storm sewer-great retail, commercial location

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1.4 ACRES

WILLOWBROOK

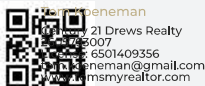
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LOCATION/STUDY AREA MAP (RINGS: 1, 3, 5 MILE RADIUS)



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INFOGRAPHIC: KEY FACTS (RING: 1 MILE RADIUS)

KEY FACTS

2,649
Population

39.2 Median Age



2.3
Average Household Size

1,092
Total Households

EDUCATION

5.37%

No High
School
Diploma

4.14%

High School
Graduate

18.89%

Some College

10.4%

Bachelor's/
Grad

BUSINESS



271

Total
Businesses



4,205

Total
Employees

EMPLOYMENT

1,884

Retail Trade
Employees

212

Manufacturing
Employees

473

Eating &
Drinking
Employees

108

Finance/Ins/Real
Estate Emp

7.8%

Unemployment Rate

INCOME



\$48,743

Median Household Income



\$26,608

Per Capita Income



\$105,088

Median Net Worth

Households by Income

The largest group : \$100,000 - \$149,999 (16.35%) ■

The smallest group : \$150,000 - \$199,999 (1.35%) ■

Indicator	Value(%)	
< \$15,000	10.42	■
\$15,000 - \$24,999	16.08	■
\$25,000 - \$34,999	9.43	■
\$35,000 - \$49,999	15	■
\$50,000 - \$74,999	14.2	■
\$75,000 - \$99,999	13.39	■
\$100,000 - \$149,999	16.35	■
\$150,000 - \$199,999	1.35	■
\$200,000+	3.77	■



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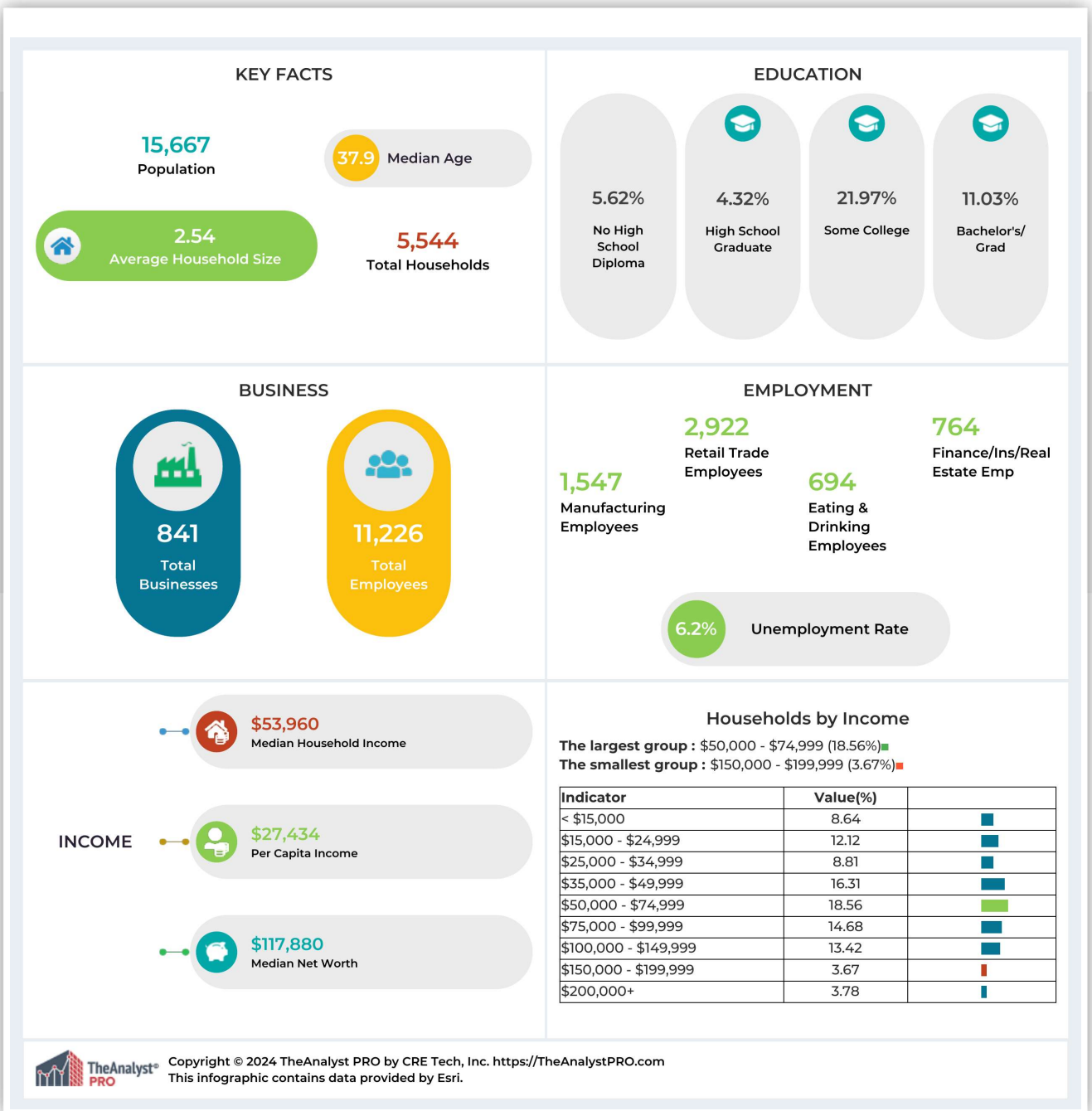
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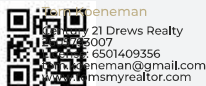




INFOGRAPHIC: KEY FACTS (RING: 3 MILE RADIUS)



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INFOGRAPHIC: KEY FACTS (RING: 5 MILE RADIUS)

KEY FACTS

21,672
Population

39.9 Median Age



2.5
Average Household Size

8,004
Total Households

EDUCATION

4.98%

No High
School
Diploma



5.17%

High School
Graduate



21.97%

Some College



13.04%

Bachelor's/
Grad

BUSINESS



1,009

Total
Businesses



12,851

Total
Employees

EMPLOYMENT

3,170

Retail Trade
Employees

1,778

Manufacturing
Employees

802

Eating &
Drinking
Employees

794

Finance/Ins/Real
Estate Emp

5.9%

Unemployment Rate

INCOME



\$58,331

Median Household Income



\$30,431

Per Capita Income



\$157,625

Median Net Worth

Households by Income

The largest group : \$50,000 - \$74,999 (19.43%)

The smallest group : \$150,000 - \$199,999 (4.32%)

Indicator	Value(%)	
< \$15,000	7.71	
\$15,000 - \$24,999	10.42	
\$25,000 - \$34,999	8.45	
\$35,000 - \$49,999	15.09	
\$50,000 - \$74,999	19.43	
\$75,000 - \$99,999	14.75	
\$100,000 - \$149,999	15.32	
\$150,000 - \$199,999	4.32	
\$200,000+	4.5	



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INFOGRAPHIC: COMMUNITY PROFILE (RING: 1 MILE RADIUS)

Community Profile



2,649
Population
Total

-0.08%
Population
Growth

2.3
Average
HH Size

39.2
Median
Age

38.8
Diversity
Index

\$48,743
Median HH
Income

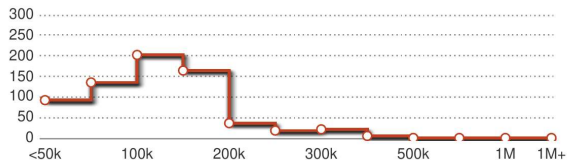
\$127,104
Median Home
Value

23.41%
Under 18

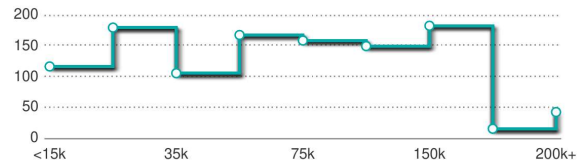
55.61%
Ages 18
to 65

20.99%
Aged 66+

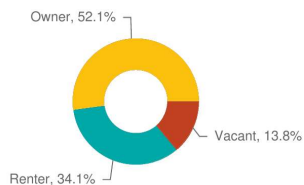
HOME VALUE



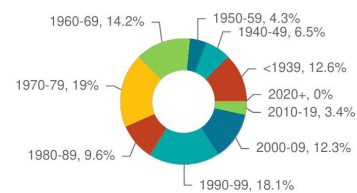
HOUSEHOLD INCOME



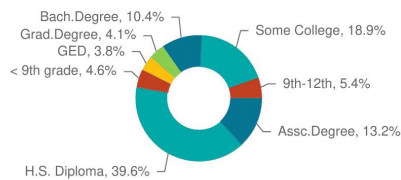
HOME OWNERSHIP



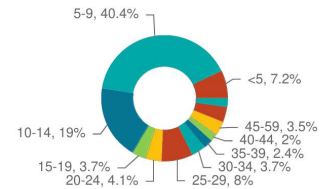
HOUSING: YEAR BUILT



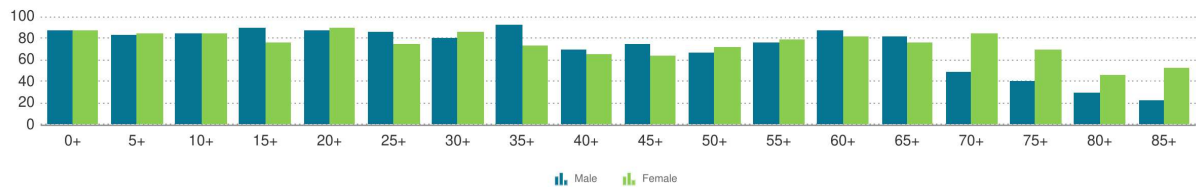
EDUCATIONAL ATTAINMENT



COMMUTE TIME: MINUTES

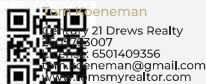


AGE PROFILE: 5 YEAR INCREMENTS



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Ben Peneman
Century 21 Drews Realty
6501409356
benpeneman@gmail.com
benmyrealtor.com

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INFOGRAPHIC: COMMUNITY PROFILE (RING: 3 MILE RADIUS)

Community Profile



15,667
Population
Total

-0.25%
Population
Growth

2.54
Average
HH Size

37.9
Median
Age

43.3
Diversity
Index

\$53,960
Median HH
Income

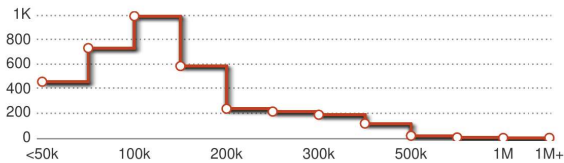
\$129,504
Median Home
Value

23.68%
Under 18

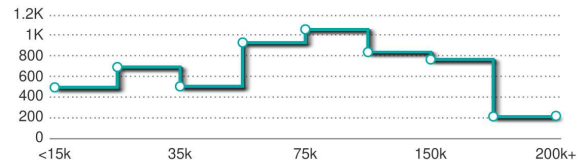
58.66%
Ages 18
to 65

17.66%
Aged 66+

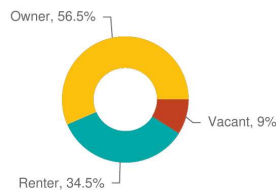
HOME VALUE



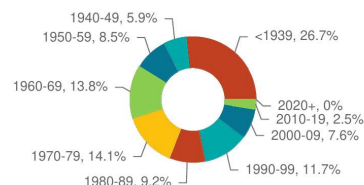
HOUSEHOLD INCOME



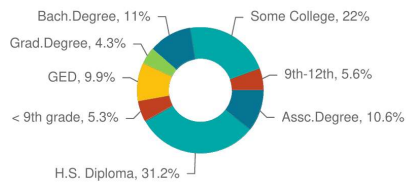
HOME OWNERSHIP



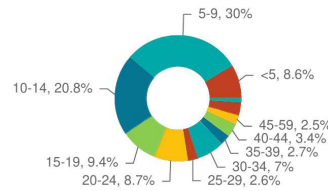
HOUSING: YEAR BUILT



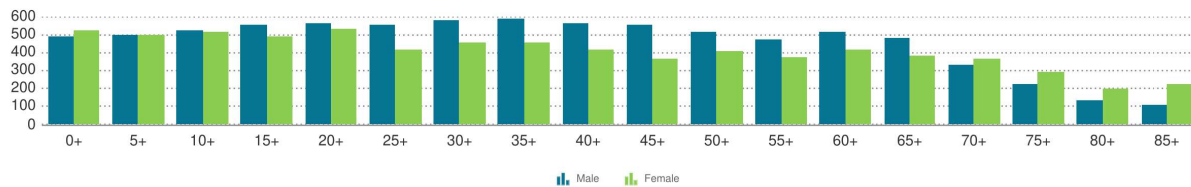
EDUCATIONAL ATTAINMENT



COMMUTE TIME: MINUTES



AGE PROFILE: 5 YEAR INCREMENTS



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INFOGRAPHIC: COMMUNITY PROFILE (RING: 5 MILE RADIUS)

Community Profile



21,672
Population
Total

-0.18%
Population
Growth

2.5
Average
HH Size

39.9
Median
Age

38.2
Diversity
Index

\$58,331
Median HH
Income

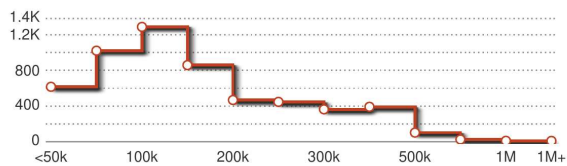
\$144,189
Median Home
Value

22.69%
Under 18

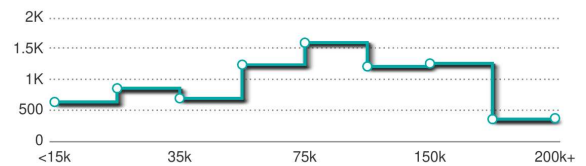
57.7%
Ages 18
to 65

19.61%
Aged 66+

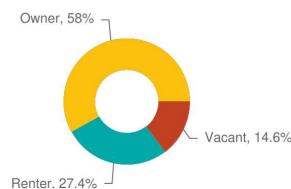
HOME VALUE



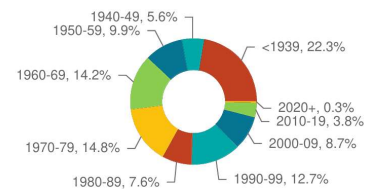
HOUSEHOLD INCOME



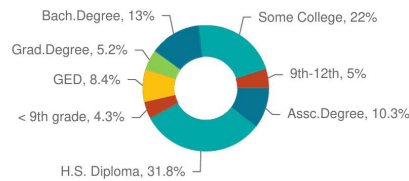
HOME OWNERSHIP



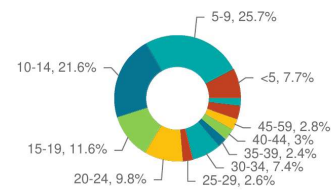
HOUSING: YEAR BUILT



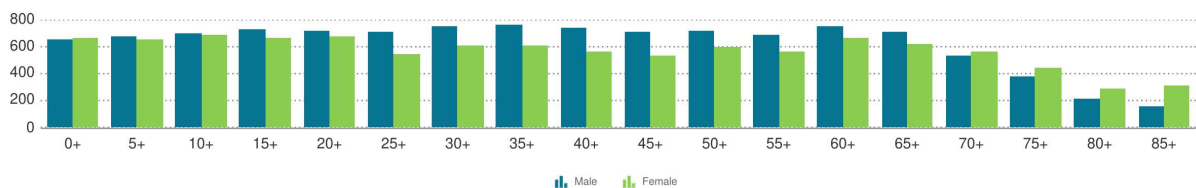
EDUCATIONAL ATTAINMENT



COMMUTE TIME: MINUTES

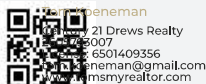


AGE PROFILE: 5 YEAR INCREMENTS



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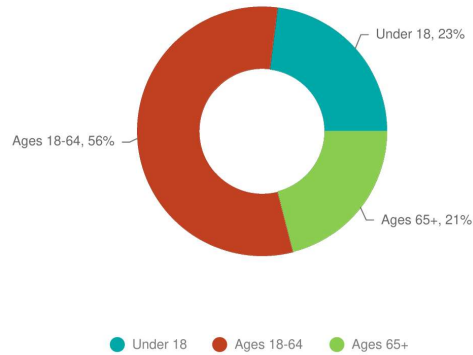


INFOGRAPHIC: POPULATION TRENDS (RING: 1 MILE RADIUS)

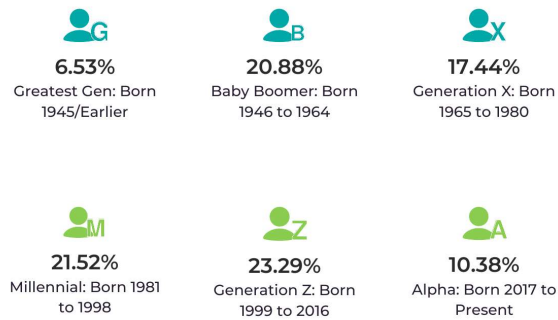
POPULATION TRENDS AND KEY INDICATORS 1 Miles Ring

2,649 Population	1,113 Households	39.2 Median Age
2.3 Avg Size Household	\$48,743 Median Household Income	\$127,104 Median Home Value
47 Wealth Index	145 Housing Affordability	38.8 Diversity Index

POPULATION BY AGE



POPULATION BY GENERATION



HISTORICAL & FORECAST POPULATION

2019-2024
Historic
Growth Rate

-0.08%

2024-2029
Forecasted
Growth Rate

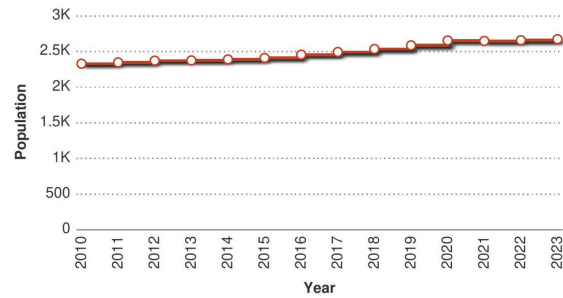
0.41%



Household
Population
2,619



Population
Density
862



DAYTIME POPULATION



6,352
2024 Total Daytime Population



1,605
2024 Daytime Pop: Residents

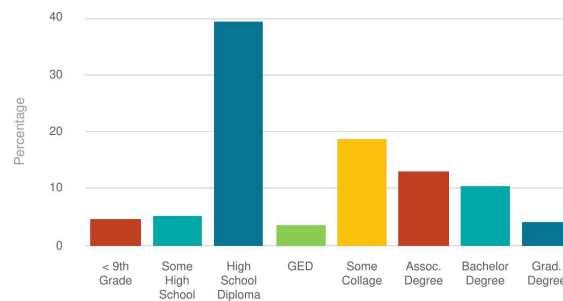


4,747
2024 Daytime Pop: Workers



2,024
2024 Daytime Pop Density

POPULATION BY EDUCATION



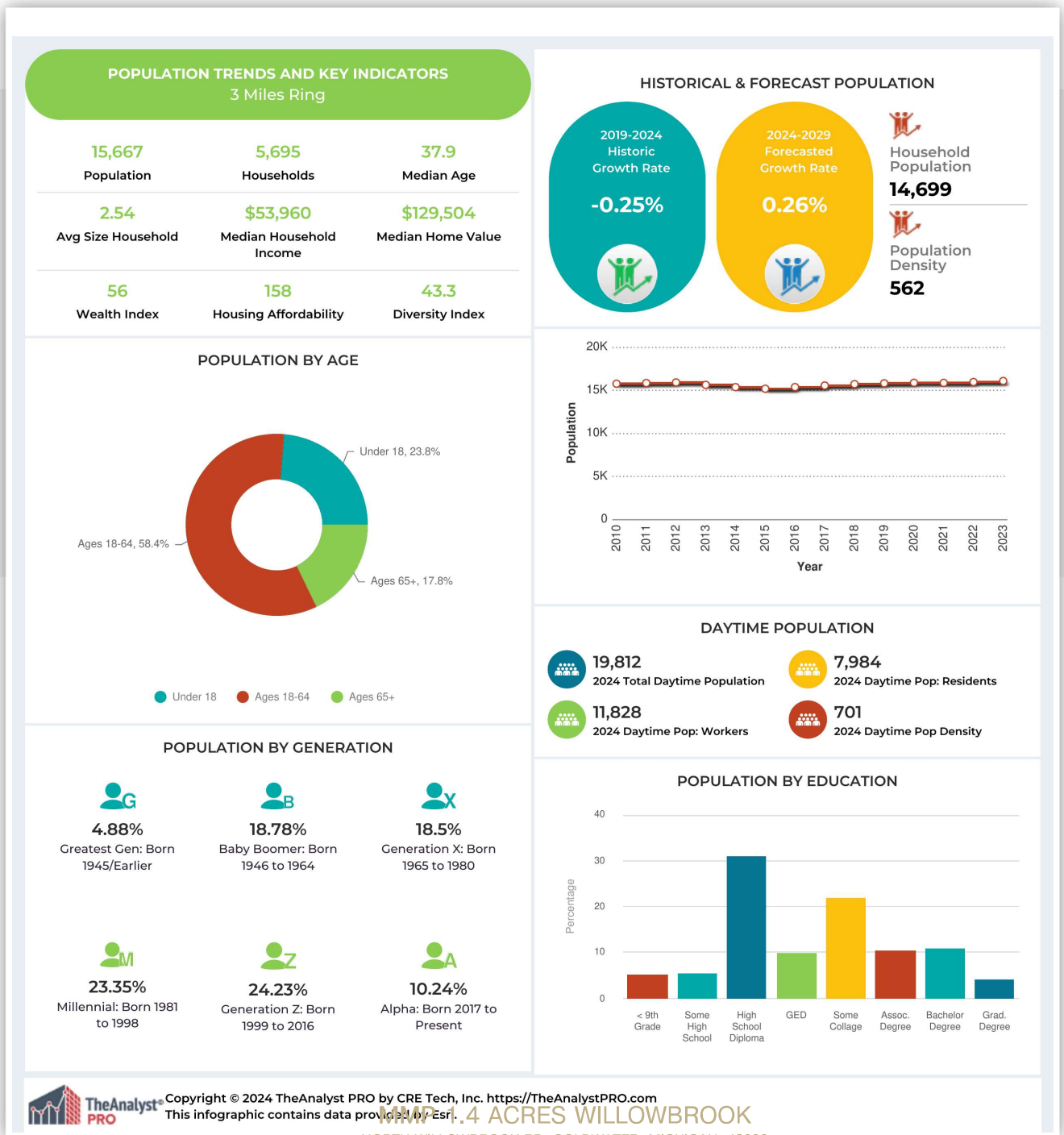
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INFOGRAPHIC: POPULATION TRENDS (RING: 3 MILE RADIUS)



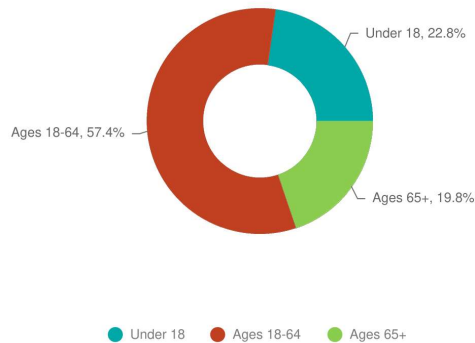


INFOGRAPHIC: POPULATION TRENDS (RING: 5 MILE RADIUS)

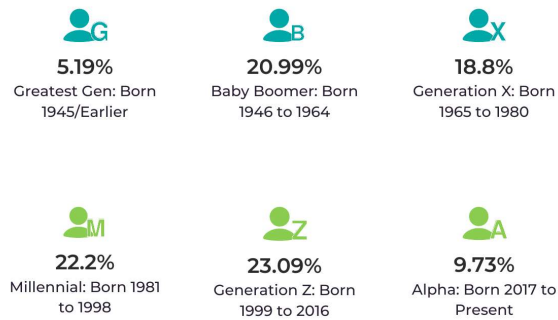
POPULATION TRENDS AND KEY INDICATORS 5 Miles Ring

21,672 Population	8,197 Households	39.9 Median Age
2.5 Avg Size Household	\$58,331 Median Household Income	\$144,189 Median Home Value
67 Wealth Index	153 Housing Affordability	38.2 Diversity Index

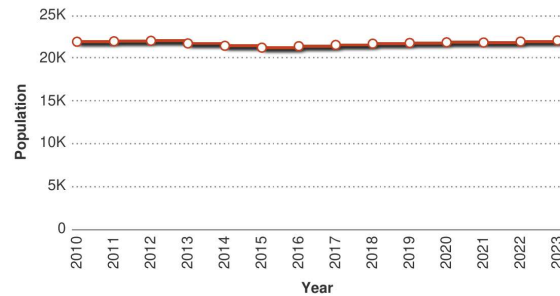
POPULATION BY AGE



POPULATION BY GENERATION



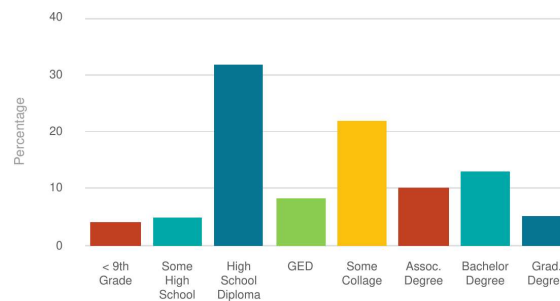
HISTORICAL & FORECAST POPULATION



DAYTIME POPULATION



POPULATION BY EDUCATION



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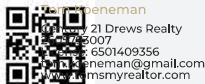


DEMOGRAPHIC AND INCOME (RING: 1 MILE RADIUS)

Summary	Census 2010		Census 2020		2024		2029			
Population	2,330		2,658		2,649		2,706			
Households	961		1,092		1,113		1,151			
Families	613		666		659		677			
Average Household Size	2.28		2.32		2.30		2.28			
Owner Occupied Housing Units	665		653		673		692			
Renter Occupied Housing Units	296		439		440		459			
Median Age	37.8		39.3		39.2		40.2			
Trends: 2024-2029 Annual Rate			Area		State		National			
Population			0.43%		-0.09%		0.38%			
Households			0.67%		0.27%		0.64%			
Families			0.54%		0.08%		0.56%			
Owner HHs			0.56%		0.69%		0.97%			
Median Household Income			4.08%		2.84%		2.95%			
Households by Income					2024		2029			
					Number	Percent	Number	Percent		
<\$15,000					116	10.4%	102	8.9%		
\$15,000 - \$24,999					179	16.1%	156	13.6%		
\$25,000 - \$34,999					105	9.4%	89	7.7%		
\$35,000 - \$49,999					167	15.0%	150	13.0%		
\$50,000 - \$74,999					158	14.2%	169	14.7%		
\$75,000 - \$99,999					149	13.4%	166	14.4%		
\$100,000 - \$149,999					182	16.4%	239	20.8%		
\$150,000 - \$199,999					15	1.3%	23	2.0%		
\$200,000+					42	3.8%	58	5.0%		
Median Household Income					\$48,743		\$59,540			
Average Household Income					\$69,783		\$82,929			
Per Capita Income					\$26,608		\$31,972			
Population by Age			Census 2010		Census 2020		2024		2029	
			Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4			179	7.7%	174	6.5%	175	6.6%	174	6.4%
5 - 9			164	7.0%	166	6.2%	168	6.3%	161	5.9%
10 - 14			163	7.0%	184	6.9%	170	6.4%	171	6.3%
15 - 19			153	6.6%	174	6.5%	168	6.3%	159	5.9%
20 - 24			127	5.5%	175	6.6%	177	6.7%	173	6.4%
25 - 34			300	12.9%	313	11.8%	327	12.3%	336	12.4%
35 - 44			266	11.4%	294	11.1%	303	11.4%	310	11.5%
45 - 54			306	13.1%	280	10.5%	279	10.5%	292	10.8%
55 - 64			269	11.5%	349	13.1%	325	12.3%	305	11.3%
65 - 74			179	7.7%	288	10.8%	294	11.1%	320	11.8%
75 - 84			156	6.7%	180	6.8%	186	7.0%	219	8.1%
85+			69	3.0%	81	3.0%	77	2.9%	87	3.2%
Race and Ethnicity			Census 2010		Census 2020		2024		2029	
			Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone			2,186	93.8%	2,308	86.8%	2,260	85.3%	2,273	84.0%
Black Alone			12	0.5%	41	1.5%	45	1.7%	47	1.7%
American Indian Alone			3	0.1%	8	0.3%	9	0.3%	10	0.4%
Asian Alone			11	0.5%	31	1.2%	30	1.1%	34	1.3%
Pacific Islander Alone			0	0.0%	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone			56	2.4%	97	3.6%	114	4.3%	131	4.8%
Two or More Races			62	2.7%	174	6.5%	190	7.2%	211	7.8%
Hispanic Origin (Any Race)			111	4.8%	207	7.8%	246	9.3%	279	10.3%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



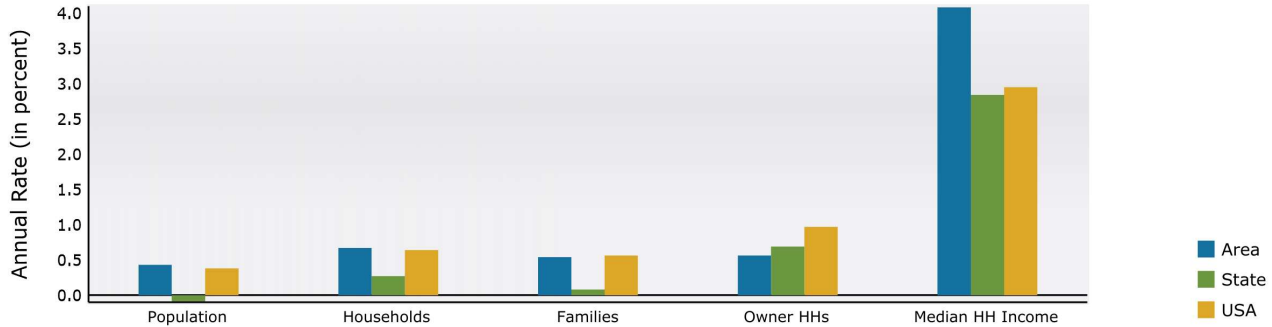
Brian Peneman
 Century 21 Drews Realty
 6501409356
 bpeneman@gmail.com
 bmsmyrealtor.com

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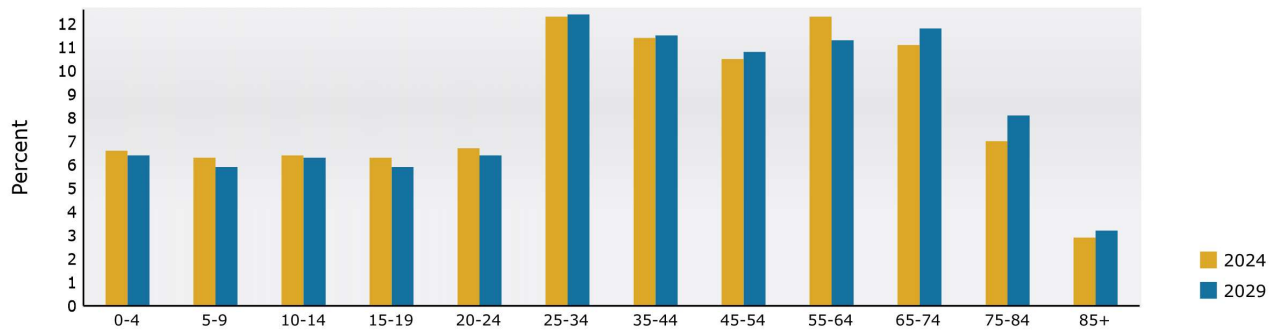


DEMOGRAPHIC AND INCOME (RING: 1 MILE RADIUS)

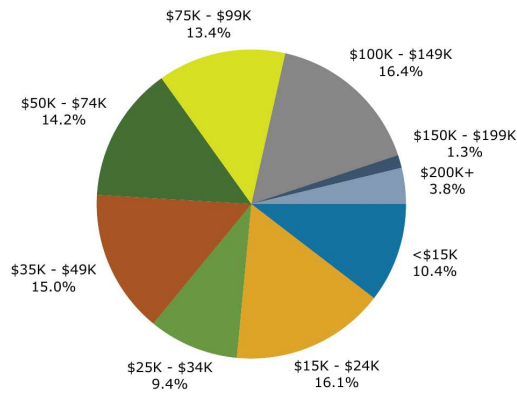
Trends 2024-2029



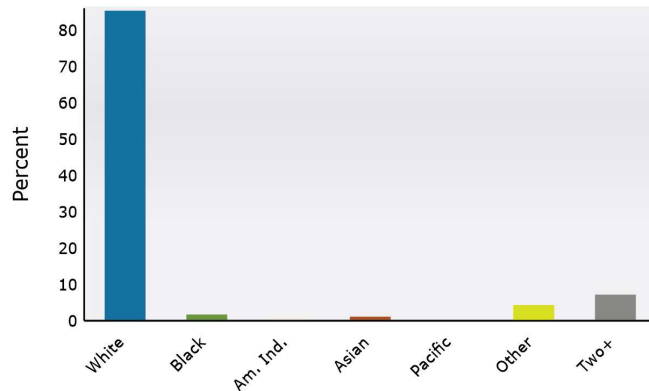
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 9.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



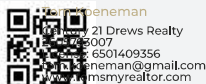


DEMOGRAPHIC AND INCOME (RING: 3 MILE RADIUS)

Summary	Census 2010		Census 2020		2024	2029
Population	15,739		15,837		15,667	15,894
Households	5,111		5,544		5,695	5,838
Families	3,265		3,413		3,406	3,458
Average Household Size	2.49		2.55		2.54	2.52
Owner Occupied Housing Units	3,326		3,373		3,535	3,627
Renter Occupied Housing Units	1,785		2,171		2,160	2,211
Median Age	38.0		38.4		37.9	38.8
Trends: 2024-2029 Annual Rate	Area		State		National	
Population	0.29%		-0.09%		0.38%	
Households	0.50%		0.27%		0.64%	
Families	0.30%		0.08%		0.56%	
Owner HHs	0.52%		0.69%		0.97%	
Median Household Income	2.60%		2.84%		2.95%	
Households by Income			2024		2029	
			Number	Percent	Number	Percent
<\$15,000			492	8.6%	433	7.4%
\$15,000 - \$24,999			690	12.1%	603	10.3%
\$25,000 - \$34,999			502	8.8%	431	7.4%
\$35,000 - \$49,999			929	16.3%	837	14.3%
\$50,000 - \$74,999			1,057	18.6%	1,114	19.1%
\$75,000 - \$99,999			836	14.7%	908	15.6%
\$100,000 - \$149,999			764	13.4%	955	16.4%
\$150,000 - \$199,999			209	3.7%	289	5.0%
\$200,000+			215	3.8%	268	4.6%
Median Household Income			\$53,960		\$61,359	
Average Household Income			\$73,912		\$84,922	
Per Capita Income			\$27,434		\$31,740	
Population by Age	Census 2010		Census 2020		2024	2029
	Number	Percent	Number	Percent	Number	Percent
0 - 4	994	6.3%	992	6.3%	1,019	6.5%
5 - 9	961	6.1%	1,020	6.4%	995	6.4%
10 - 14	900	5.7%	1,100	6.9%	1,047	6.7%
15 - 19	968	6.2%	1,115	7.0%	1,052	6.7%
20 - 24	1,016	6.5%	908	5.7%	1,097	7.0%
25 - 34	2,335	14.8%	2,076	13.1%	2,015	12.9%
35 - 44	2,285	14.5%	2,027	12.8%	2,025	12.9%
45 - 54	2,372	15.1%	1,891	11.9%	1,852	11.8%
55 - 64	1,806	11.5%	2,005	12.7%	1,798	11.5%
65 - 74	1,077	6.8%	1,557	9.8%	1,568	10.0%
75 - 84	698	4.4%	810	5.1%	864	5.5%
85+	327	2.1%	339	2.1%	336	2.1%
Race and Ethnicity	Census 2010		Census 2020		2024	2029
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,683	86.9%	13,066	82.5%	12,851	82.0%
Black Alone	1,237	7.9%	1,011	6.4%	828	5.3%
American Indian Alone	42	0.3%	55	0.3%	60	0.4%
Asian Alone	104	0.7%	146	0.9%	155	1.0%
Pacific Islander Alone	1	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	359	2.3%	569	3.6%	677	4.3%
Two or More Races	313	2.0%	988	6.2%	1,094	7.0%
Hispanic Origin (Any Race)	839	5.3%	1,228	7.8%	1,466	9.4%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



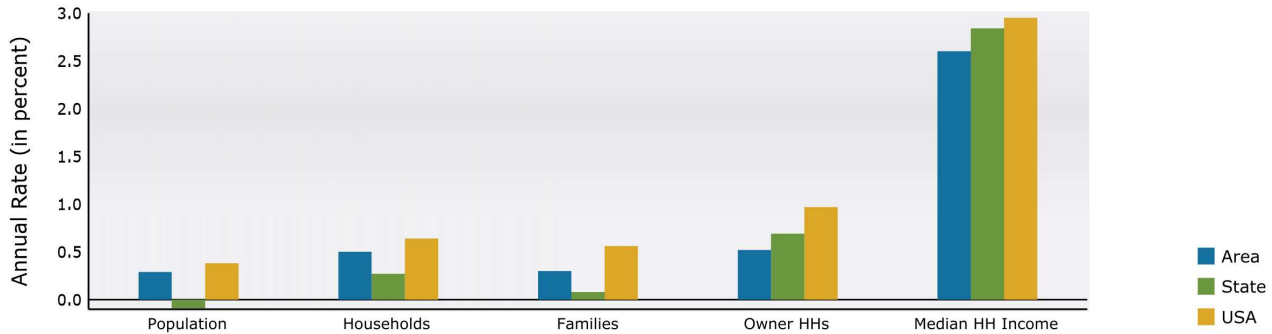
Ben Peneman
Century 21 Drews Realty
6501409356
benpeneman@gmail.com
msmyrealtor.com

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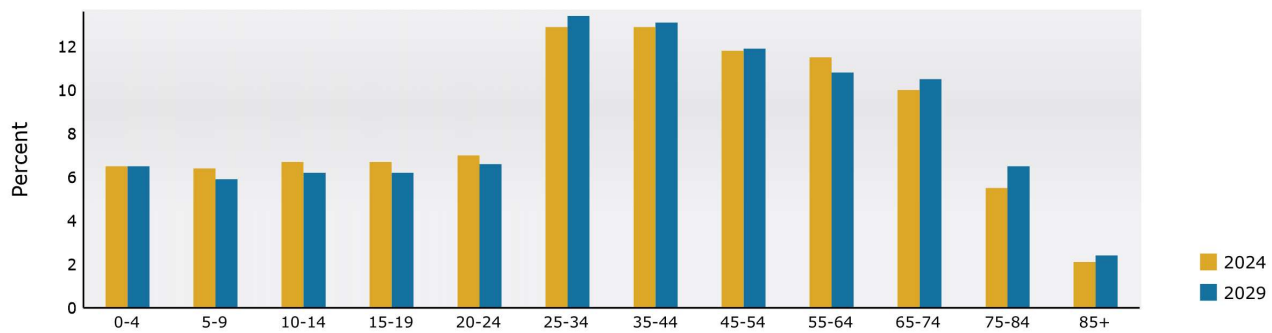


DEMOGRAPHIC AND INCOME (RING: 3 MILE RADIUS)

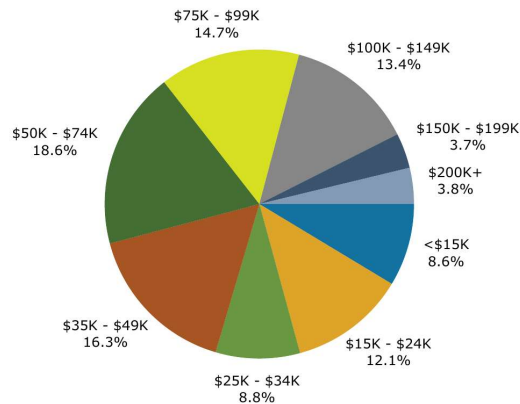
Trends 2024-2029



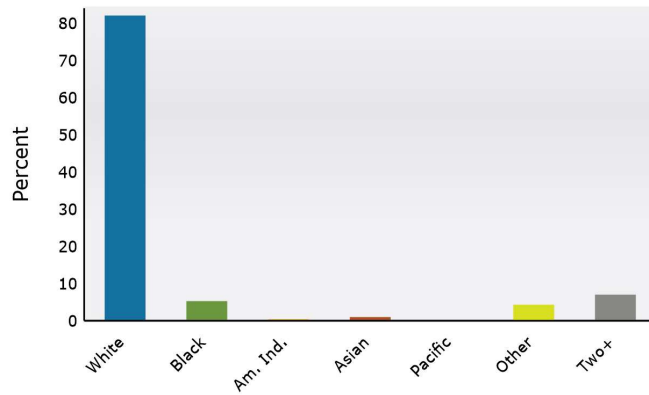
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin:9.4%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



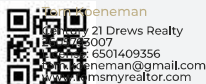


DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)

Summary	Census 2010		Census 2020		2024	2029		
Population	21,942		21,842		21,672	21,846		
Households	7,572		8,004		8,197	8,351		
Families	4,990		5,068		5,045	5,091		
Average Household Size	2.49		2.51		2.50	2.47		
Owner Occupied Housing Units	5,346		5,349		5,570	5,688		
Renter Occupied Housing Units	2,227		2,655		2,627	2,664		
Median Age	39.2		40.2		39.9	40.7		
Trends: 2024-2029 Annual Rate	Area		State		National			
Population	0.16%		-0.09%		0.38%			
Households	0.37%		0.27%		0.64%			
Families	0.18%		0.08%		0.56%			
Owner HHs	0.42%		0.69%		0.97%			
Median Household Income	2.62%		2.84%		2.95%			
Households by Income			2024		2029			
			Number	Percent	Number	Percent		
	<\$15,000		632	7.7%	553	6.6%		
	\$15,000 - \$24,999		854	10.4%	736	8.8%		
	\$25,000 - \$34,999		693	8.5%	587	7.0%		
	\$35,000 - \$49,999		1,237	15.1%	1,101	13.2%		
	\$50,000 - \$74,999		1,593	19.4%	1,629	19.5%		
	\$75,000 - \$99,999		1,209	14.7%	1,267	15.2%		
	\$100,000 - \$149,999		1,256	15.3%	1,531	18.3%		
	\$150,000 - \$199,999		354	4.3%	490	5.9%		
\$200,000+		369	4.5%	457	5.5%			
Median Household Income			\$58,331		\$66,375			
Average Household Income			\$79,431		\$91,221			
Per Capita Income			\$30,431		\$35,234			
		Census 2010		Census 2020		2024	2029	
Population by Age	Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,358	6.2%	1,296	5.9%	1,320	6.1%	1,332	6.1%
5 - 9	1,375	6.3%	1,363	6.2%	1,335	6.2%	1,250	5.7%
10 - 14	1,308	6.0%	1,479	6.8%	1,397	6.4%	1,326	6.1%
15 - 19	1,381	6.3%	1,482	6.8%	1,401	6.5%	1,302	6.0%
20 - 24	1,304	5.9%	1,177	5.4%	1,411	6.5%	1,343	6.1%
25 - 34	2,954	13.5%	2,704	12.4%	2,622	12.1%	2,767	12.7%
35 - 44	3,071	14.0%	2,660	12.2%	2,689	12.4%	2,754	12.6%
45 - 54	3,335	15.2%	2,649	12.1%	2,564	11.8%	2,570	11.8%
55 - 64	2,744	12.5%	2,965	13.6%	2,681	12.4%	2,515	11.5%
65 - 74	1,667	7.6%	2,400	11.0%	2,442	11.3%	2,548	11.7%
75 - 84	1,011	4.6%	1,209	5.5%	1,336	6.2%	1,591	7.3%
85+	436	2.0%	458	2.1%	471	2.2%	547	2.5%
		Census 2010		Census 2020		2024	2029	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone	19,678	89.7%	18,633	85.3%	18,375	84.8%	18,279	83.7%
Black Alone	1,266	5.8%	1,046	4.8%	862	4.0%	874	4.0%
American Indian Alone	62	0.3%	68	0.3%	75	0.3%	78	0.4%
Asian Alone	137	0.6%	177	0.8%	186	0.9%	204	0.9%
Pacific Islander Alone	1	0.0%	4	0.0%	4	0.0%	6	0.0%
Some Other Race Alone	414	1.9%	681	3.1%	805	3.7%	897	4.1%
Two or More Races	384	1.8%	1,234	5.6%	1,365	6.3%	1,508	6.9%
Hispanic Origin (Any Race)	984	4.5%	1,468	6.7%	1,749	8.1%	1,952	8.9%

Data Note: Income is expressed in current dollars.

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



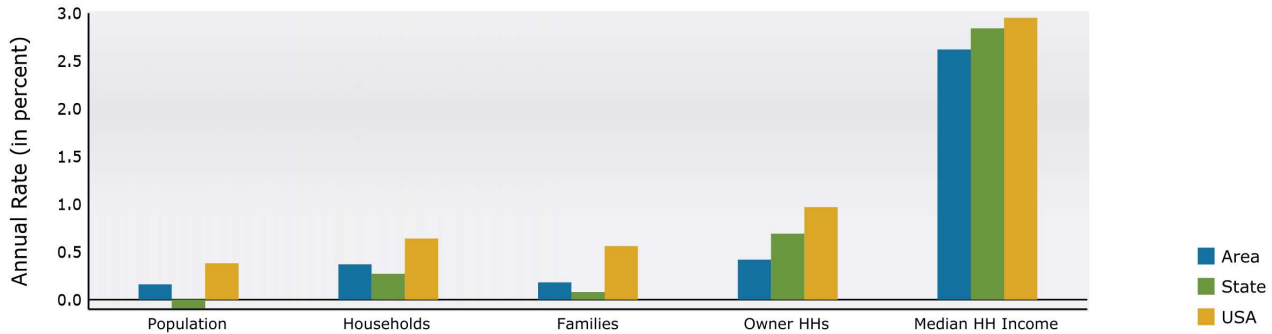
Ben Peneman
Century 21 Drews Realty
6501409356
benpeneman@gmail.com
msmyrealtor.com

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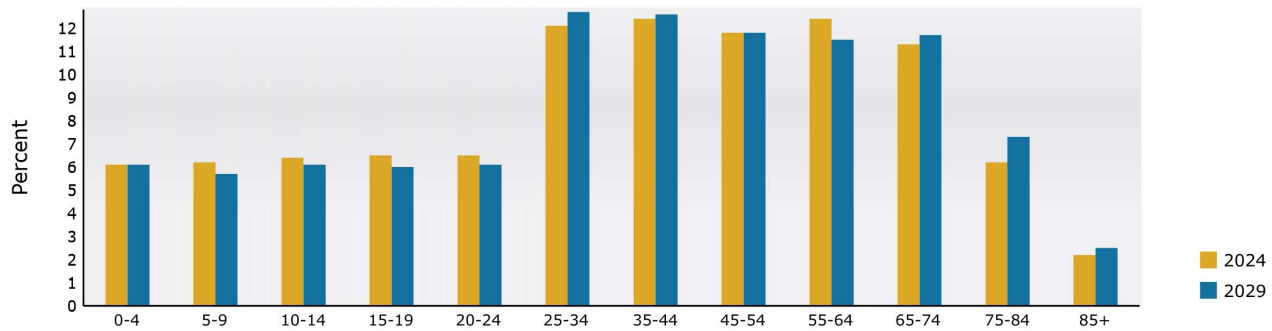


DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)

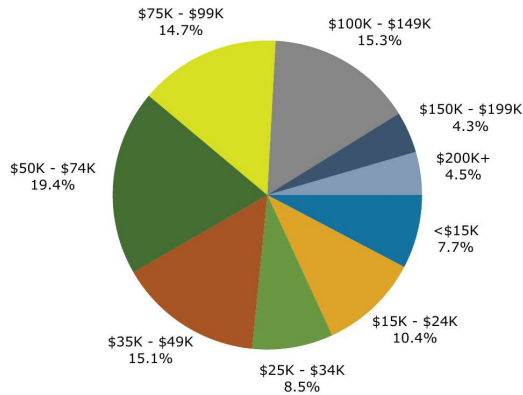
Trends 2024-2029



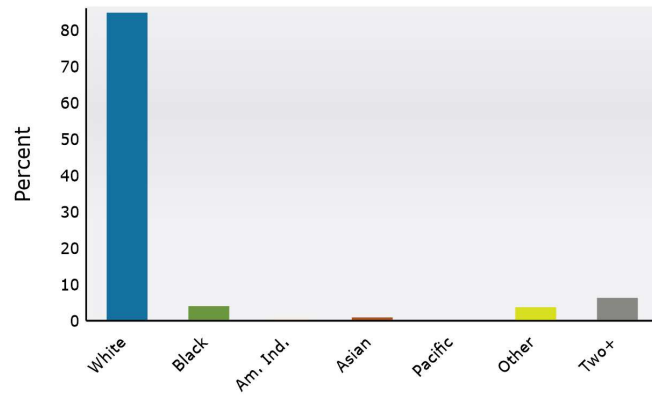
Population by Age



2024 Household Income



2024 Population by Race



2024 Percent Hispanic Origin: 8.1%

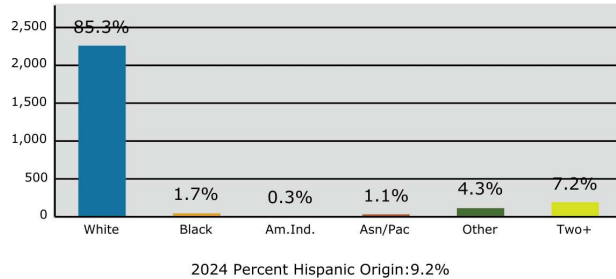
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



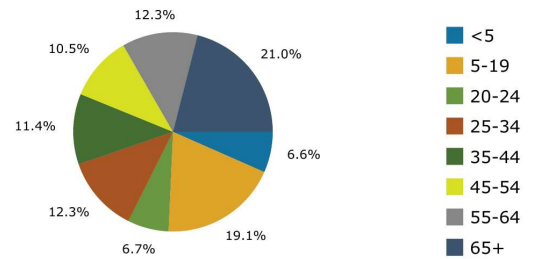


GRAPHIC PROFILE (RING: 1 MILE RADIUS)

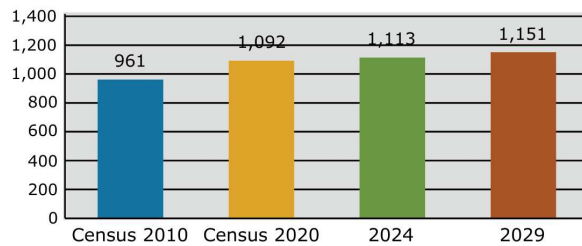
2024 Population by Race



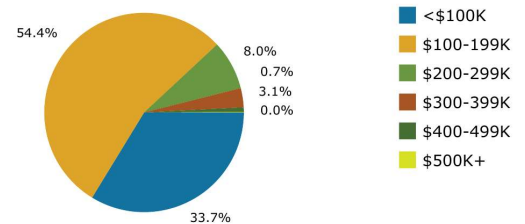
2024 Population by Age



Households



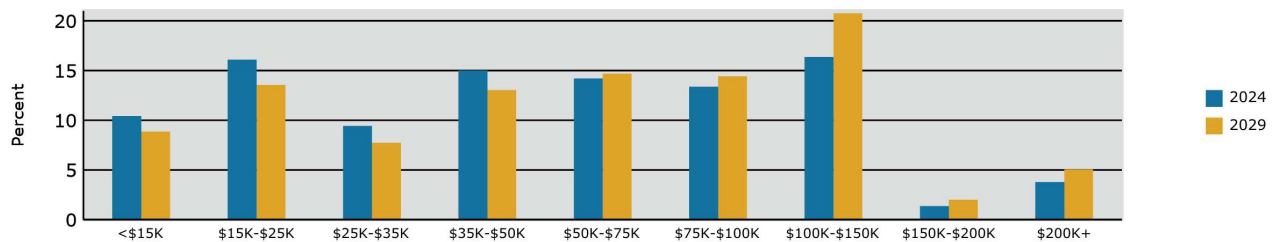
2024 Home Value



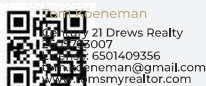
2024-2029 Annual Growth Rate



Household Income



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



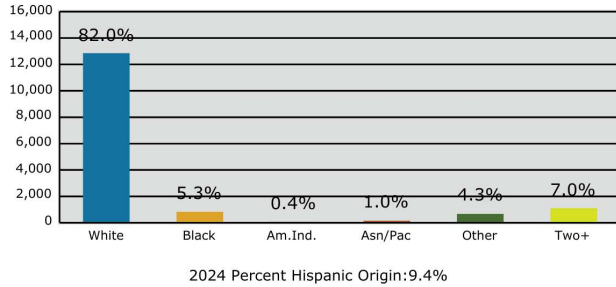
Ben Peneman
Century 21 Drews Realty
6501409356
benpenman@gmail.com
msmyrealtor.com

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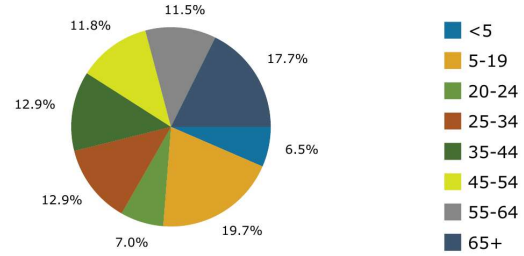


GRAPHIC PROFILE (RING: 3 MILE RADIUS)

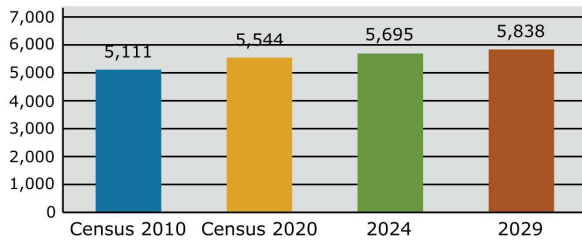
2024 Population by Race



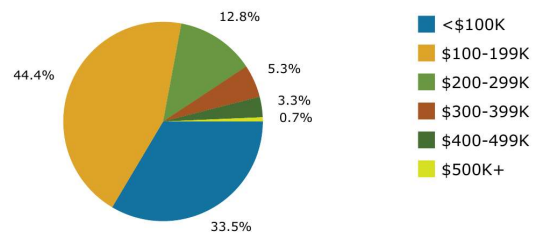
2024 Population by Age



Households



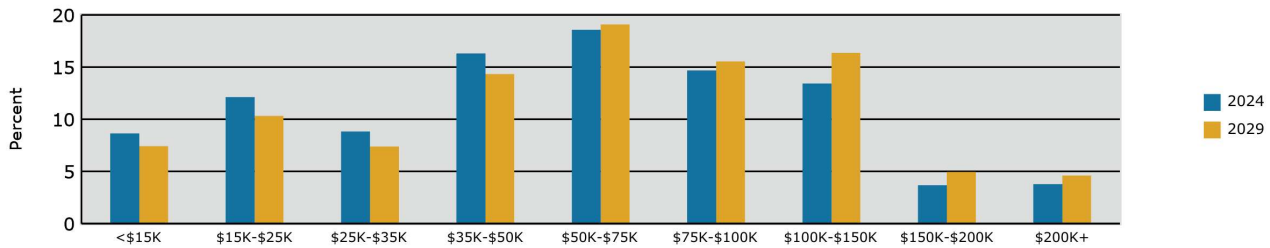
2024 Home Value



2024-2029 Annual Growth Rate



Household Income



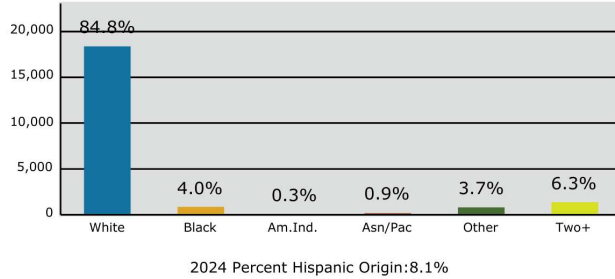
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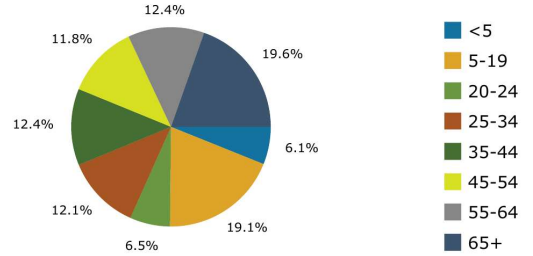


GRAPHIC PROFILE (RING: 5 MILE RADIUS)

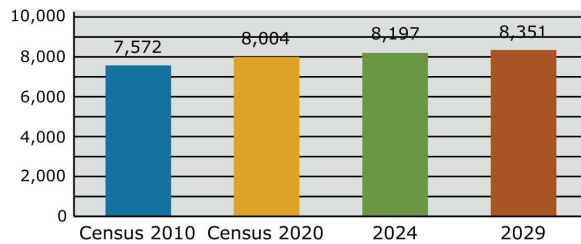
2024 Population by Race



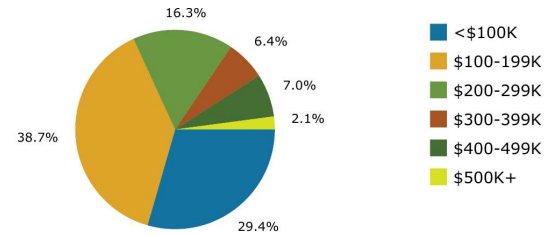
2024 Population by Age



Households



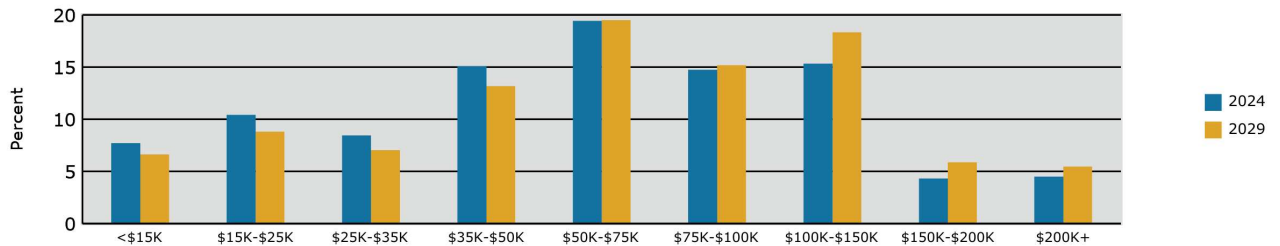
2024 Home Value



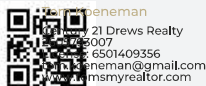
2024-2029 Annual Growth Rate



Household Income



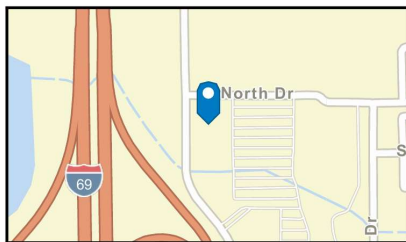
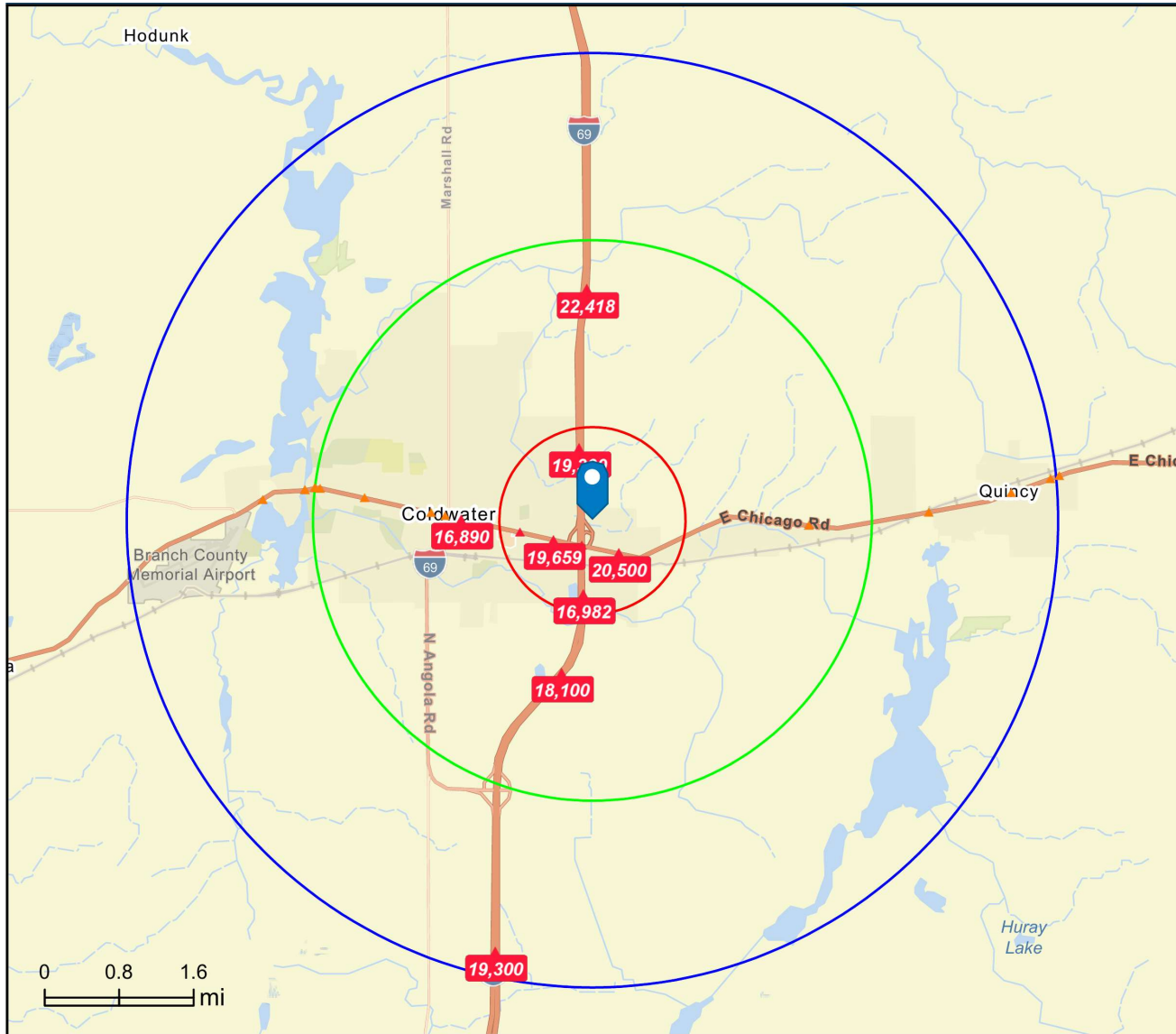
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



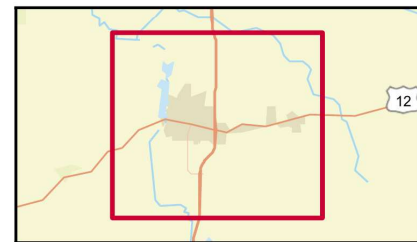
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TRAFFIC COUNT - STUDY AREA (RINGS: 1, 3, 5 MILE RADIUS)



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



Source: ©2024 Kalibrate Technologies (Q3 2024).





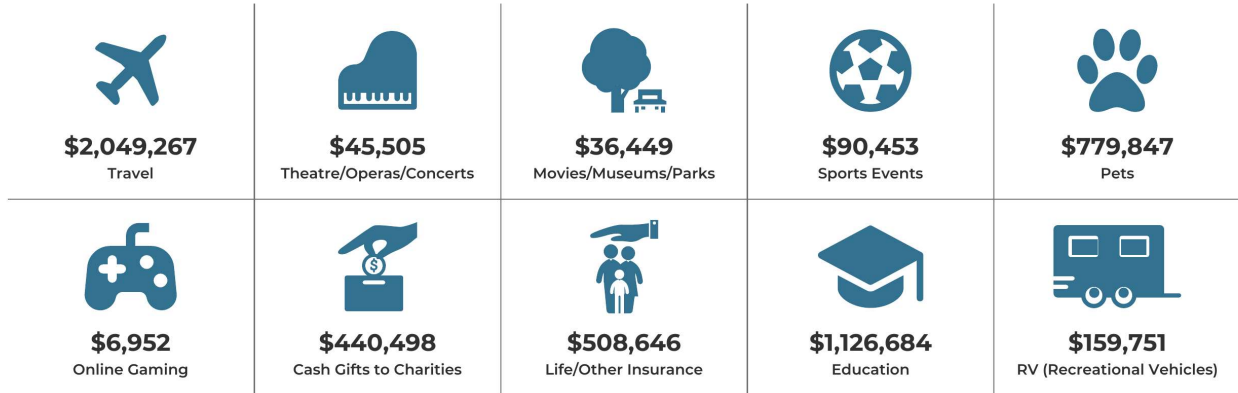
INFOGRAPHIC: LIFESTYLE / TAPESTRY (RING: 1 MILE RADIUS)

Lifestyle and Tapestry Segmentation Infographic

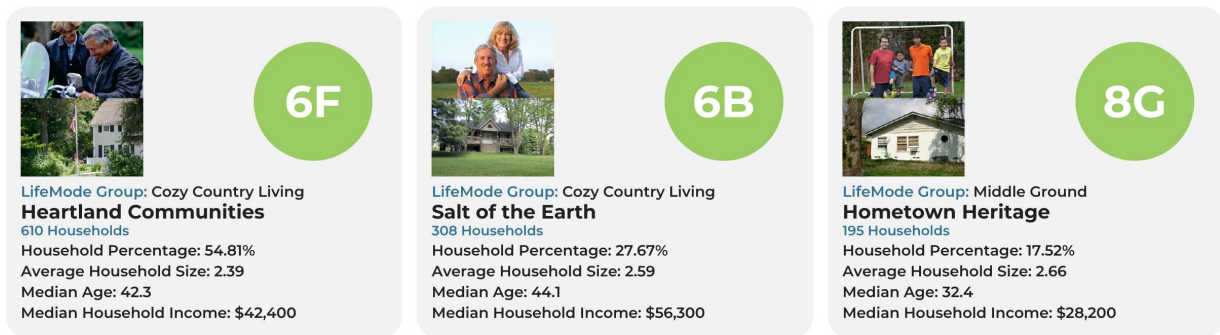
LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



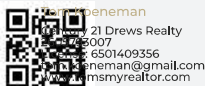
TAPESTRY SEGMENTS



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MMP 1.4 ACRES WILLOWBROOK

NORTH WILLOWBROOK RD., COLDWATER, MICHIGAN, 49036



Peneman
Century 21 Drews Realty
6501409356
peneman@gmail.com
msmyrealtor.com

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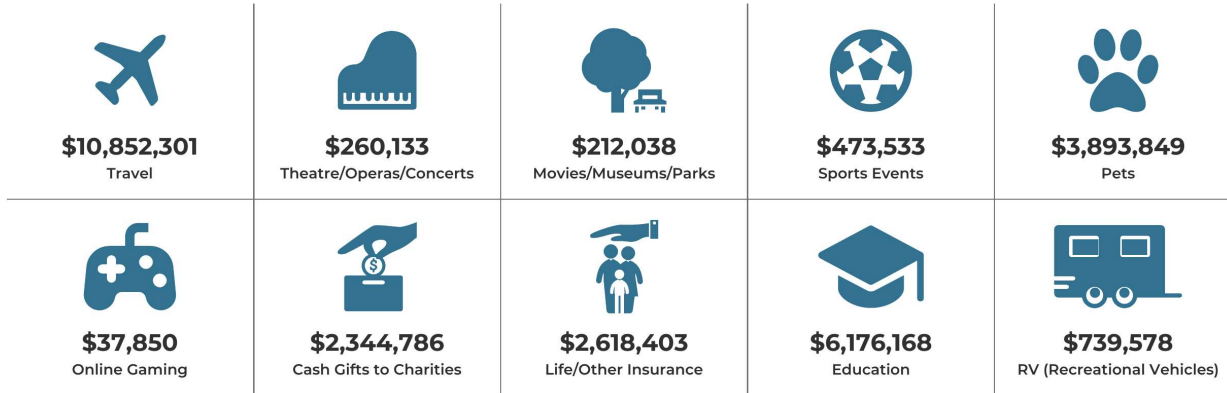
INFOGRAPHIC: LIFESTYLE / TAPESTRY (RING: 3 MILE RADIUS)

Lifestyle and Tapestry Segmentation Infographic

LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



12B

LifeMode Group: Hometown Traditional Living
1,605 Households
Household Percentage: 28.18%
Average Household Size: 2.51
Median Age: 35.5
Median Household Income: \$39,300



6F

LifeMode Group: Cozy Country Living Heartland Communities
840 Households
Household Percentage: 14.75%
Average Household Size: 2.39
Median Age: 42.3
Median Household Income: \$42,400



6B

LifeMode Group: Cozy Country Living Salt of the Earth
712 Households
Household Percentage: 12.50%
Average Household Size: 2.59
Median Age: 44.1
Median Household Income: \$56,300



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MMP 1.4 ACRES WILLOWBROOK

NORTH WILLOWBROOK RD, COLDWATER, MICHIGAN, 49036





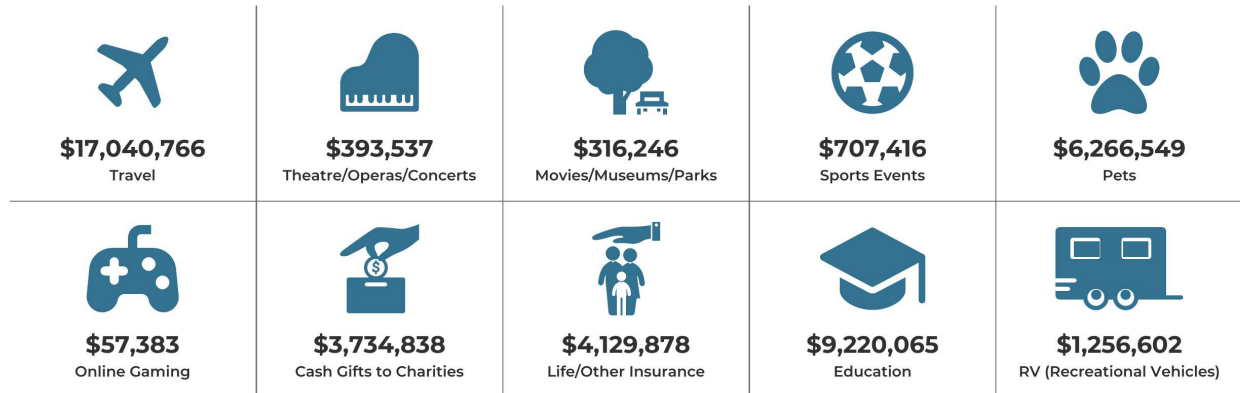
INFOGRAPHIC: LIFESTYLE / TAPESTRY (RING: 5 MILE RADIUS)

Lifestyle and Tapestry Segmentation Infographic

LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



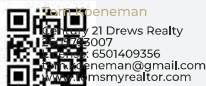
TAPESTRY SEGMENTS



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MMP 1.4 ACRES WILLOWBROOK

NORTH WILLOWBROOK RD, COLDWATER, MICHIGAN, 49036



Peneman
Century 21 Drews Realty
6501409356
peneman@gmail.com
msmyrealtor.com

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INFOGRAPHIC: LIFESTYLE / TAPESTRY

Esri Tapestry Segmentation

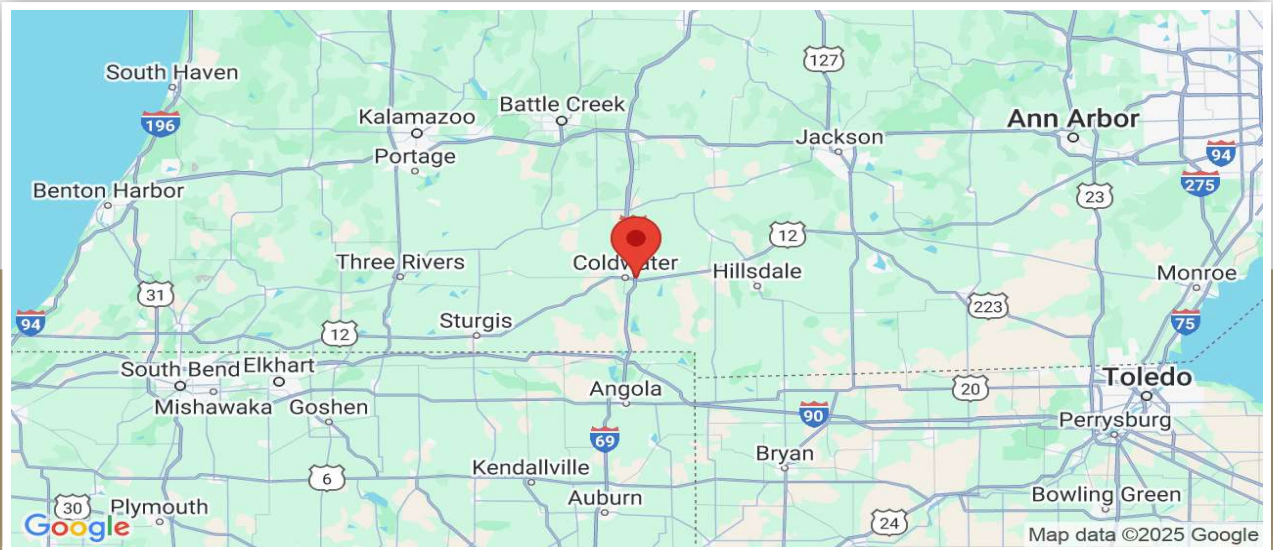
Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the report to the list below. Click each segment below for a detailed description.

Segment 1A (Top Tier)	Segment 8C (Bright Young Professionals)
Segment 1B (Professional Pride)	Segment 8D (Downtown Melting Pot)
Segment 1C (Boomburbs)	Segment 8E (Front Porches)
Segment 1D (Savvy Suburbanites)	Segment 8F (Old and Newcomers)
Segment 1E (Exurbanites)	Segment 8G (Hardscrabble Road)
Segment 2A (Urban Chic)	Segment 9A (Silver & Gold)
Segment 2B (Pleasantville)	Segment 9B (Golden Years)
Segment 2C (Pacific Heights)	Segment 9C (The Elders)
Segment 2D (Enterprising Professionals)	Segment 9D (Senior Escapes)
Segment 3A (Laptops and Lattes)	Segment 9E (Retirement Communities)
Segment 3B (Metro Renters)	Segment 9F (Social Security Set)
Segment 3C (Trendsetters)	Segment 10A (Southern Satellites)
Segment 4A (Soccer Moms)	Segment 10B (Rooted Rural)
Segment 4B (Home Improvement)	Segment 10C (Diners & Miners)
Segment 4C (Middleburg)	Segment 10D (Down the Road)
Segment 5A (Comfortable Empty Nesters)	Segment 10E (Rural Bypasses)
Segment 5B (In Style)	Segment 11A (City Strivers)
Segment 5C (Parks and Rec)	Segment 11B (Young and Restless)
Segment 5D (Rustbelt Traditions)	Segment 11C (Metro Fusion)
Segment 5E (Midlife Constants)	Segment 11D (Set to Impress)
Segment 6A (Green Acres)	Segment 11E (City Commons)
Segment 6B (Salt of the Earth)	Segment 12A (Family Foundations)
Segment 6C (The Great Outdoors)	Segment 12B (Traditional Living)
Segment 6D (Prairie Living)	Segment 12C (Small Town Simplicity)
Segment 6E (Rural Resort Dwellers)	Segment 12D (Modest Income Homes)
Segment 6F (Heartland Communities)	Segment 13A (International Marketplace)
Segment 7A (Up and Coming Families)	Segment 13B (Las Casas)
Segment 7B (Urban Villages)	Segment 13C (NeWest Residents)
Segment 7C (American Dreamers)	Segment 13D (Fresh Ambitions)
Segment 7D (Barrios Urbanos)	Segment 13E (High Rise Renters)
Segment 7E (Valley Growers)	Segment 14A (Military Proximity)
Segment 7F (Southwestern Families)	Segment 14B (College Towns)
Segment 8A (City Lights)	Segment 14C (Dorms to Diplomas)
Segment 8B (Emerald City)	Segment 15 (Unclassified)





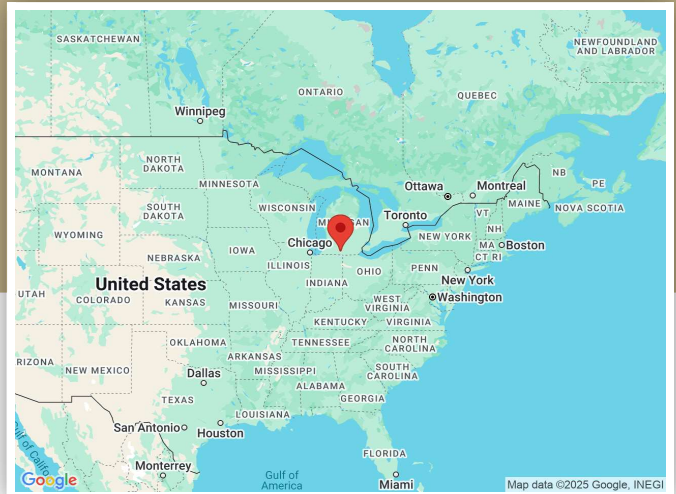
AREA LOCATION MAP



MMP

1.4 ACRES WILLOWBROOK

North Willowbrook Rd
Coldwater, Michigan,
49036





AERIAL ANNOTATION MAP



MMP

1.4 ACRES WILLOWBROOK

North Willowbrook Rd
Coldwater, Michigan,
49036



Tom Koeneman

Century 21 Drews Realty
2605793007
License: 6501409356
tom.koeneman@gmail.com
www.tomsmymrealtor.com



Tom Koeneman

Phone: 2605793007

Email: tom.koeneman@gmail.com

License: 6501409356



CONTACT



2605793007



tom.koeneman@gmail.com



9 West Chicago St
Coldwater, MI, 49036, United States

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