HOUSTON EXTERIOR MAPS · NEIGHBORHOOD TARGETING REPORT

Where to send your siding postcards in northwest Houston

Sample: Siding contractor serving northwest Houston · November 2026

17 ZIP codes · 1,389 neighborhoods · 257,413 single-family homes

THE SHORT ANSWER

Mail these 10 neighborhoods first. 71.3% of homes there match, against 34.0% across all your ZIP codes: about 2.1 times as many per postcard.

87,557	34.0%	71.3%	76.6%
matching homes in your ZIPs	of single-family homes match	in your top 10 neighborhoods	of homes are lived in by the owner

YOUR NEXT 3 STEPS

1
Mail the top 10
9,831 homes, 7,011 of them matching homes. Map and names on page 2.

2
Widen by ZIP
Next: 77379, 77429, 77373. Ranking on page 4.

3
Repeat 3 times
10,810 pieces per mailing; plan and postage on page 5.

INSIDE THIS REPORT

PAGE 2 — Map of your top 10

PAGE 3 — Top 25 neighborhoods

PAGE 4 — Matching homes by ZIP

PAGE 5 — Mail plan and the math

PAGE 6 — Method and limits

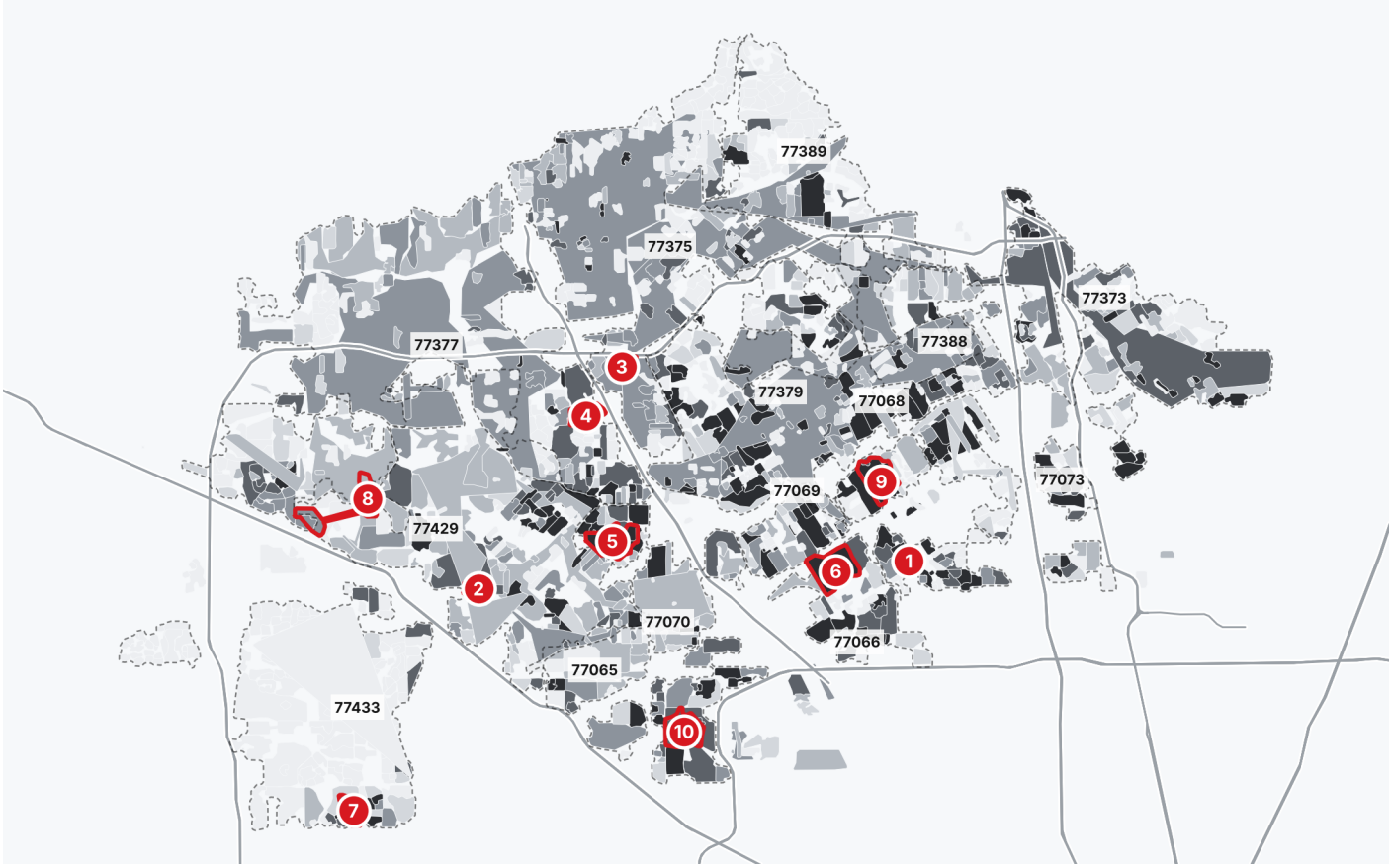
PAGE 7 — Name key

What is a matching home? A single-family home with siding on any part of its walls, built in 2005 or earlier, with no siding permit on record since 2010. Source: Harris Central Appraisal District public data (2026 certified values, HCAD update of November 22, 2026).

WHERE TO START

Your top 10 neighborhoods

Darker areas have a larger share of matching homes. Red outlines and numbers are your top 10 to mail first.



1	**Sablechase** near Walters Rd & T C Jester Blvd · 77014 · 323 matching homes	5 / 5	6	**Greenwood Forest** near FM 1960 Rd & Champion Forest Dr · 77066 · 1,199 matching homes	3 / 5
2	**Coles Crossing** near Telge Rd & Huffmeister Rd · 77429 · 346 matching homes	5 / 5	7	**Cypress Springs** near FM 529 & Greenhouse Rd · 77433 · 344 matching homes	3 / 5
3	**Three Lakes East** near Hufsmith Kohrville Rd & FM 2978 · 77375 · 545 matching homes	4 / 5	8	**Villages of Cypress Lakes** near Huffmeister Rd & Cypresswood Dr · 77429 · 660 matching homes	3 / 5
4	**Westbourne** near N Eldridge Pkwy & Tomball Pkwy · 77377 · 548 matching homes	4 / 5	9	**Olde Oaks** near T C Jester Blvd & Walters Rd · 77068 · 984 matching homes	3 / 5
5	**Lakewood Forest** near Grant Rd & N Eldridge Pkwy · 77070 · 1,165 matching homes	3 / 5	10	**Winchester Country** near West Rd & Fallbrook Dr · 77064 · 897 matching homes	3 / 5

Fit = how strong the neighborhood is compared with your best one (5 of 5). Method on page 6.

THE RANKING

Top 25 neighborhoods

Ranked by fit. A higher match share means fewer wasted postcards.

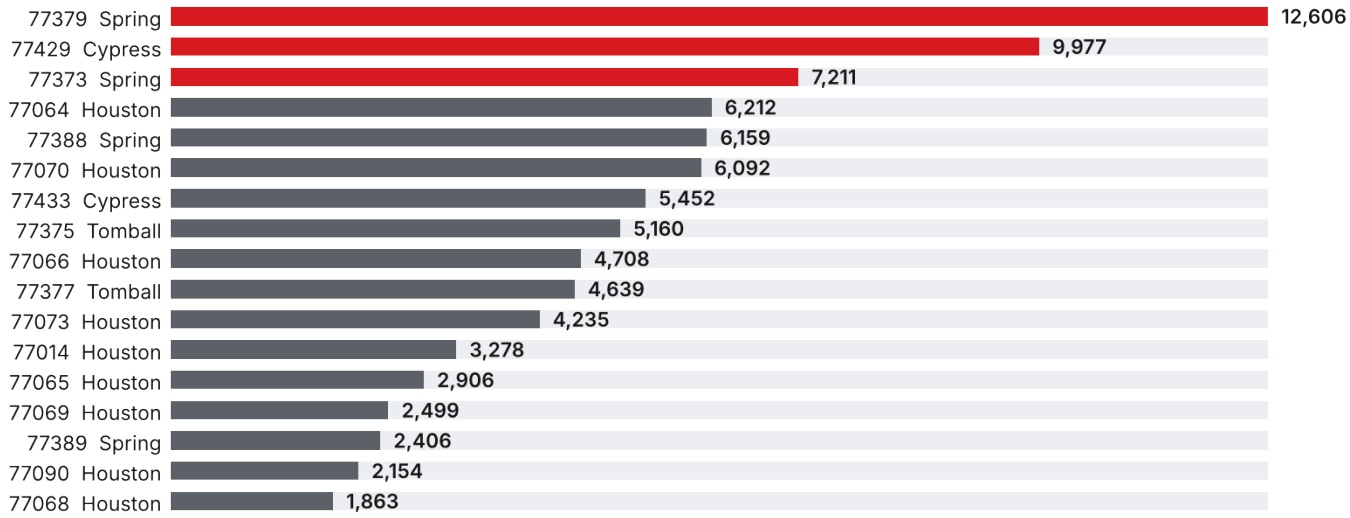
#	NEIGHBORHOOD	ZIP	HOMES	MATCHES	MATCH SHARE	OWNER LIVES	BUILT	VALUE	FIT
1	**Sablechase** near Walters Rd & T C Jester Blvd · 2221.02	77014	329	323	98%	55.9%	1983	$153,685	5 / 5
2	**Coles Crossing** near Telge Rd & Huffmeister Rd · 215.06	77429	346	346	100%	78.0%	2001	$287,307	5 / 5
3	**Three Lakes East** near Hufsmith Kohrville Rd & FM 2978	77375	555	545	98%	56.4%	2002	$203,032	4 / 5
4	**Westbourne** near N Eldridge Pkwy & Tomball Pkwy	77377	799	548	69%	58.1%	1995	$218,141	4 / 5
5	**Lakewood Forest** near Grant Rd & N Eldridge Pkwy	77070	1,306	1,165	89%	88.4%	1978	$269,196	3 / 5
6	**Greenwood Forest** near FM 1960 Rd & Champion Forest Dr	77066	1,569	1,199	76%	78.6%	1972	$215,267	3 / 5
7	**Cypress Springs** near FM 529 & Greenhouse Rd	77433	550	344	63%	63.5%	2003	$187,192	3 / 5
8	**Villages of Cypress Lakes** near Huffmeister Rd & Cypresswood Dr	77429	1,558	660	42%	67.1%	2006	$250,271	3 / 5
9	**Olde Oaks** near T C Jester Blvd & Walters Rd	77068	1,232	984	80%	81.6%	1980	$258,784	3 / 5
10	**Winchester Country** near West Rd & Fallbrook Dr	77064	1,587	897	57%	75.7%	1985	$197,904	3 / 5
11	**Stone Forest** near Spring Cypress Rd & Kuykendahl Rd	77379	301	222	74%	83.4%	2004	$282,062	3 / 5
12	**Imperial Ridge** near Imperial Valley Dr & I-45	77073	346	322	93%	65.9%	2004	$178,338	3 / 5
13	**Woodbriar Place** near Louetta Rd & Stuebner Airline Rd	77379	127	127	100%	59.8%	1983	$169,677	3 / 5
14	**Yaupon Ranch** near Greenhouse Rd & Longenbaugh Rd	77433	286	255	89%	68.9%	2003	$188,174	3 / 5
15	**Villas at Northpark** near T C Jester Blvd & Bammel North Houston Rd	77014	298	232	78%	46.6%	2004	$155,244	3 / 5
16	**Rhodes Landing** near FM 2920 & Spring Stuebner Rd	77388	192	192	100%	58.9%	2003	$222,497	3 / 5
17	**Sablechase** near T C Jester Blvd & Walters Rd · 2221.04	77014	217	207	95%	68.2%	1998	$165,327	2 / 5
18	**Remington Ranch** near Imperial Valley Dr & I-45 · 2240.05	77073	195	187	96%	53.3%	2005	$155,701	2 / 5
19	**Parkside at Perry** near FM 1960 Rd & Cypress North Houston Rd	77070	168	168	100%	55.4%	2001	$183,016	2 / 5
20	**Northern Point** near Hufsmith Kohrville Rd & FM 2978	77375	519	256	49%	64.0%	2006	$216,275	2 / 5
21	**Remington Ranch** near Imperial Valley Dr & Rankin Rd · 2240.04	77073	271	176	65%	73.4%	2005	$168,496	2 / 5
22	**Northampton** near Gosling Rd & Grand Pkwy	77389	873	723	83%	86.7%	1972	$269,530	2 / 5
23	**Foxhollow West** near Grand Pkwy & Gosling Rd	77389	328	229	70%	49.1%	1998	$153,768	2 / 5
24	**Sugarberry Place** near Grand Pkwy & Champion Forest Dr	77375	342	208	61%	45.6%	2005	$183,208	2 / 5
25	**Coles Crossing** near Barker Cypress Rd & Huffmeister Rd · 215.03	77429	1,976	1,250	63%	94.9%	2002	$432,388	2 / 5

Built = median year built. Value = median building value (no land). 471 neighborhoods ranked; 918 others are outside $150,000 to $750,000 or under 100 homes.

WHERE TO WIDEN

Matching homes by ZIP code

After the top neighborhoods, widen to the ZIP codes with the most matching homes.



ZIP	CITY	HOMES	MATCHES	MATCH SHARE	MOSTLY SIDED	PARTLY SIDED	ASBESTOS*
77379	Spring	25,566	12,606	**49%**	1,028	11,578	6
77429	Cypress	28,999	9,977	**34%**	1,477	8,500	8
77373	Spring	24,117	7,211	**30%**	1,314	5,897	9
77064	Houston	11,557	6,212	**54%**	995	5,217	4
77388	Spring	15,194	6,159	**41%**	511	5,648	2
77070	Houston	11,806	6,092	**52%**	515	5,577	2
77433	Cypress	43,155	5,452	**13%**	1,525	3,927	4
77375	Tomball	20,706	5,160	**25%**	2,171	2,989	113
77066	Houston	9,311	4,708	**51%**	585	4,123	1
77377	Tomball	15,053	4,639	**31%**	908	3,731	15
77073	Houston	10,801	4,235	**39%**	1,550	2,685	0
77014	Houston	6,553	3,278	**50%**	800	2,478	0
77065	Houston	8,036	2,906	**36%**	166	2,740	2
77069	Houston	5,129	2,499	**49%**	56	2,443	2
77389	Spring	12,445	2,406	**19%**	383	2,023	0
77090	Houston	5,302	2,154	**41%**	203	1,951	2
77068	Houston	3,683	1,863	**51%**	27	1,836	0
Total		**257,413**	**87,557**	**34%**	**14,214**	**73,343**	**170**

Each neighborhood counts in its main ZIP (the ZIP most of its homes use). Mostly / partly sided columns count matching homes. *Homes with any asbestos siding recorded and no siding permit since 2010, of any age; removal can have special rules.

THE PLAN

Your mail plan

Mail every home in your top 10 neighborhoods with USPS Every Door Direct Mail (EDDM): no mailing list needed.

THE MATH

	MAIL ALL YOUR ZIP CODES	MAIL THE TOP 10
Homes	257,413	**9,831**
Matching homes among them	87,557 (34.0%)	**7,011 (71.3%)**
Matching homes per 1,000 postcards	about 309	**about 648**

Mailers per 1,000 = match share / 1.1 x 1,000, because carrier routes add about 10% extra homes.

THE CAMPAIGN

CAMPAIGN	VALUE
Pieces per mailing (homes + 10% for routes that run past neighborhood edges)	10,810
Mailings to the same routes, a few weeks apart	3
Total pieces	**32,430**
Postage at $0.26 per piece (EDDM Retail)	**$8,432**

USPS EDDM Retail rate, effective July 12, 2026 (USPS Notice 123). Confirm the current rate at usps.com before mailing. Printing and design are not included. EDDM Retail allows up to 5,000 pieces per ZIP per day. The USPS EDDM online tool gives exact route counts, which also include apartments and businesses.

WHAT IT COULD BE WORTH TO YOU

7,011 matching homes × your reply rate _____ % × your average job $ _____ = possible jobs value $ _____

Use your own reply rate and job value. This report does not predict replies.

HOW TO USE IT

Door hangers and canvassing. Work the top neighborhoods street by street: a high fit means a large share of homes there are matching homes.

Second-story jobs. Partly sided homes are usually brick in front with siding on the second story, gables or back. Offer a smaller second-story package there.

Track replies. Ask every caller which mailing they got, so you can see which neighborhoods pay off.

METHOD

Sources, definitions and limits

Source	Harris Central Appraisal District (HCAD) public data (2026 certified values, HCAD update of November 22, 2026): building, wall material, account, permit and exemption files. Map outlines from HCAD parcel shapes (October 2026); road names from U.S. Census TIGER/Line 2025. Each neighborhood counts in the ZIP most of its homes use (a tie goes to the lower ZIP).
Siding	HCAD wall materials Frame / Concrete Block, Shake Shingle, Aluminum/Vinyl and Asbestos. Mostly sided = 50% or more of the wall; partly sided = less (usually brick in front).
Matching home	Sided, built in 2005 or earlier (including before 1960), no siding permit since 2010.
Owner-occupied	Homes with a full or partial residential homestead exemption.
Fit rating	Each matching home earns points: mostly sided 1, partly 0.25; times its age weight (before 1960 0.9, 1960-79 1, 1980-94 1, 1995-2005 0.7); times 0.6 if not owner-occupied; plus 0.5 per asbestos home. Score = points x square root of (points / homes, at most 1). Best neighborhood = 5.
Ranked	Median building value $150,000 to $750,000, at least 100 single-family homes. ZIPs: 77429, 77433, 77070, 77064, 77065, 77066, 77068, 77069, 77073, 77379, 77388, 77389, 77373, 77375, 77377, 77090, 77014.

LIMITS

1. The data does not show siding condition. HCAD uses one wall code for wood, fiber cement and concrete block, so some homes may already have newer siding and a few may be block.
2. Siding permits are mostly recorded inside City of Houston limits, so some recently re-sided homes are still counted.
3. Harris County only: homes in Montgomery, Fort Bend and other counties are not included.
4. Map outlines are drawn around home lots and are approximate. Neighborhoods do not follow ZIP or carrier-route lines exactly.
5. No owner names, addresses or other personal data are used: every figure is a neighborhood or ZIP total.

All 5 data checks passed before this report was made (totals add up by neighborhood, ZIP and county; no impossible counts). Prepared by Houston Exterior Maps. Not affiliated with HCAD, USPS or any manufacturer.

REFERENCE

Name key

Names in this report are shortened from HCAD's appraisal names. Use the HCAD name and code to look a neighborhood up on hcad.org.

#	NAME IN THIS REPORT	HCAD APPRAISAL NAME	HCAD CODE
1	**Sablechase**	Sablechase	2221.02
2	**Coles Crossing**	Coles Crossing	215.06
3	**Three Lakes East**	Three Lakes East	2749.01
4	**Westbourne**	Westbourne	2563.01
5	**Lakewood Forest**	Lakewood Forest	163.00
6	**Greenwood Forest**	Greenwood Forest	2711.00
7	**Cypress Springs**	Cypress Springs	5.02
8	**Villages of Cypress Lakes**	Villages of Cypress Lakes	38.04
9	**Olde Oaks**	Olde Oaks	2202.00
10	**Winchester Country**	Winchester Country	126.00
11	**Stone Forest**	Stone Forest	2727.07
12	**Imperial Ridge**	Imperial Ridge	2242.08
13	**Woodbriar Place**	Woodbriar Place	2685.00
14	**Yaupon Ranch**	Yaupon Ranch	58.01
15	**Villas at Northpark**	Villas at Northpark	2218.02
16	**Rhodes Landing**	Rhodes Landing	2670.09
17	**Sablechase**	Sablechase	2221.04
18	**Remington Ranch**	Remington Ranch	2240.05
19	**Parkside at Perry**	Parkside at Perry	137.06
20	**Northern Point**	Northern Point	2724.08
21	**Remington Ranch**	Remington Ranch	2240.04
22	**Northampton**	Northampton	2676.00
23	**Foxhollow West**	Foxhollow West	2740.01
24	**Sugarberry Place**	Sugarberry Place	2722.04
25	**Coles Crossing**	Coles Crossing	215.03