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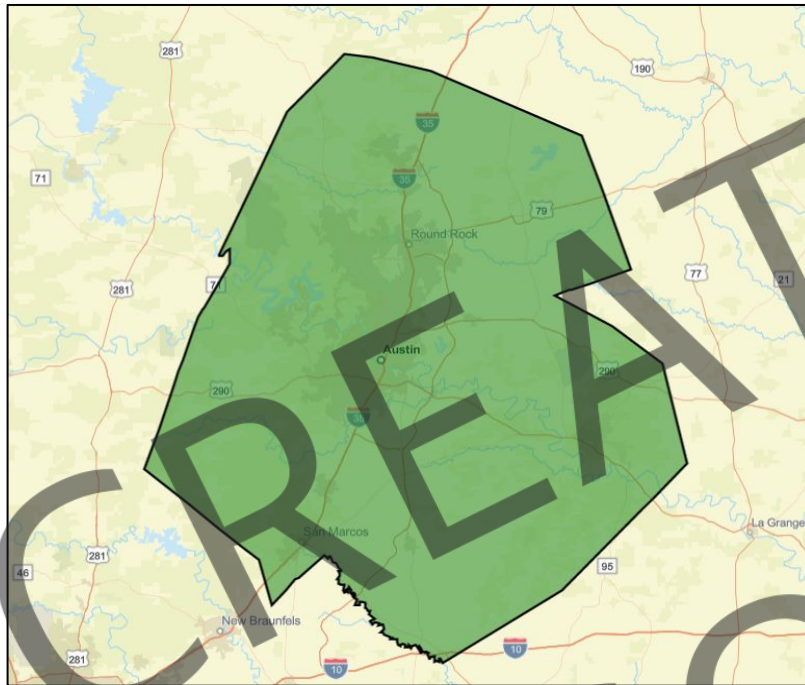
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AUSTIN, TX
SITE ASSESSMENT



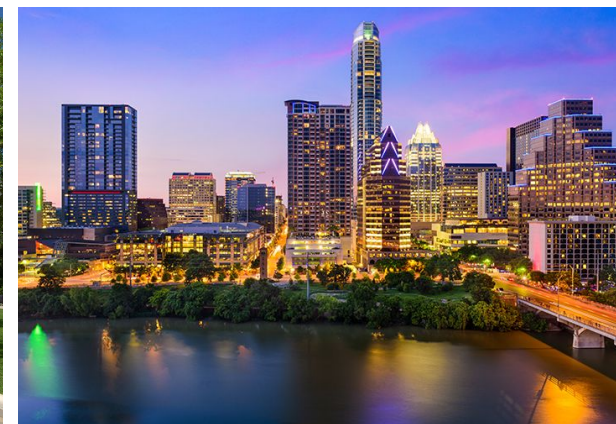
AUSTIN METROPOLITAN AREA

RESOLUT



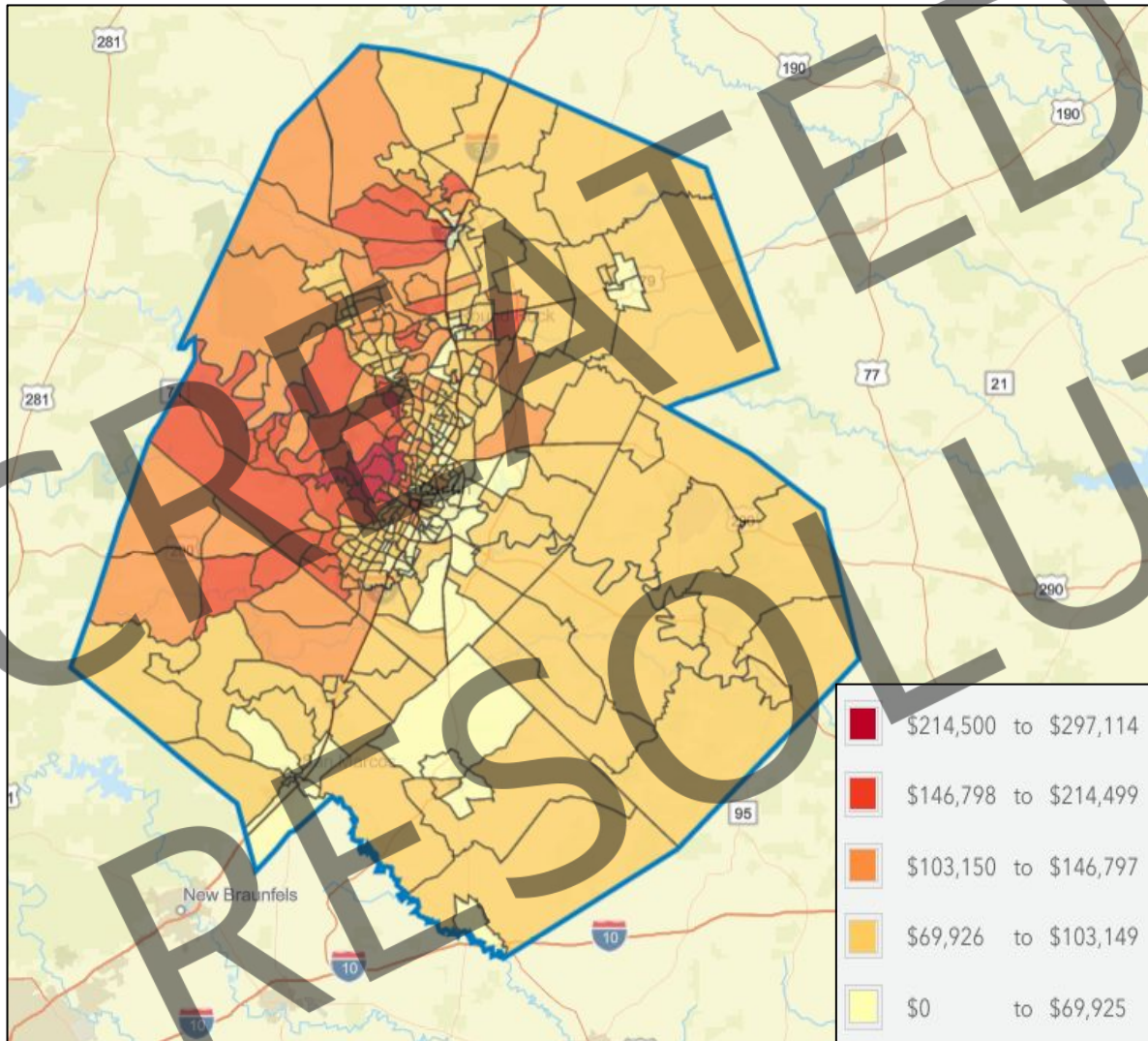
MARKET FACTS

2010 POPULATION	1,716,289
2019 POPULATION	2,231,469
2024 POPULATION	2,543,429
ANN. POPULATION GROWTH RATE	2.65%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2019 AVERAGE HOUSEHOLD INCOME	\$103,045
2019 MEDIAN AGE	34
2019 DAYTIME POPULATION	2,225,938
2019 TOTAL HOUSEHOLDS	842,329



AUSTIN METROPOLITAN AREA INCOME BREAKDOWN

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HOUSEHOLDS BY INCOME

< \$15,000 (%)	6.8%
\$15,000-\$24,999 (%)	5.3%
\$155,000-\$34,999 (%)	6.7%
\$35,000-\$49,999 (%)	11.7%
\$50,000-\$74,999 (%)	17.8%
\$75,000-\$99,999 (%)	13.6%
\$100,000-\$149,999 (%)	18.2%
\$150,000-\$199,999 (%)	8.9%
> \$200,000 + (%)	10.0%

AUSTIN METROPOLITAN AREA

MARKET POTENTIAL INDEX

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Consumer Behavior	Expected # of Adults/HHs	% of Total Adults/HHs	Market Potential Index
Professional Service in last 6 months: Haircut	1,056,059	62%	103
Professional Service in last 6 months: Hair Color/ Highlights	279,856	17%	104
Spent \$150+ at Barber Shops in last 6 months	62,259	4%	116
Consumer Spending	Total Spent	Average Amount Spent	Spend Potential Index
Personal Care Services	\$393,628,731	\$467.31	121
Personal Care Services: Females	\$205,170,637	\$243.58	121
Personal Care Services: Males	\$188,458,093	\$223.73	121
Hair Care Products	\$108,559,726	\$128.88	120
Shaving Needs	\$25,887,861	\$30.73	121

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

AUSTIN METROPOLITAN AREA TAPESTRY SEGMENTATION

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TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Up & Coming Families - 7A	12.4%	12.4%
Boomburbs - 1C	8.3%	20.7%
Young & Restless - 11B	7.1%	27.8%

7A Up and Coming Families



Household
Married Couples

31.2



Housing
Single Family

Median Age

\$68k

Median Income

Households: 2,706,528

4

Prof/Svcs
College Degree
White

- Visit theme parks, zoos
- Hold student loans, mortgages
- Contract for home and landscaping services
- Go online to shop, bank, for entertainment
- Own late model compact car, SUV

1C Boomburbs



Household
Married Couples

33.7



Housing
Single Family

Median Age

\$11k

Median Income

Households: 1,822,658

4

Prof/Mgmt
College Degree
White

- Hold gym membership; own home equipment
- Have home mortgage
- Prioritize physical fitness
- Own, use latest devices
- Prefer SUVs, luxury cars, minivans

11B Young and Restless



Household
Singles

29.6



Housing
Multi-Unit Rentals

Median Age

\$38k

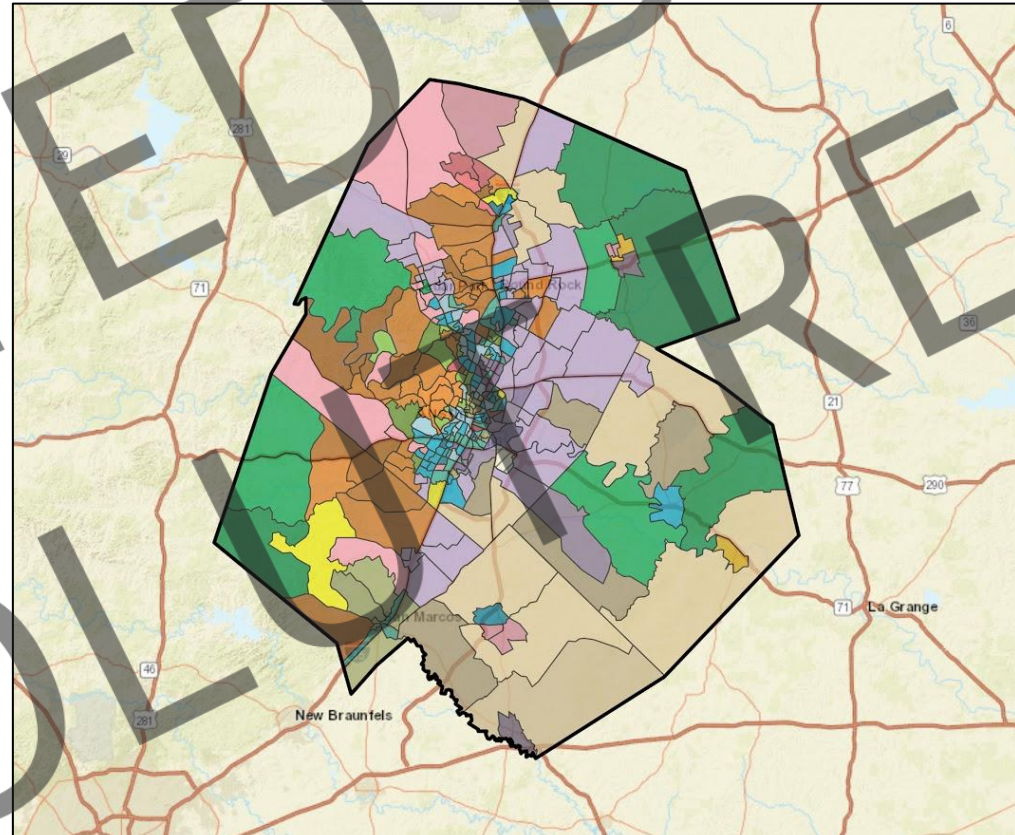
Median Income

Households: 2,065,345

3

Svcs/Prof
College Degree
White/Black

- Text, redeem coupons from cell phone
- Bank online
- Go dancing; play pool; buy organic food
- Listen to blues, jazz, rap, hip-hop, dance music
- Buy from eBay



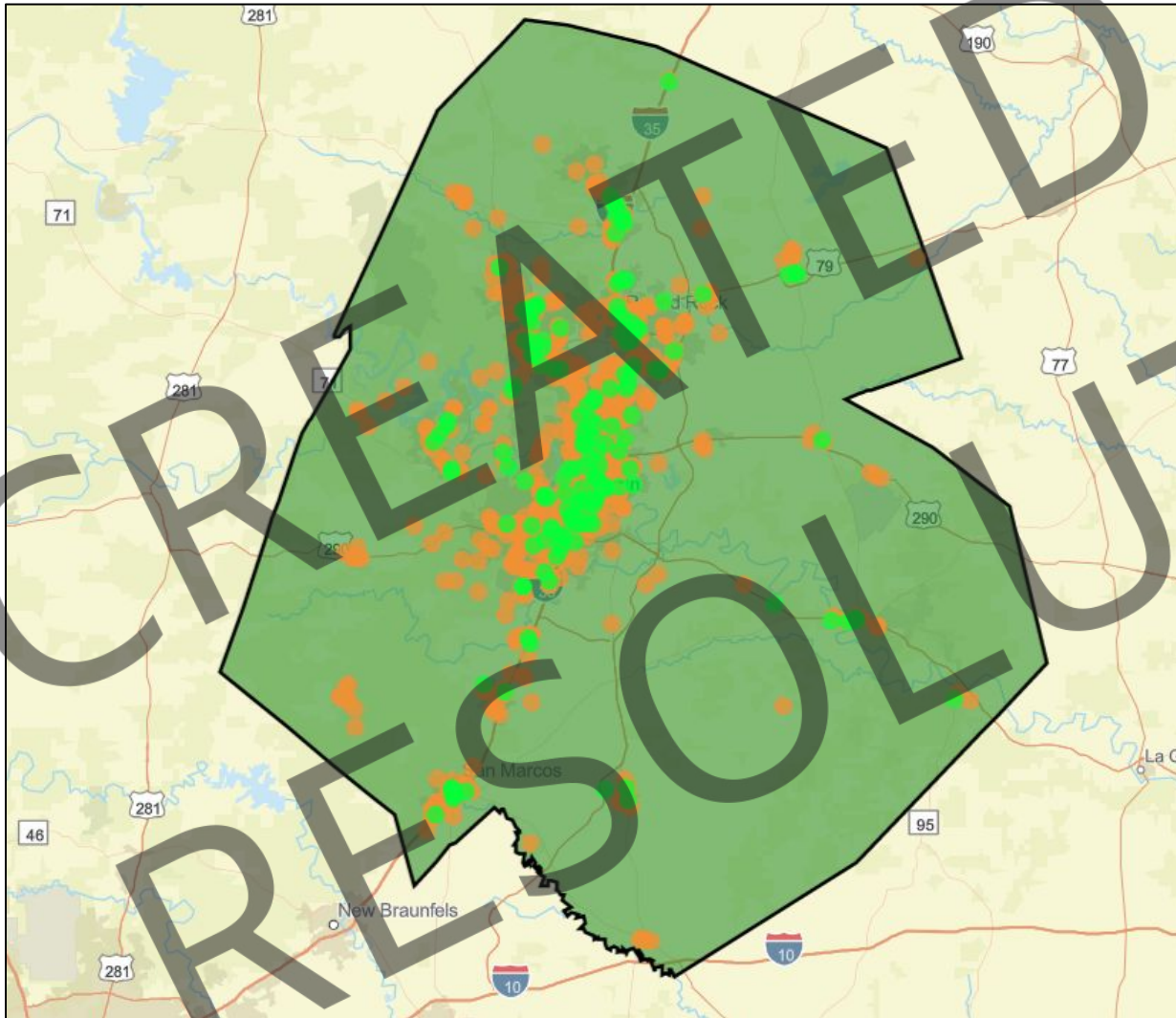
UP & COMING
FAMILIES

BOOMBURBS



YOUNG & RESTLESS

AUSTIN METROPOLITAN AREA COMPETITION

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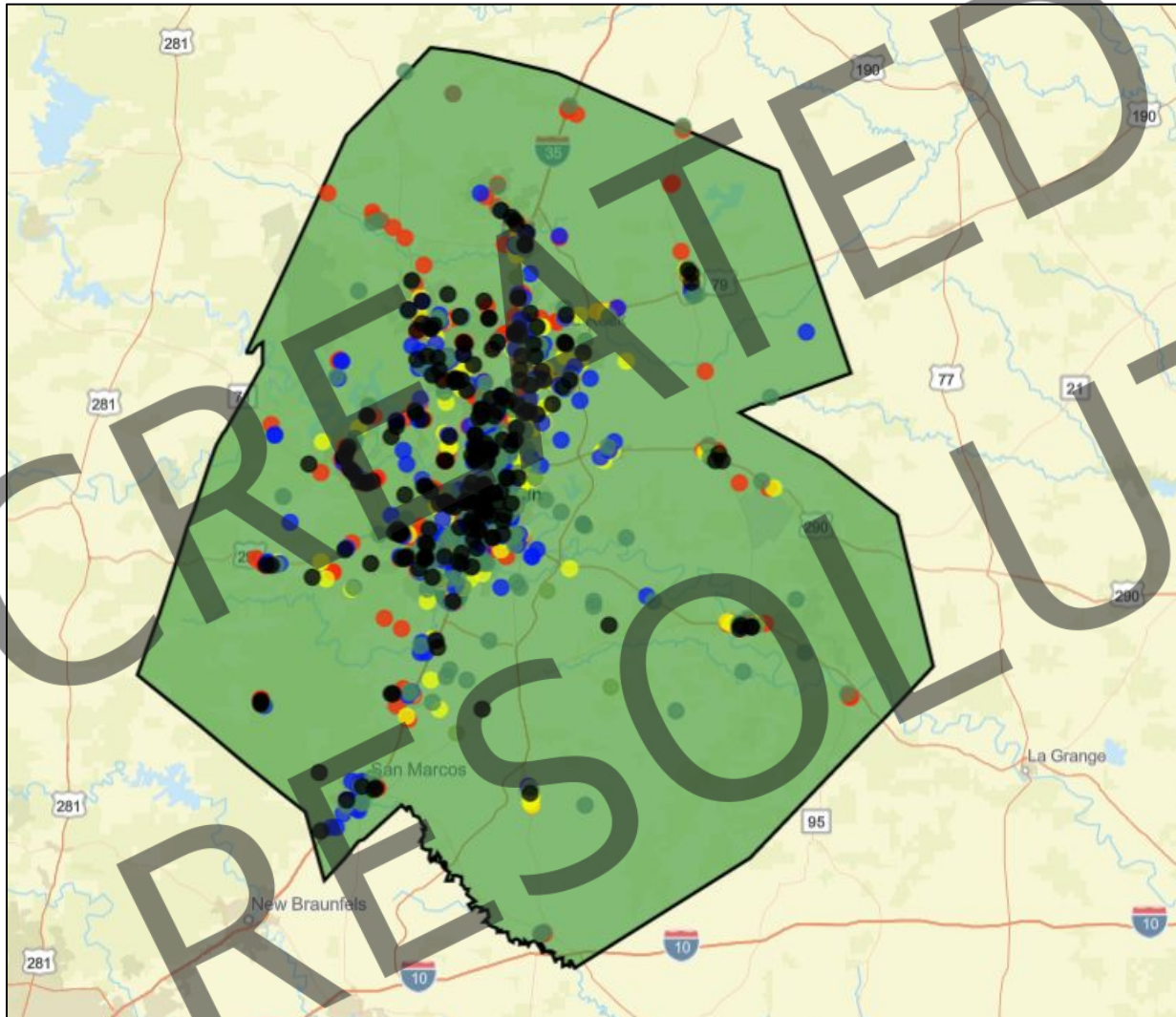


AUSTIN COMPETITION

-  BARBER 1: 163
-  BARBER 2: 1158

AUSTIN METROPOLITAN AREA BUSINESS SYNERGY

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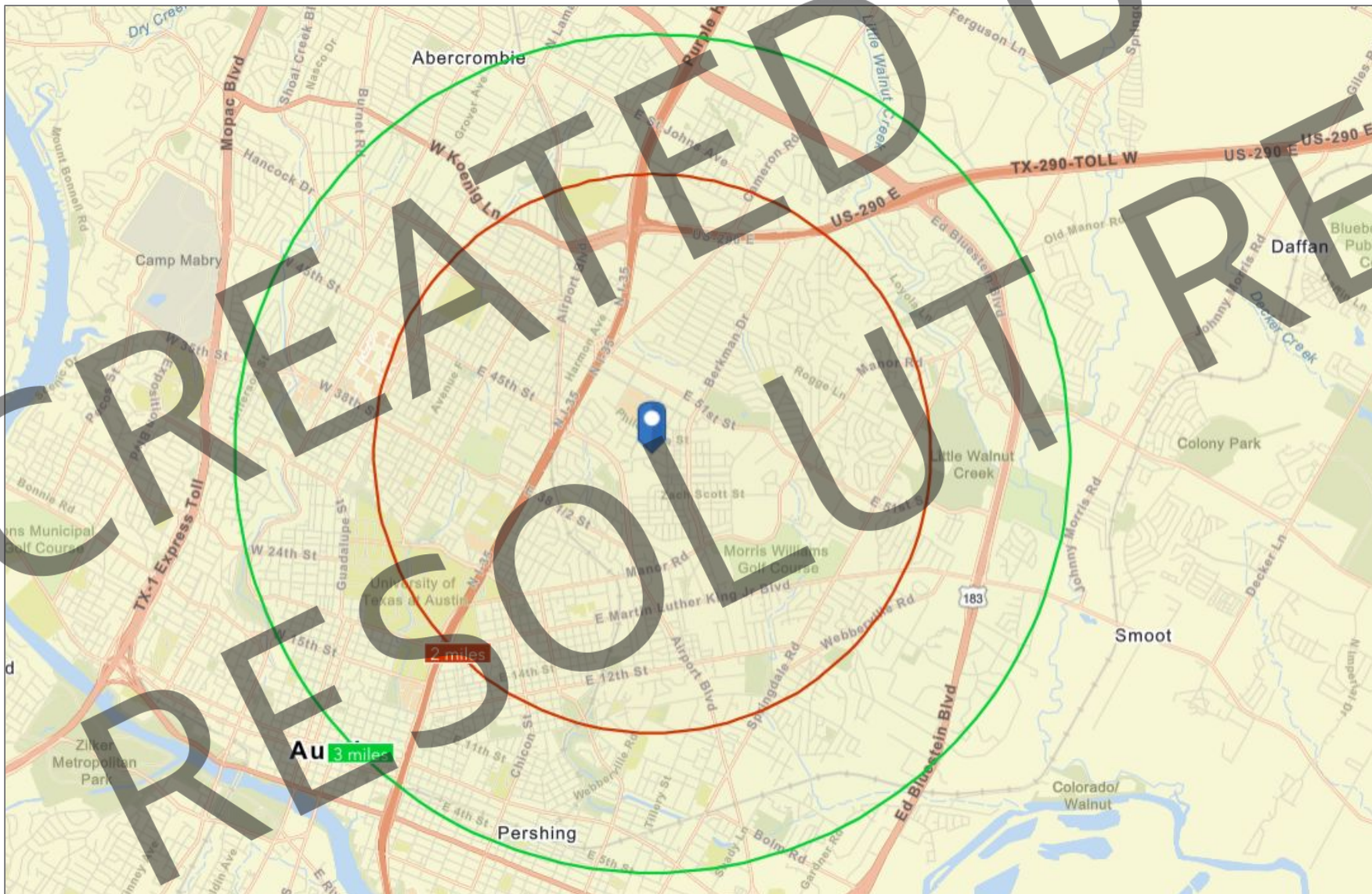
BUSINESS GENERATORS

- SYNERGY 1: 321
- SYNERGY 2: 226
- SYNERGY 3: 286
- SYNERGY 4: 360
- SYNERGY 5: 1129

AUSTIN METROPOLITAN AREA

SITE FOR CONSIDERATION - 2 & 3 MILE RADII

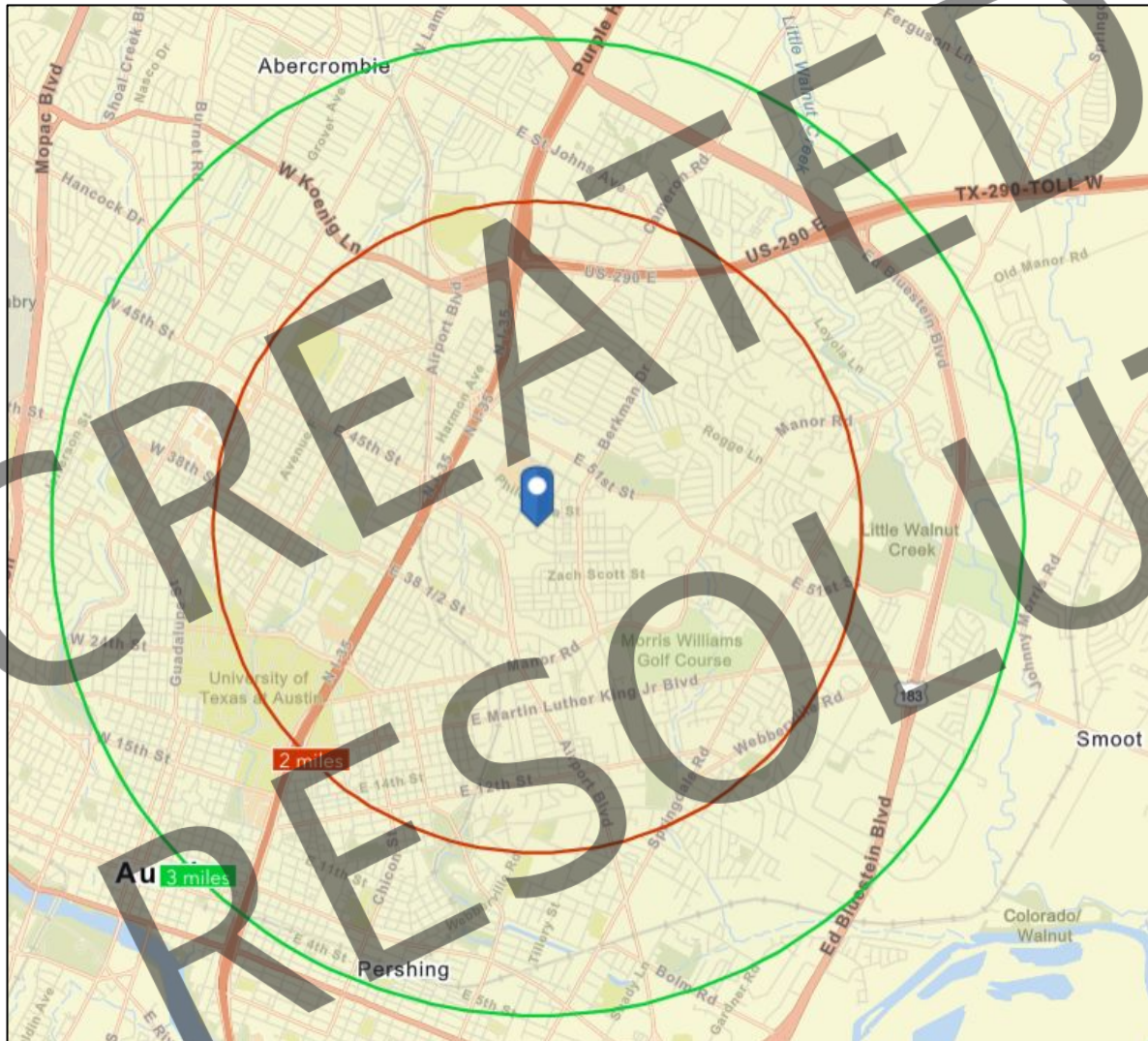
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POTENTIAL SITE - AUSTIN, TX

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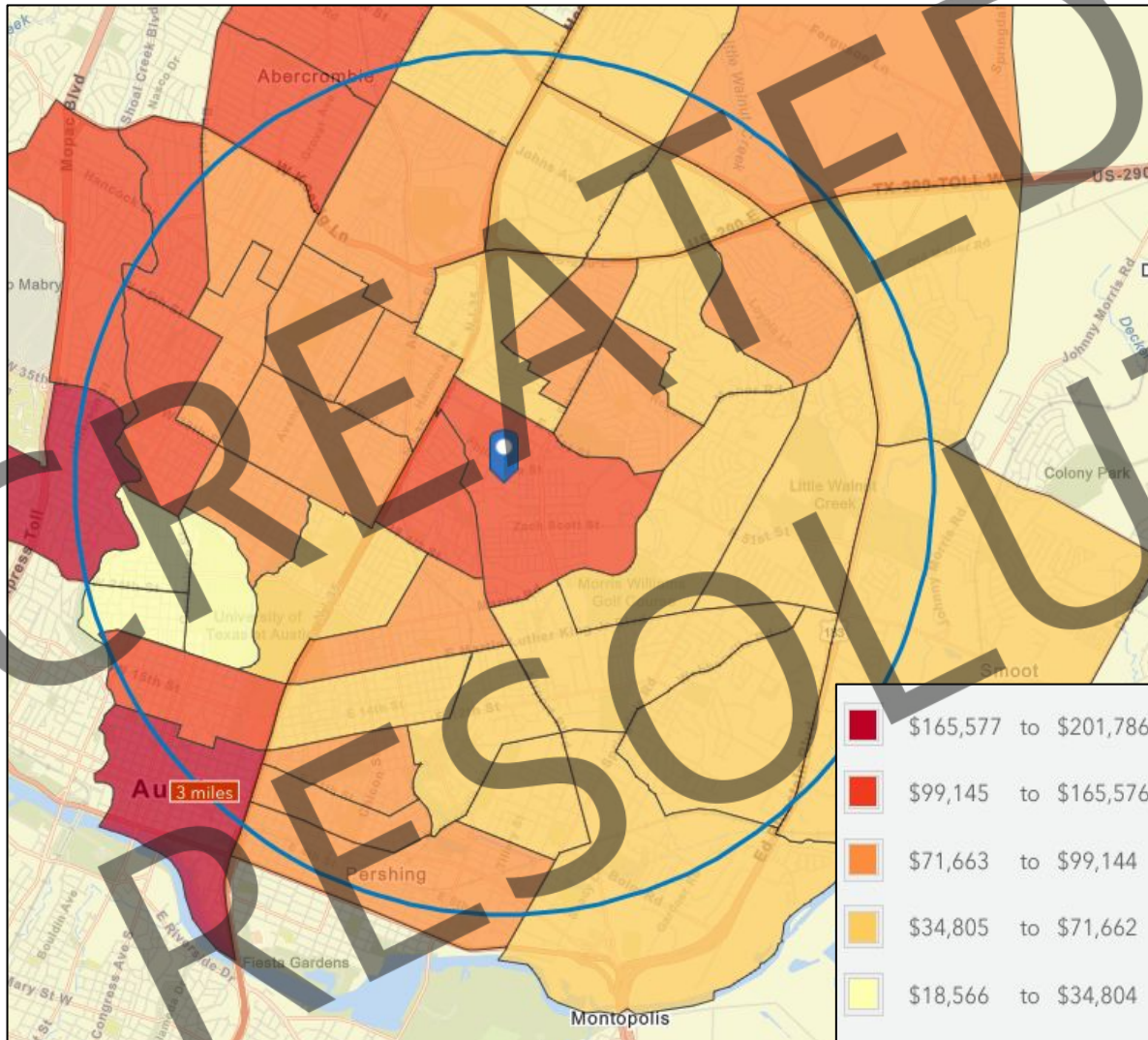


MARKET FACTS	2 MILE RADIUS	3 MILE RADIUS
2010 POPULATION	57,434	139,651
2019 POPULATION	69,042	165,959
2024 POPULATION	75,227	181,994
ANN. POPULATION GROWTH RATE	1.73%	1.86%
ANN. POPULATION GROWTH RATE (NTL)	0.83%	0.83%
2019 AVERAGE HOUSEHOLD INCOME	\$79,176	\$74,262
2019 MEDIAN AGE	31	28
2019 DAYTIME POPULATION	77,271	286,252
2019 TOTAL HOUSEHOLDS	30,809	66,716

POTENTIAL SITE - AUSTIN, TX

INCOME BREAKDOWN

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# HOUSEHOLDS BY INCOME	2 MILE RADIUS	3 MILE RADIUS
< \$15,000 (%)	14.7%	19.0%
\$15,000-\$24,999 (%)	9.2%	9.6%
\$25,000-\$34,999 (%)	8.4%	8.4%
\$35,000-\$49,999 (%)	13.1%	12.3%
\$50,000-\$74,999 (%)	17.6%	16.8%
\$75,000-\$99,999 (%)	10.9%	10.2%
\$100,000-\$149,999 (%)	13.3%	12.4%
\$150,000-\$199,999 (%)	6.7%	5.8%
> \$200,000 + (%)	6.0%	5.7%

POTENTIAL SITE - AUSTIN, TX - 3 MILE RADIUS

MARKET POTENTIAL INDEX

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Consumer Behavior	Expected # of Adults/HHs	% of Total Adults/HHs	Market Potential Index
Professional Service in last 6 months: Haircut	81,466	59%	98
Professional Service in last 6 months: Hair Color/ Highlights	18,302	13%	83
Spent \$150+ at Barber Shops in last 6 months	4,735	3%	109
Consumer Spending	Total Spent	Average Amount Spent	Spend Potential Index
Personal Care Services	\$21,116,431	\$316.51	82
Personal Care Services: Females	\$11,079,898	\$166.08	82
Personal Care Services: Males	\$10,036,534	\$150.44	82
Hair Care Products	\$6,339,970	\$95.03	88
Shaving Needs	\$1,470,679	\$22.04	87

Note: **Market Potential Index (MPI) & Spend Potential Index (SPI) are benchmarked at 100.** This reflects the USA average. If an Index falls above 100, the consumer is spending more than the national average. Conversely, should the Index fall below 100, the consumer is spending less than the national average.

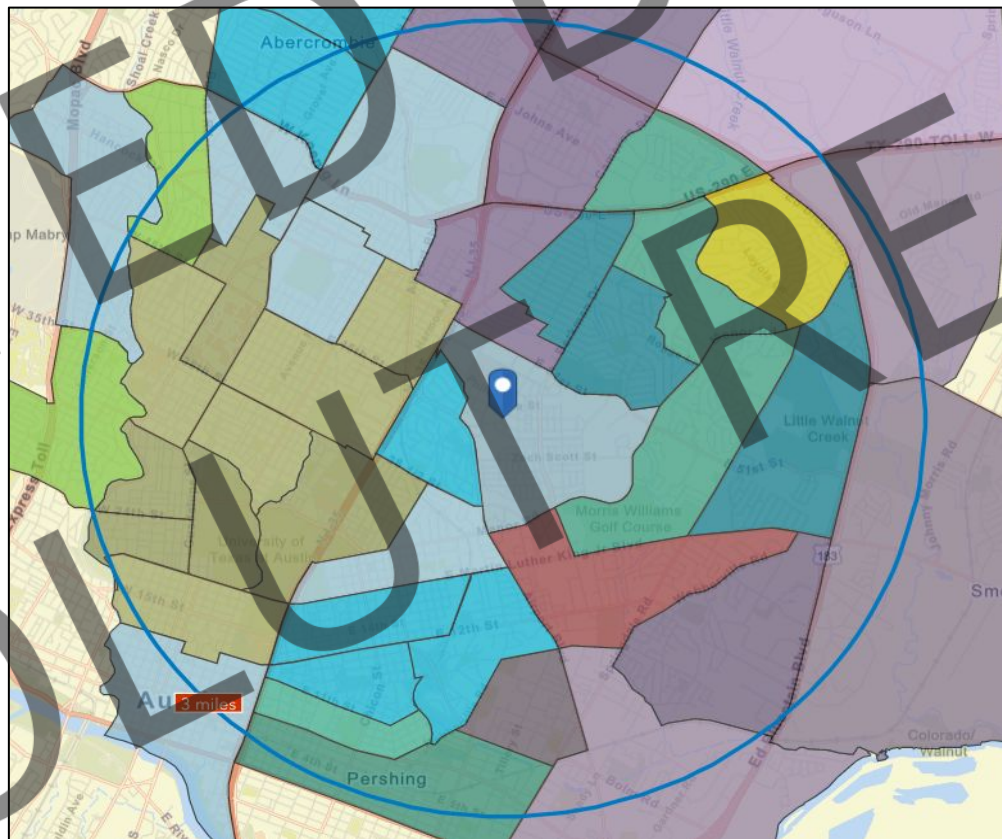
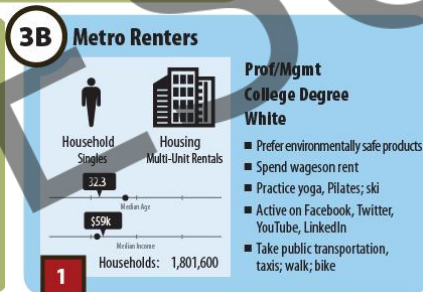
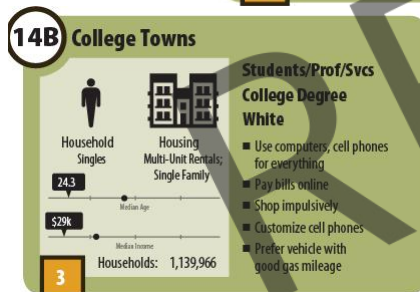
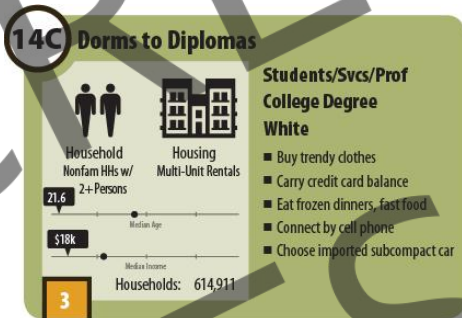
POTENTIAL SITE - AUSTIN, TX - 3 MILE RADIUS TAPESTRY SEGMENTATION

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TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Dorms to Diplomas - 14C	15.3%	15.3%
College Towns - 14B	11.4%	26.7%
Metro Renters - 3B	11.3%	38.0%



DORMS TO DIPLOMAS

COLLEGE TOWNS

METRO RENTERS

POTENTIAL SITE - AUSTIN, TX

INTERSECTION TRAFFIC COUNTS

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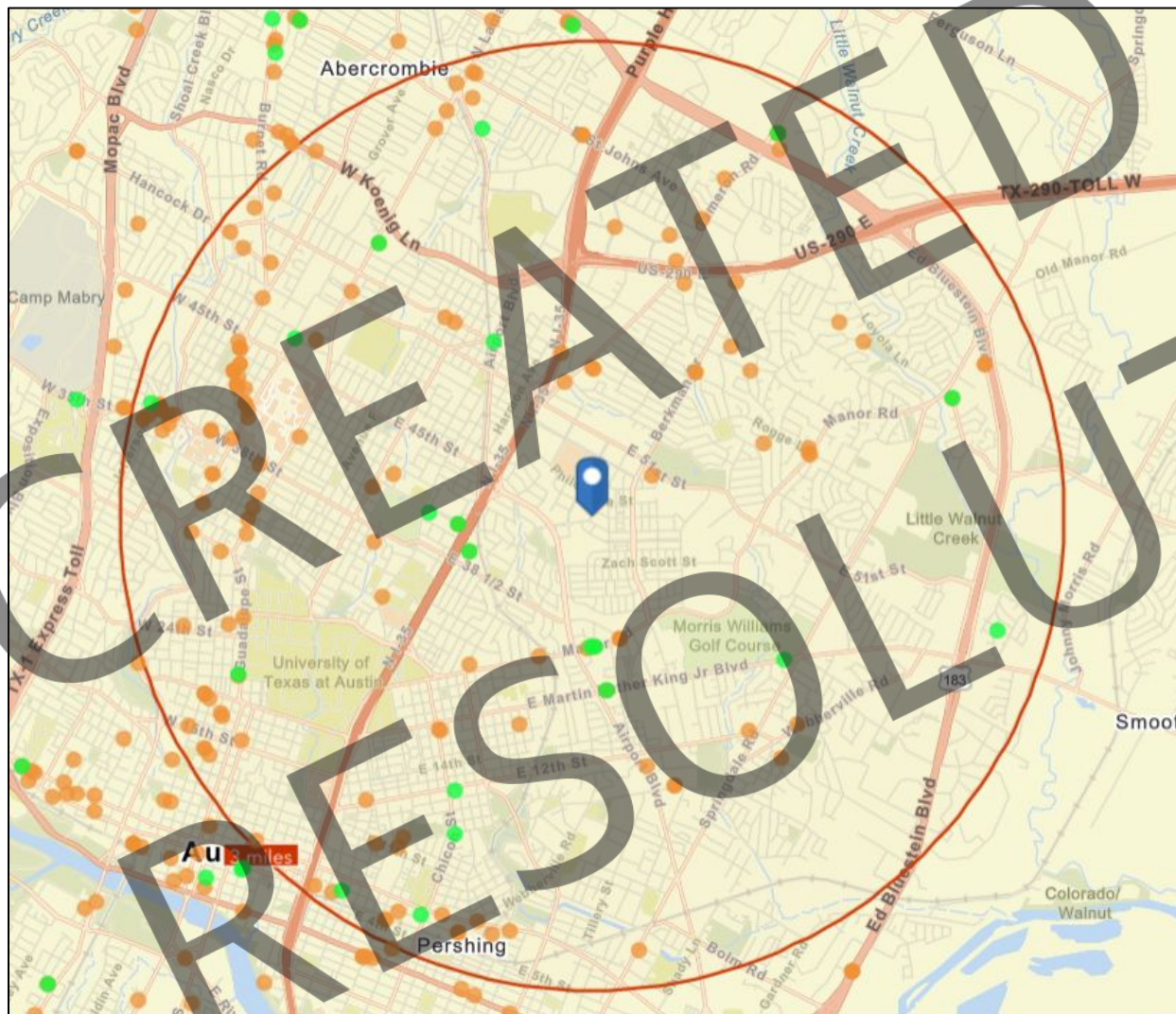


TRAFFIC COUNTS



THOROUGHFARE NAME	VEHICLES PER DAY [VPD]
Street 1	10,435
Street 2	5,455

POTENTIAL SITE - AUSTIN, TX - 3 MILE RADIUS COMPETITION

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COMPETITION

-  BARBER 1: 20
-  BARBER 2: 150

POTENTIAL SITE - AUSTIN, TX - 3 MILE RADIUS

BUSINESS SYNERGY

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BUSINESS GENERATORS

- SYNERGY 1: 49
- SYNERGY 2: 18
- SYNERGY 3: 41
- SYNERGY 4: 46
- SYNERGY 5: 92

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APPENDIX



APPENDIX - TAPESTRY SEGMENTATION GROUPS

LIFEMODE SUMMARY GROUPS

1. **Affluent Estates:** Established wealth—educated, well-travelled married couples
2. **Upscale Avenues:** Prosperous, married couples in higher density neighborhoods
3. **Uptown Individuals:** Younger, urban singles on the move
4. **Family Landscapes:** Successful younger families in newer housing
5. **GenXurban:** Gen X in middle age; families with fewer kids and a mortgage
6. **Cozy Country Living:** Empty nesters in bucolic settings
7. **Ethnic Enclaves:** Established diversity—young, Hispanic homeowners with families
8. **Middle Ground:** Lifestyles of thirtysomethings
9. **Senior Styles:** Senior lifestyles reveal the effects of saving for retirement
10. **Rustic Outposts:** Country life with older families, older homes
11. **Midtown Singles:** Millennials on the move; single, diverse, and urban
12. **Hometown:** Growing up and staying close to home; single householders
13. **Next Wave:** Urban denizens; young, diverse, hardworking families
14. **Scholars and Patriots:** College campuses and military neighborhoods

Explanation of Maps and Charts:

<http://retailsolutionsre.com/wp-content/uploads/2019/12/Explanation-of-Maps-Charts2update.pdf>

Retail Scorecard Altitude Process:

<http://retailsolutionsre.com/wp-content/uploads/2019/12/Retail-Scorecard-Altitude-Process2update.pdf>

Retail Scorecard Data Checklist:

<http://retailsolutionsre.com/wp-content/uploads/2019/11/Retail-Scorecard-Data-Checklist.pdf>

MPI & SPI:

<http://retailsolutionsre.com/wp-content/uploads/2019/12/MPI-SPI2update.pdf>

Defining Franchise Territories:

<http://retailsolutionsre.com/wp-content/uploads/2019/12/Defining-Franchise-Territoriesupdate.pdf>

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