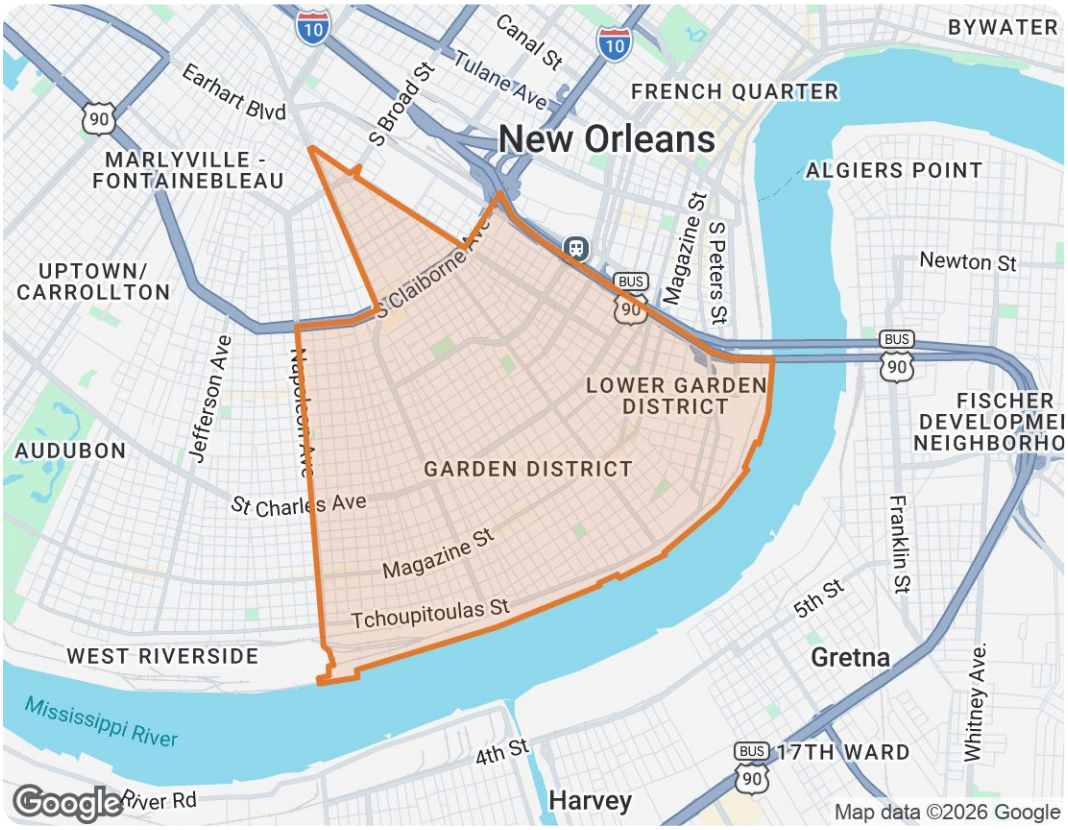
Central City in New Orleans, LA





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Broker

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CAPABILITY STATEMENT

Rayford Realty NOLA LLC

Delivering Strategic Real Estate Solutions with Integrity and Expertise

Company Overview

Rayford Realty NOLA LLC is a full-service commercial real estate brokerage and consulting firm specializing in sales, leasing, property management, and asset management for office, retail, hospitality, and multi-family properties. We offer strategic solutions for development, acquisitions, and dispositions, with extensive experience in foreclosure properties, government contracts, and private investments. Our market expertise spans Louisiana and Mississippi, with national consulting reach.

Core Competencies

- **Commercial Real Estate Brokerage** – Sales and leasing for office, retail, hospitality, and mixed-use properties
- **Property & Asset Management** – Oversight of commercial, multi-family, and hospitality assets
- **Government & Private Contracts** – Site acquisition, regulatory compliance, and contract management
- **Real Estate Development Consulting** – Acquisition, feasibility studies, and project management support
- **Foreclosure & REO Services** – Disposition of distressed assets for banks and government entities
- **Acquisition & Disposition** – Market analysis and transaction support for buyers and sellers

Past Performance & Clients

- Managed and sold commercial and residential properties across Greater New Orleans
- Supported site acquisition and portfolio oversight for multi-family developments
- Oversaw foreclosure and REO sales for banks and government entities
- Advised nonprofits and investment groups on real estate strategies
- Negotiated leases and managed assets for retail and hospitality clients

DIFFERENTIATORS

Extensive Experience

Over 15 years in commercial real estate and asset management

Multi-Market Reach

Licensed in Louisiana and Mississippi with national consulting experience

Government & Zoning Compliance

Strong background in regulatory, zoning, and land-use issues

Hospitality & Development Expertise

Deep knowledge in retail and hotel property development

Community Leadership

Active member of real estate boards and advocacy organizations

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NAICS Codes

- 541618 – Other Management Consulting Services
- 531210 – Offices of Real Estate Agents and Brokers
- 531311 – Residential Property Managers
- 531390 – Other Activities Related to Real Estate

DUNS | 088429764

CAGE Code | 9AQ57

AWARDS & RECOGNITION

Realtor of the Year Nominee, New Orleans Metropolitan Association of Realtors, *2024*

Broker of the Year, Women's Council of Realtors, *2022*

Excellence in Construction & Real Estate, CityBusiness, *2022*

Best Real Estate Agents, Expertise.com, *2022*

Top Real Estate Agent in New Orleans, Google Reviews, *2024*



Certifications & Membership

- Full-Service Licensed Real Estate Brokerage (Commercial & Residential)
- Louisiana Economic Development
- DBE

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Central City in New Orleans, LA

Trade Area Summary

Attribute Summary for Central City in New Orleans, LA

Median Household Income	Median Age	Total Population	1st Dominant Segment
$69,582	**38.1**	**36,603**	**Laptops and Lattes**
Source: 2025/2029 Income (Esri)	**Source:** 2025/2029 Age: 5 Year Increments (Esri)	**Source:** 2025 Age: 1 Year Increments (Esri)	**Source:** 2025 Tapestry Market Segmentation (Households)

Consumer Segmentation

Top Tapestry Segments	Laptops and Lattes	Emerging Hub	Independent Cityscape	Metro Renters	Social Security Set
% of Households	6,066 (31.4%)	4,635 (24.0%)	3,783 (19.6%)	1,811 (9.4%)	808 (4.2%)
Life Stage Group	Contemporary Households	Contemporary Households	Contemporary Households	Contemporary Households	Contemporary Households
Life Mode Group	Tech Trailblazers	Tech Trailblazers	Urban Threads	Tech Trailblazers	Urban Threads
Urbanicity Group(s)	Urban Core	Urban Core Suburb	Urban Core Urban Vicinity Suburb	Urban Core	Urban Core Suburb
Residence Type	Multi-Units	Multi-Units, Single Family	Multi-Units, Single Family	High Rises	High Rises
Household Type	Singles Living Alone, Married Couples w/No Kids	Singles Living Alone, Married Couples w/No Kids	Singles living alone; singles with roommates	Singles Living Alone	Singles Living Alone
Average Household Size	1.95	1.87	2.06	1.6	1.69
Median Age	36.2	36	39.3	32.9	49.5
Diversity Index	67.1	66.7	72.4	70.3	79.7
Median Household Income	$145,759	$70,356	$26,555	$94,766	$31,425
Median Net Worth	$233,707	$58,291	$11,809	$51,079	$12,979
Homeownership	36%	33%	24%	16%	17%
Rent Burdened Households	29%	35%	44%	33%	41%
Labor Force Participation Rate	80%	74%	47%	79%	44%
Unemployment Rate	3%	4%	10%	3%	7%
% with Bachelor's Degree or Higher	79%	52%	16%	74%	30%
Lifestyle Patterns	Consumers tend to shop online for clothing, groceries, household essentials, and other goods. Residents spend money on travel, entertainment, fine dining, and fashion.	Residents tend to shop online for groceries, clothing, household essentials, and electronics. They often plan domestic trips and spend money on workout wear, team sports apparel, and educational books.	Residents often shop at nearby discount and convenience stores, especially those offering loyalty points. Consumers are willing to switch brands to use coupons and buy generic products to save money.	Residents often shop at specialty grocery stores for natural, organic, and environmentally friendly products. They tend to go to movies, musicals, theater, bars, clubs, and museums.	Individuals frequently use services like laundromats and convenience stores for daily needs. Residents typically prioritize budget-friendly and essential items when shopping. They buy food in bulk, opt for easy-to-prepare meals, and dine out at restaurants.

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Central City in New Orleans, LA

Consumer Segment Details

About this segment

Laptops and Lattes

Ranked	In this area	In the United States
1st	**31.4%**	**1.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

These neighborhoods are located in and around the largest, most densely populated metropolises in the country. Residents are young, and many live alone, with roommates, or as unmarried couples. One in three individuals aged 25 and older holds a graduate degree. They work in management, business, and computer-related fields in the technology, finance, health, and education sectors and earn upper-tier incomes. They may also make money through investments, rental properties, or operating their own businesses. Members of this segment generally rent property in mid- to high-rise buildings, with a mix of new construction and renovated units built before 1950. This is the most expensive market to rent or own housing relative to typical incomes. Commutes are often long; this segment ranks the highest for remote working.

Key Statistics

- **Median age:** 36.2
- **Median household size:** 1.95
- **Predominant household structure (Census 2020):** Singles living alone; married couples with no kids
- **Median household income:** $145,759
- **Median net worth:** $233,707
- **Percentage of individuals with completion of a bachelor's degree or higher:** 78.6%

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core
- **Median home value:** $918,816
- **Homeownership rate:** 35.9%
- **Rent burdened households (American Community Survey 2019-2023):** 29.3%
- **Labor force participation rate:** 79.6%
- **Unemployment rate:** 3.2%

Lifestyle Patterns

- Consumers tend to shop online for clothing, groceries, household essentials, and other goods.
- Residents spend money on travel, entertainment, fine dining, and fashion.
- They frequently listen to podcasts, buy physical books, and follow news websites, and they tend to own the latest electronics and accessories.
- Residents schedule regular medical appointments, emphasize healthy eating, and integrate exercise into their routines.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

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Central City in New Orleans, LA

Consumer Segment Details

About this segment

Emerging Hub

Ranked	In this area	In the United States
2nd	**24.0%**	**1.9%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Members of these communities are young, live in cities, and move frequently. These neighborhoods show consistent growth and are composed of large numbers of young graduates and college students who have relocated to the U.S. Most individuals live alone, though some share their homes with roommates or partners. Most earn middle-tier incomes and are employed in full-time professional occupations such as management, finance, computer science, engineering, education, and health care; the rate of remote work is higher than average. Housing options are a mix of single-family and multifamily units. Frequent relocations occur both within and outside the county, and rents are on par with the national average. While owning a vehicle is considered necessary, biking or walking to nearby schools and workplaces is an option.

Key Statistics

- **Median age:** 36.0
- **Median household size:** 1.87
- **Predominant household structure (Census 2020):** Singles living alone; married couples with no kids
- **Median household income:** $70,356
- **Median net worth:** $58,291
- **Percentage of individuals with completion of a bachelor's degree or higher:** 51.6%

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core; Suburb
- **Median home value:** $369,687
- **Homeownership rate:** 32.7%
- **Rent burdened households (American Community Survey 2019-2023):** 35.3%
- **Labor force participation rate:** 74.0%
- **Unemployment rate:** 3.6%

Lifestyle Patterns

- Residents tend to shop online for groceries, clothing, household essentials, and electronics.
- They often plan domestic trips and spend money on workout wear, team sports apparel, and educational books.
- These residents use the internet to conduct meetings, complete assignments, and search for employment and housing. Social media use is common.
- Playing video games and watching TV are common sources of entertainment.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

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Central City in New Orleans, LA

Consumer Segment Details

About this segment

Independent Cityscape

Ranked	In this area	In the United States
3rd	**19.6%**	**0.7%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Members of these communities often reside in the centers of large metropolitan cities in the South and Midwest, with many also living in the suburbs. Households are mainly single individuals, female single parents raising young children, or family households without couples or children. Over half of individuals have never married, and divorce rates are high among those who have. More than half of households earn low-tier incomes, often supported by social security and other forms of public assistance. Most residents are employed at workplaces within a half-hour commute, and driving is the primary means of commuting. Housing units are typically older low-rise and high-rise apartments built before 1990. Rent is low relative to the national average, as are home values.

Key Statistics

- **Median age:** 39.3
- **Median household size:** 2.06
- **Predominant household structure (Census 2020):** Singles living alone; singles with roommates
- **Median household income:** $26,555
- **Median net worth:** $11,809
- **Percentage of individuals with completion of a bachelor's degree or higher:** 16.1%

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core; Suburb; Urban Vicinity
- **Median home value:** $152,321
- **Homeownership rate:** 23.6%
- **Rent burdened households (American Community Survey 2019-2023):** 44.1%
- **Labor force participation rate:** 46.7%
- **Unemployment rate:** 10.3%

Lifestyle Patterns

- Residents often shop at nearby discount and convenience stores, especially those offering loyalty points.
- Consumers are willing to switch brands to use coupons and buy generic products to save money.
- Radio and TV, including streaming options, are popular sources of sports entertainment. Some opt for reading a paper copy of their local newspaper.
- When in a hurry, they opt for fast food or quick, frozen meals, but they generally prepare homemade meals.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

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Central City in New Orleans, LA

Consumer Segment Details

About this segment

Metro Renters

Ranked	In this area	In the United States
4th	**9.4%**	**2.0%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

Located mainly in the centers of major metropolitan areas, these neighborhoods are composed of highly educated young professionals in their 20s and 30s, many of whom were born outside the U.S. Residents often live alone, cohabitate with partners, or share space with roommates. The majority hold a bachelor's degree or higher, and a significant portion are enrolled in college. They work in professional or management positions with upper-tier incomes. Most homes are rented in buildings with 20 or more units, many of which have been constructed since 2010. Working from home is common. These areas also experience significant daytime population growth as hubs for workplaces, restaurants, and entertainment. Walking, ridesharing, or public transportation are common for commuting.

Key Statistics

- **Median age:** 32.9
- **Median household size:** 1.60
- **Predominant household structure (Census 2020):** Singles living alone
- **Median household income:** $94,766
- **Median net worth:** $51,079
- **Percentage of individuals with completion of a bachelor's degree or higher:** 73.6%

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core
- **Median home value:** $566,069
- **Homeownership rate:** 15.8%
- **Rent burdened households (American Community Survey 2019-2023):** 33.0%
- **Labor force participation rate:** 78.8%
- **Unemployment rate:** 3.1%

Lifestyle Patterns

- Residents often shop at specialty grocery stores for natural, organic, and environmentally friendly products.
- They tend to go to movies, musicals, theater, bars, clubs, and museums.
- These residents tend to use the internet for banking, digital payments, social media, shopping, and reading digital newspapers.
- They frequently travel both domestically and internationally.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

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Central City in New Orleans, LA

Consumer Segment Details

About this segment

Social Security Set

Ranked	In this area	In the United States
5th	**4.2%**	**0.8%**
dominant segment for this area	of households fall into this segment	of households fall into this segment

Who Are They?

These neighborhoods are primarily located in the downtown urban cores of the largest metropolitan areas, and residents often live in low-rent, older high-rise buildings near centers of economic activity with heavy daytime traffic. The population is older, often widowed or divorced, and there is a higher proportion of single-person households in these communities than any other segment. Rates of recent immigration are high, and many speak a language other than English as their first language. Income disparities are notable, with many residents supported by social security and other forms of public assistance, while a significant portion of the population earns middle-tier incomes. Homeowners spend a large portion of their income on housing costs, and many households do not own a vehicle.

Key Statistics

- **Median age:** 49.5
- **Median household size:** 1.69
- **Predominant household structure (Census 2020):** Singles living alone
- **Median household income:** $31,425
- **Median net worth:** $12,979
- **Percentage of individuals with completion of a bachelor's degree or higher:** 30.4%

Housing and Employment

- **Predominant Urbanicity Type:** Urban Core; Suburb
- **Median home value:** $333,286
- **Homeownership rate:** 16.6%
- **Rent burdened households (American Community Survey 2019-2023):** 41.0%
- **Labor force participation rate:** 44.0%
- **Unemployment rate:** 6.6%

Lifestyle Patterns

- Individuals frequently use services like laundromats and convenience stores for daily needs.
- Residents typically prioritize budget-friendly and essential items when shopping. They buy food in bulk, opt for easy-to-prepare meals, and dine out at restaurants.
- Not everyone has a smartphone, and while print media remains popular, digital newspapers are the primary source for news.
- For TV entertainment, residents seek world news and foreign-language channels.

The demographic segmentation shown here can help you understand the life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 60 unique market segments base on socioeconomic and demographic characteristics. **Source: Esri 2025 Update Frequency: Annually**

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Central City in New Orleans, LA

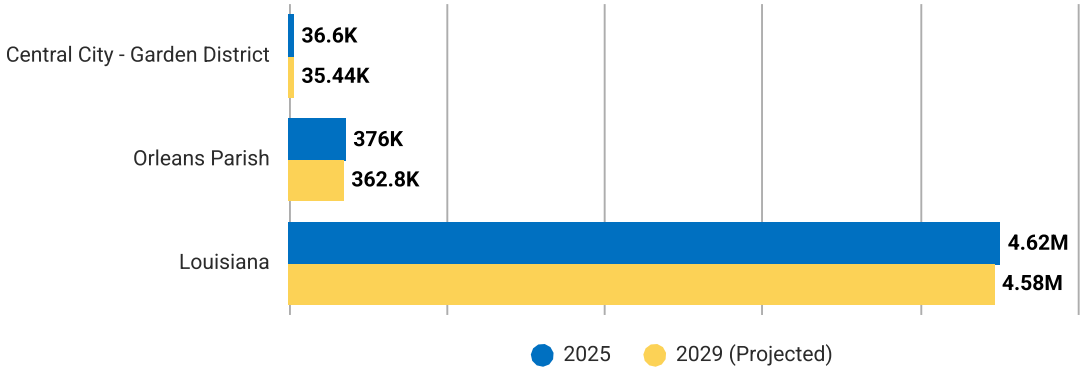
Population

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

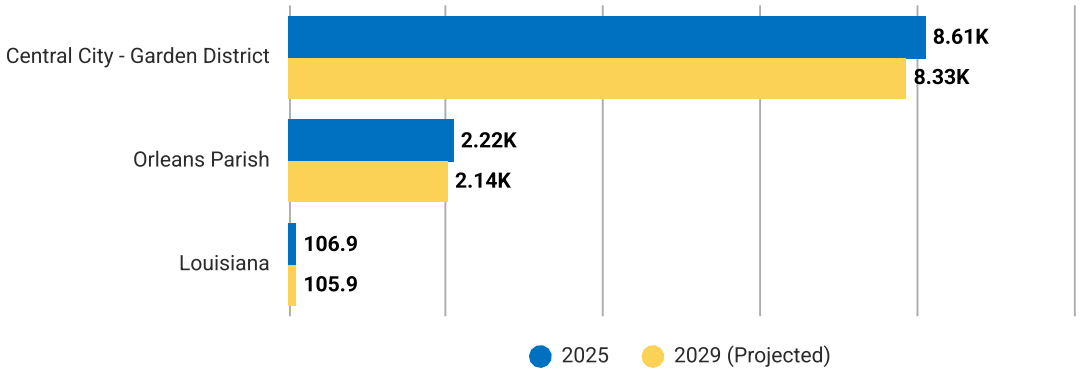
Total Population

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



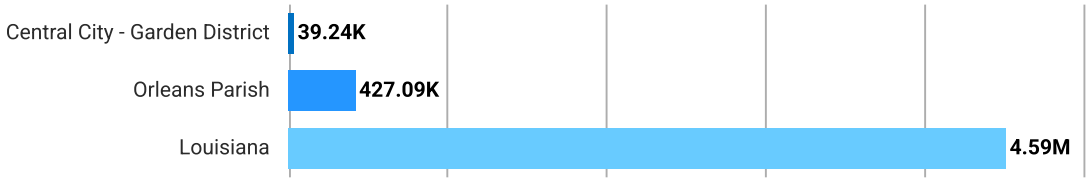
Population Density

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.

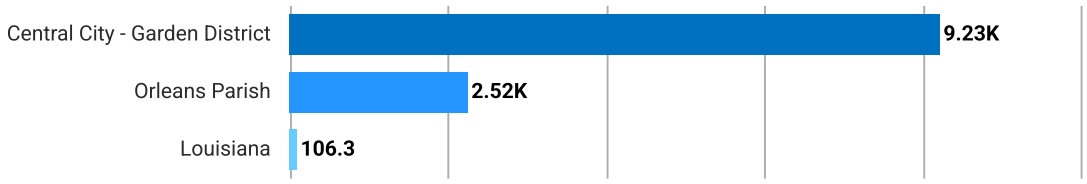


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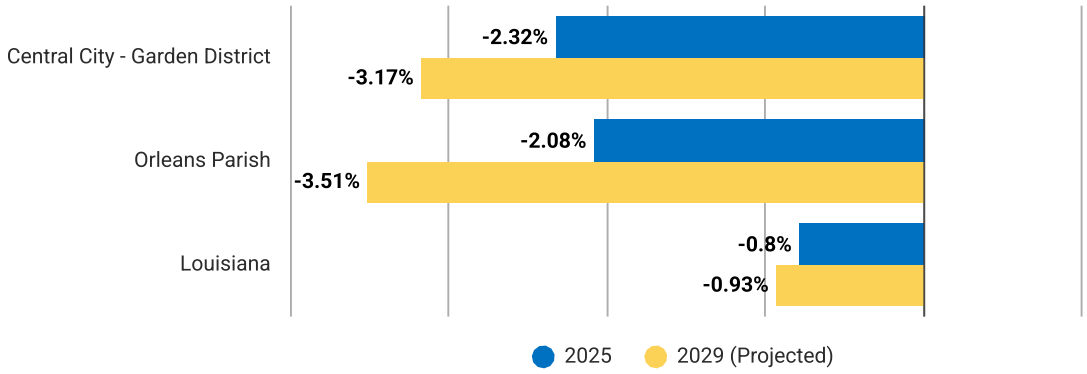
Daytime Population Density

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.



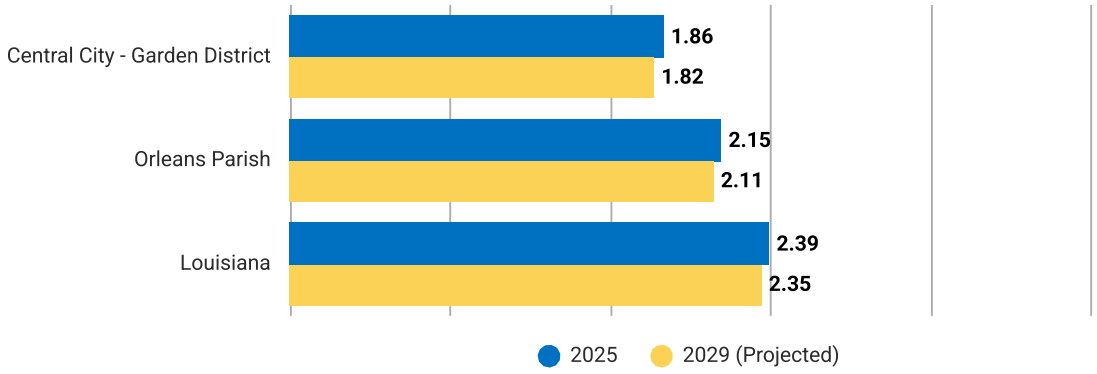
Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2025, compared with other geographies.



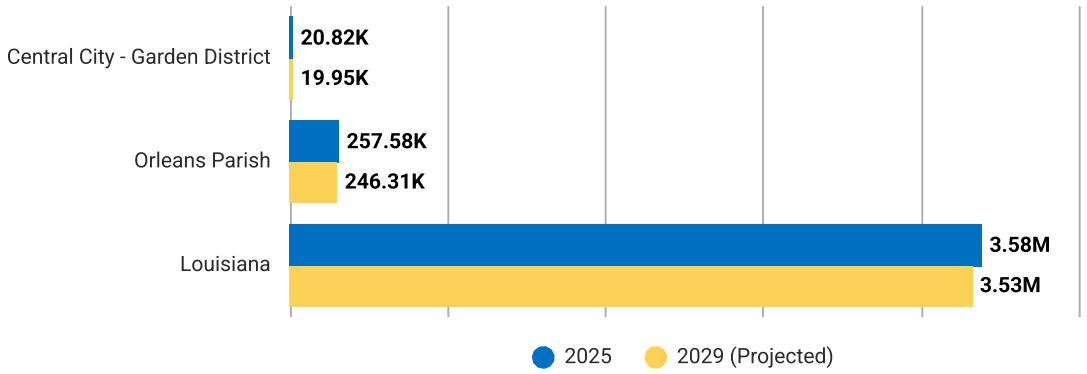
Average Household Size

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.

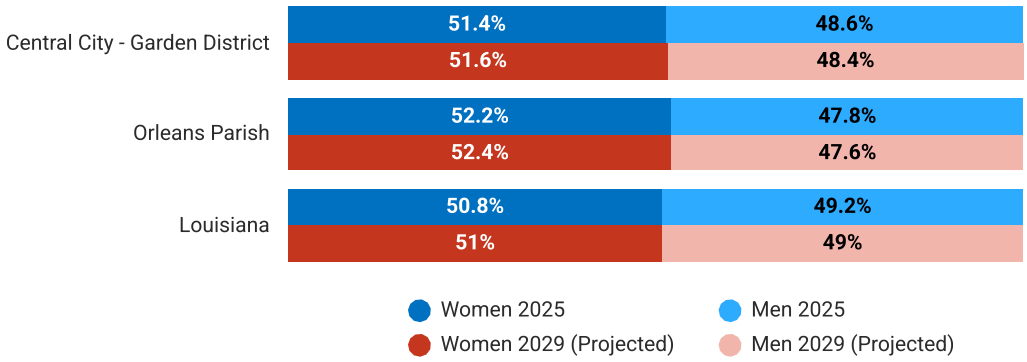


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Female / Male Ratio

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



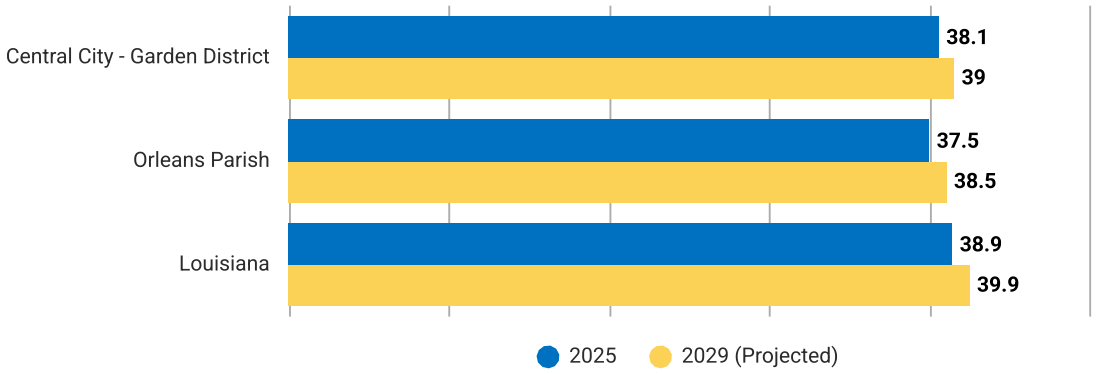
Age

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Median Age

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

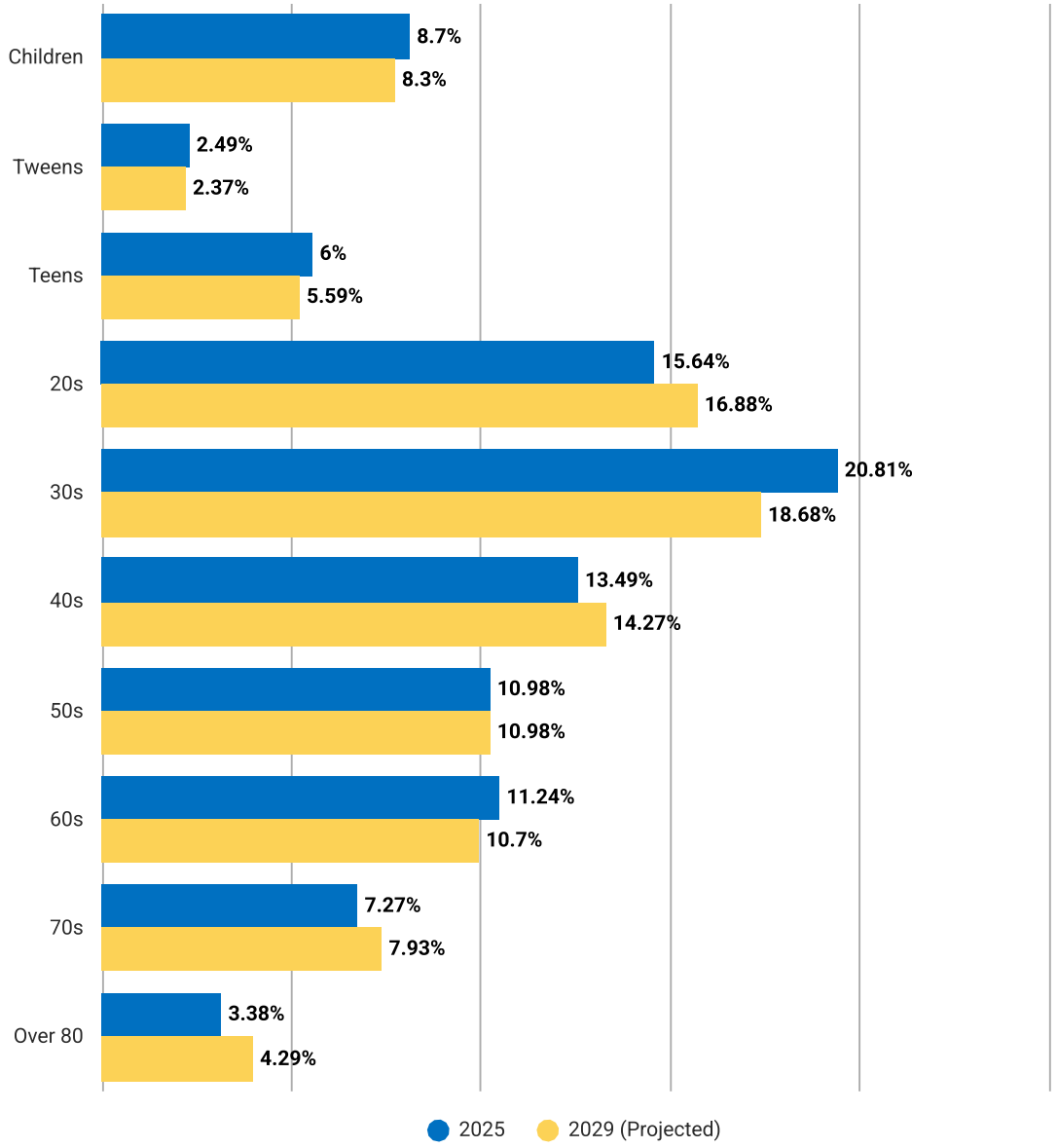


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Population by Age

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



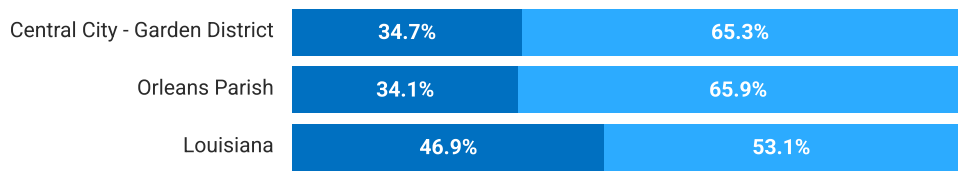
Married

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Married / Unmarried Adults Ratio

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



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Never Married

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



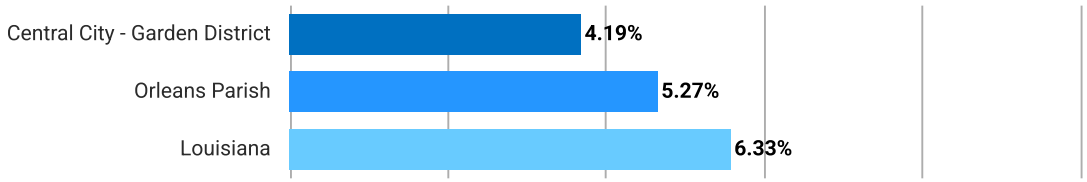
Married

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.



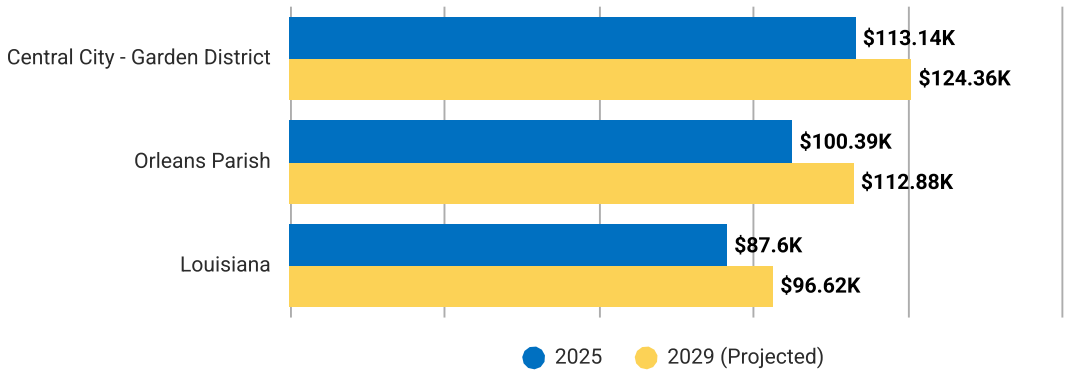
Income

Source: U.S. Census American Community Survey via Esri, 2025

Update Frequency: Annually

Average Household Income

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

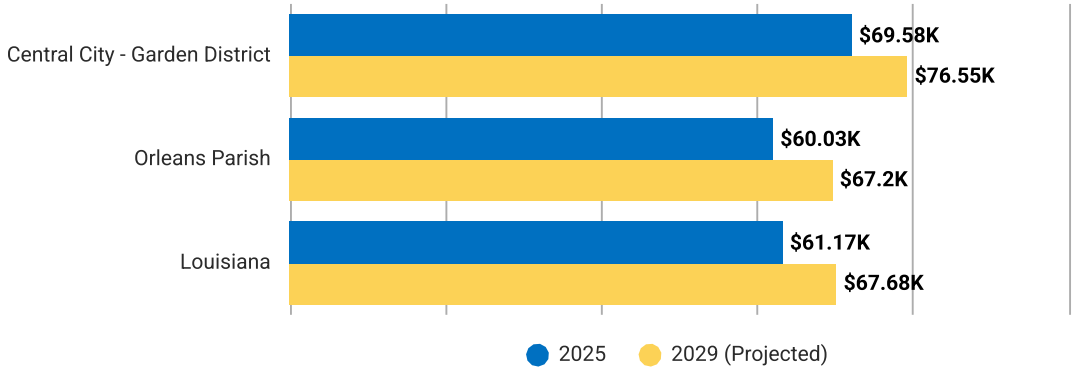


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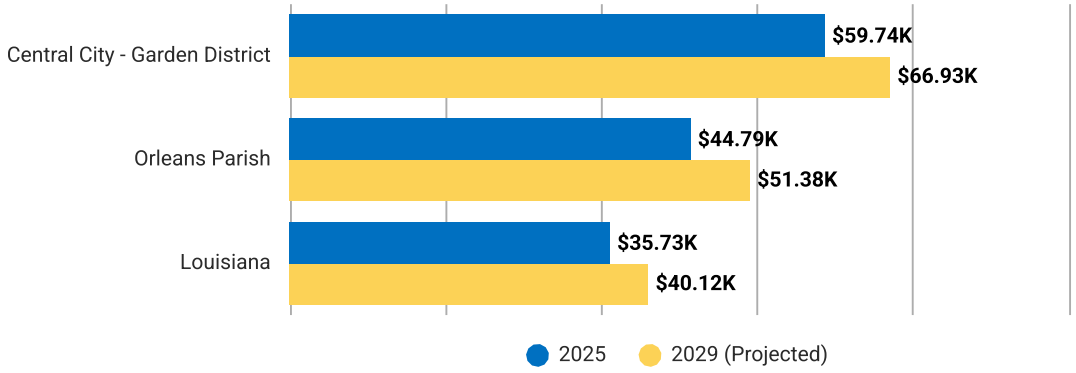
Median Household Income

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.



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, 2025

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.



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Central City in New Orleans, LA

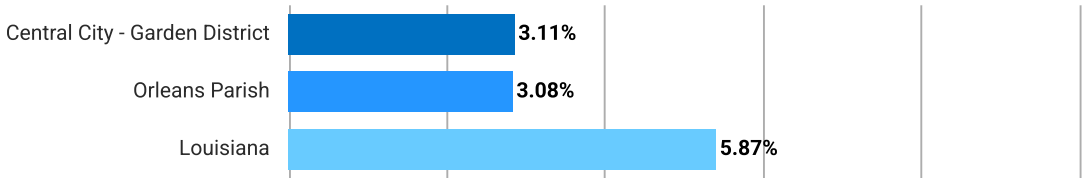
Some High School

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.



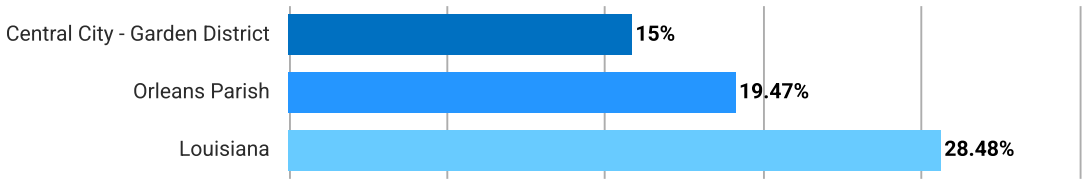
High School GED

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.



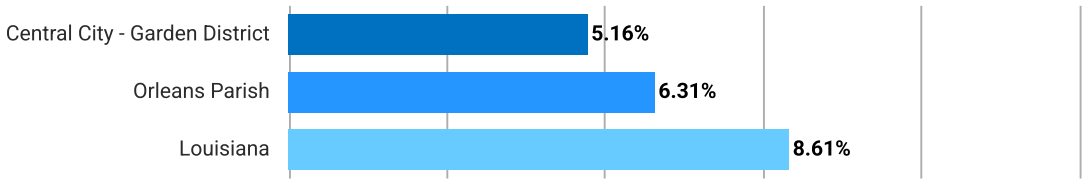
Some College

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.

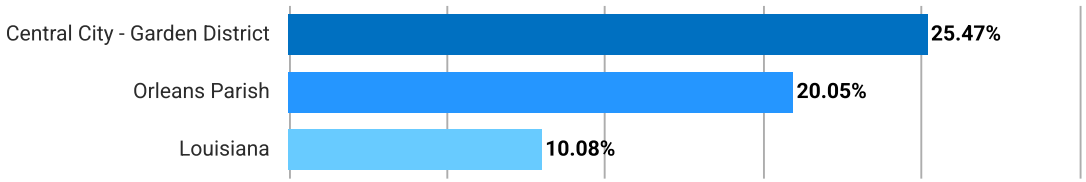


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Central City in New Orleans, LA

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.



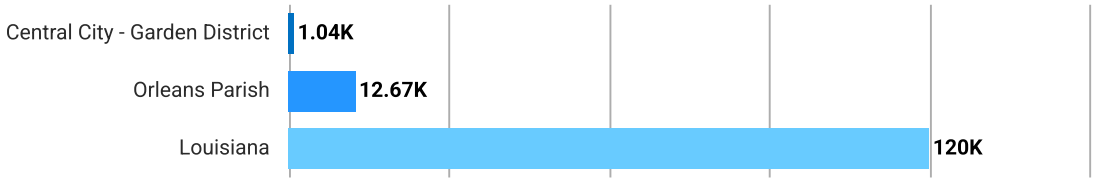
Economy

Unemployment Number

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

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

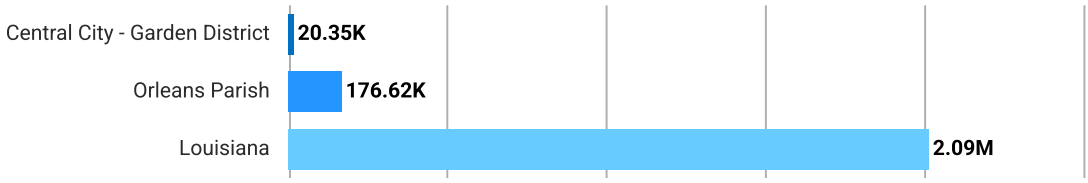


Employment Number

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

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually

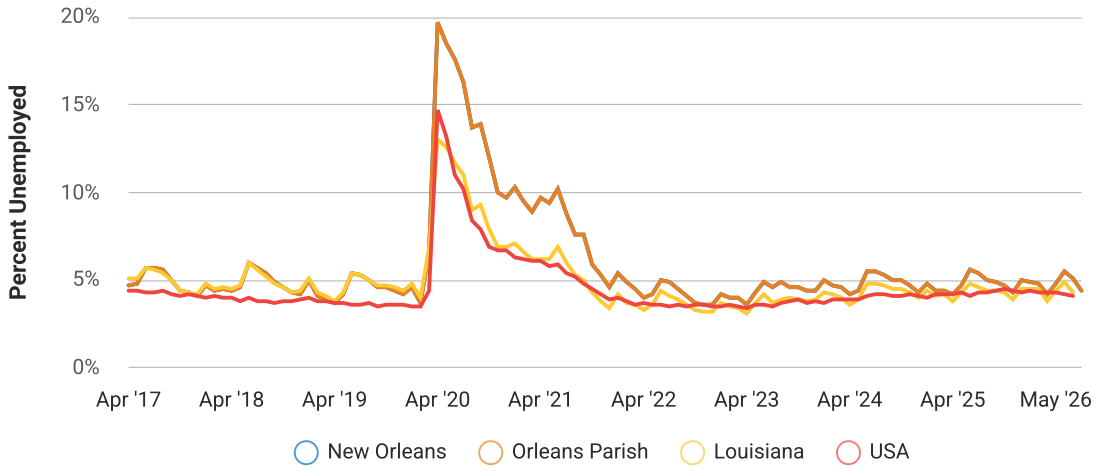


Unemployment Rate

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



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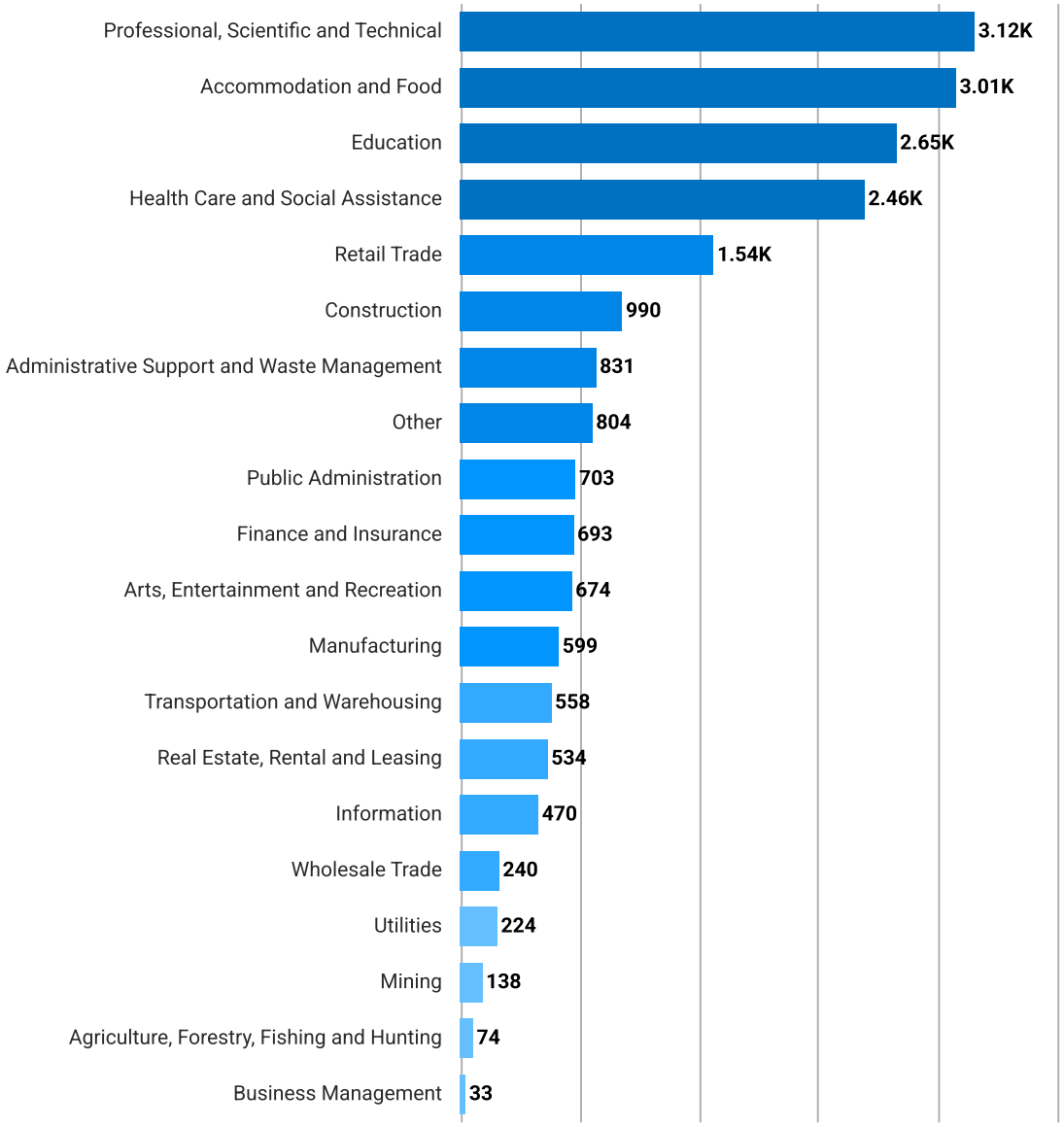
Central City in New Orleans, LA

Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2025

Update Frequency: Annually



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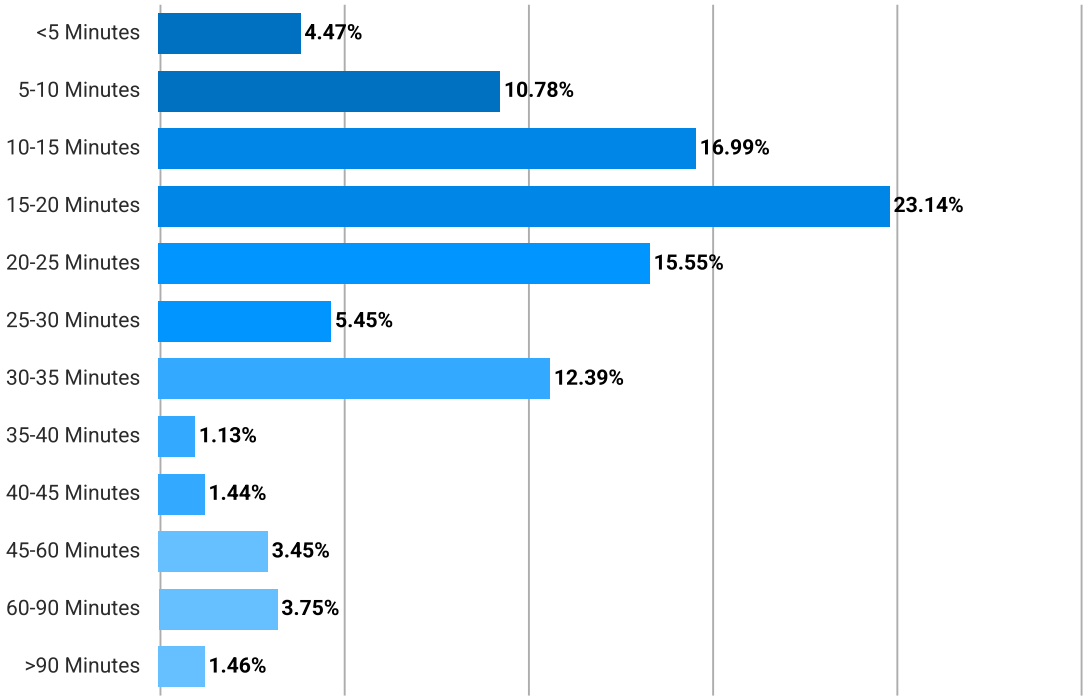
Commute to Work

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, 2025

Update Frequency: Annually

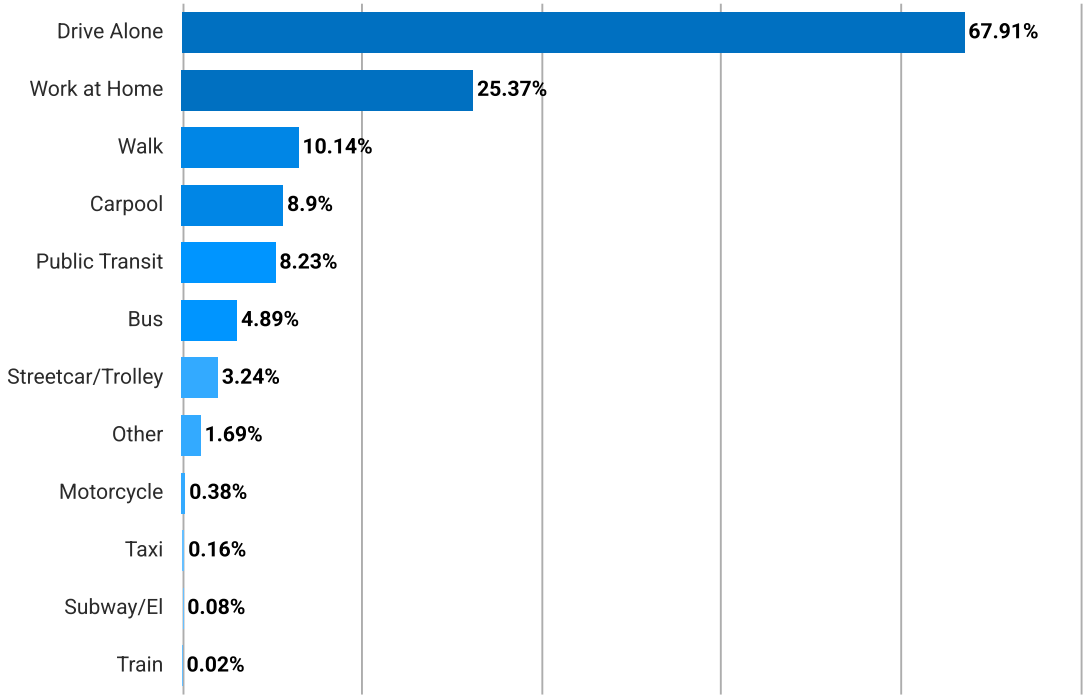


How People Get to Work

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, 2025

Update Frequency: Annually



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Central City in New Orleans, LA

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

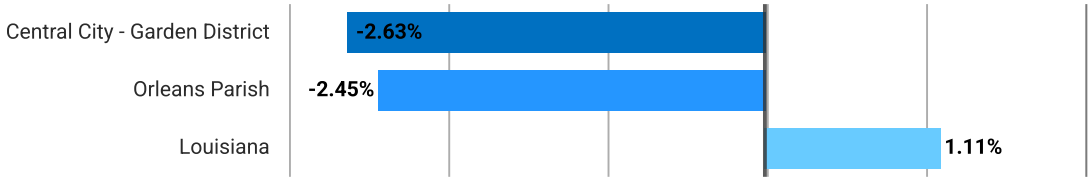


12 mo. Change in Median Estimated Home Value

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

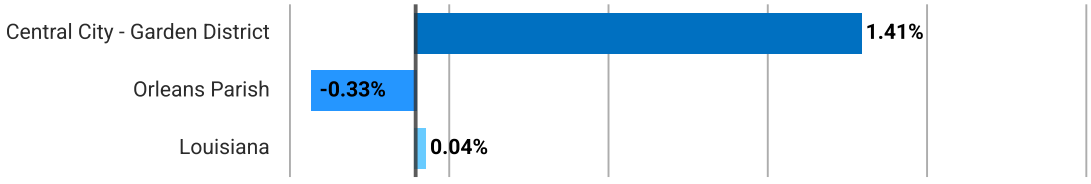


12 mo. Change in Median Listing Price

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

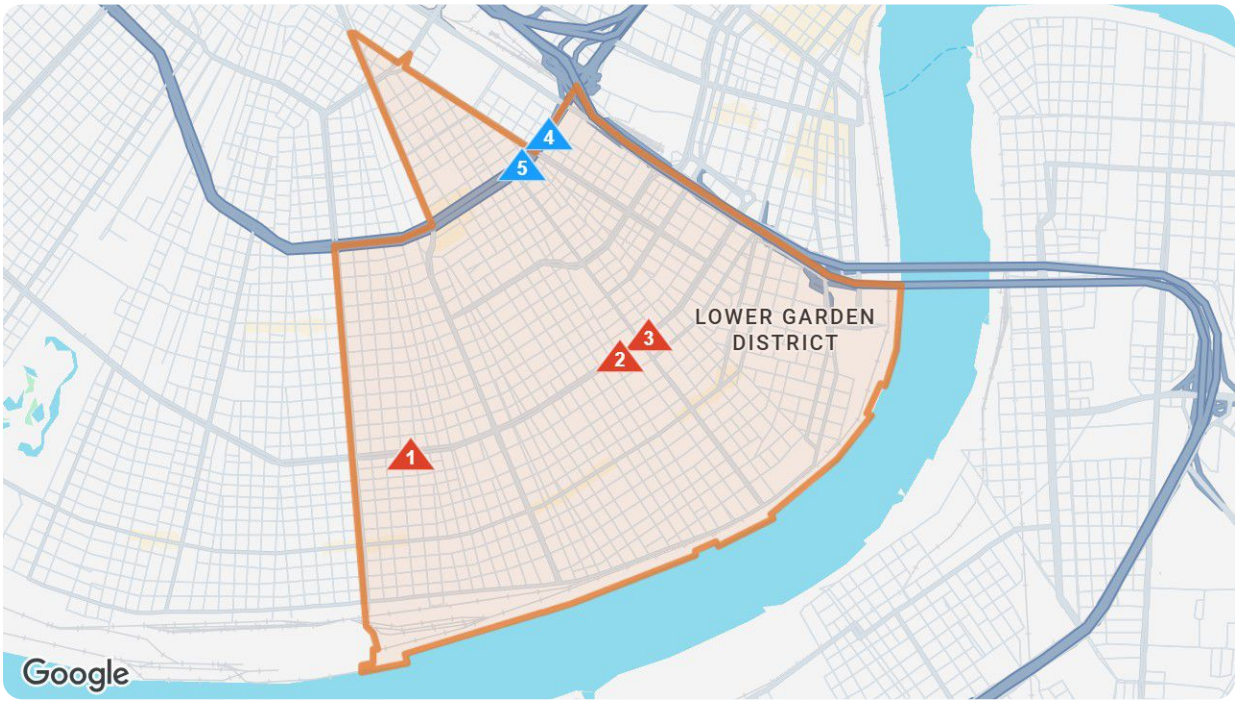
Update Frequency: Monthly



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Central City in New Orleans, LA

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

1 71,741

South Claiborne Avenue

2025 Est. daily traffic counts

Cross: Erato St
Cross Dir: NE
Distance: 0.01 miles

Historical counts

Year	Count	Type
2022	76,906	AADT
2021	71,875	AADT
2020	66,367	AADT
2010	70,054	ADT
2008	61,240	ADT

2 51,534

S Claiborne Ave

2025 Est. daily traffic counts

Cross: Josephine St
Cross Dir: NE
Distance: 0.02 miles

Historical counts

Year	Count	Type
2008	50,746	ADT
1991	51,612	ADT

3 36,229

South Claiborne Avenue

2025 Est. daily traffic counts

Cross: Napoleon Ave
Cross Dir: W
Distance: 0.02 miles

Historical counts

Year	Count	Type
2022	34,051	AADT
2021	32,462	AADT
2020	43,539	AADT

4 33,160

Tchoupitoulas St

2025 Est. daily traffic counts

Cross: Euterpe St
Cross Dir: N
Distance: 0.03 miles

Historical counts

Year	Count	Type
2009	32,529	ADT
1987	7,136	ADT

5 33,160

Tchoupitoulas St

2025 Est. daily traffic counts

Cross: Josephine St
Cross Dir: SW
Distance: 0.05 miles

Historical counts

Year	Count	Type
2009	32,529	ADT
1999	19,278	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

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Central City in New Orleans, LA

About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

Learn More

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