

RESOLUT

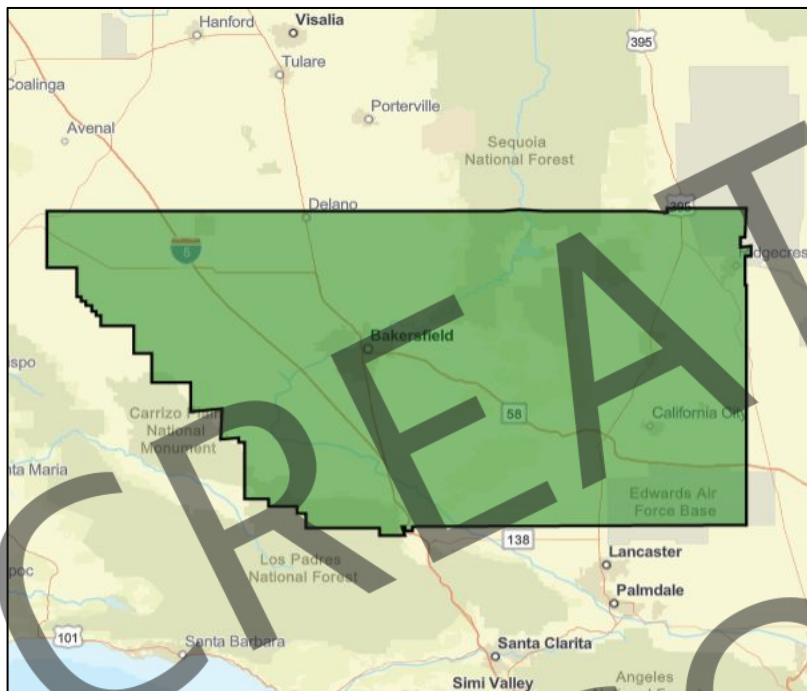
RE

BAKERSFIELD, CA  
MARKET ASSESSMENT





# BAKERSFIELD METROPOLITAN AREA



## MARKET FACTS

2020 DAYTIME POPULATION	879,871
2010 POPULATION	839,631
2020 POPULATION	905,189
2025 POPULATION	938,629
ANN. POPULATION GROWTH RATE	0.73%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$52,884
2020 AVERAGE HOUSEHOLD INCOME	\$74,123
2020 MEDIAN AGE	32
2020 TOTAL HOUSEHOLDS	273,158



# BAKERSFIELD METROPOLITAN AREA

## MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	569,070	97
Went to fast casual or drive-in restaurant in last 6 months: lunch	299,666	93
Went to fast casual or drive-in restaurant in last 6 months: dinner	278,273	93
Went to fast casual or drive-in restaurant in last 6 months: weekday	341,385	90
Went to fast casual or drive-in restaurant in last 6 months: weekend	291,760	97
Spent at fast casual restaurant in last 30 days: <\$11	21,814	83
Spent at fast casual restaurant in last 30 days: \$11-\$20	59,033	90
Spent at fast casual restaurant in last 30 days: \$21-\$40	92,652	89
Spent at fast casual restaurant in last 30 days: \$41-50	52,102	95
Spent at fast casual restaurant in last 30 days: \$51-\$100	117,238	106
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$3,110	86
Food away from home: lunch	\$1,000	86
Food away from home: dinner	\$1,522	85

Note: **Market Potential Index (MPI)** and **Spend Potential Index** 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.

# BAKERSFIELD METROPOLITAN AREA TAPESTRY SEGMENTATION

RESOLUT



## TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Valley Growers - 7E	14.6%	14.6%
Up & Coming Families - 7A	7.3%	21.9%
Barrios Urbanos - 7D	6.4%	28.3%

### 7E Valley Growers



Household  
Married Couples

26.9

Median Age

\$34k

Median Income

5

Households: 295,381



Housing  
Single Family

**Farm/Svcs  
No HS Diploma  
Hispanic**

- Go camping; do scrapbooking
- Pay bills in person; prepare own taxes
- Do home improvement projects
- Watch Discovery Channel, Spanish network TV
- Own/Maintain used vehicle

### 7A Up and Coming Families



Household  
Married Couples

31.2

Median Age

\$60k

Median Income

4

Households: 2,706,528



Housing  
Single Family

**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

### 7D Barrios Urbanos



Household  
Married Couples

28.5

Median Age

\$37k

Median Income

2

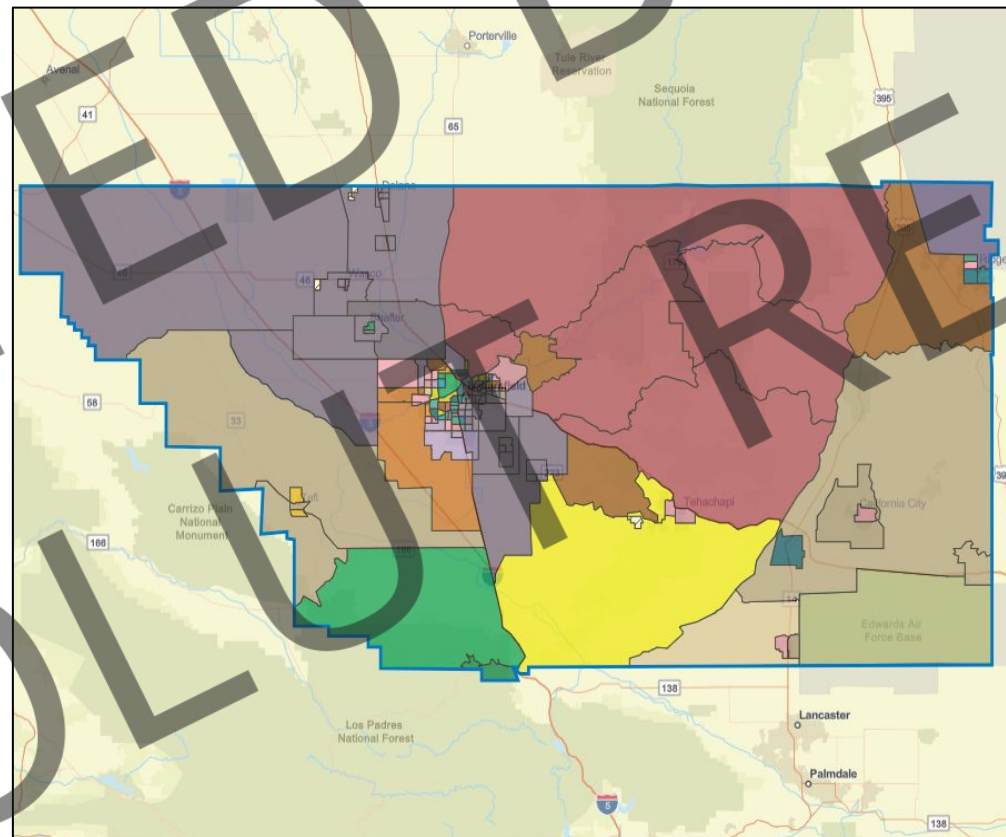
Households: 1,256,773



Housing  
Single Family

**Svcs  
No HS Diploma  
Hispanic**

- Buy discount for children's products
- Own no retirement savings
- Read magazines
- Listen to Hispanic radio
- Own 1-2 vehicles; carpool



VALLEY  
GROWERS

UP & COMING  
FAMILIES

BARRIOS URBANOS

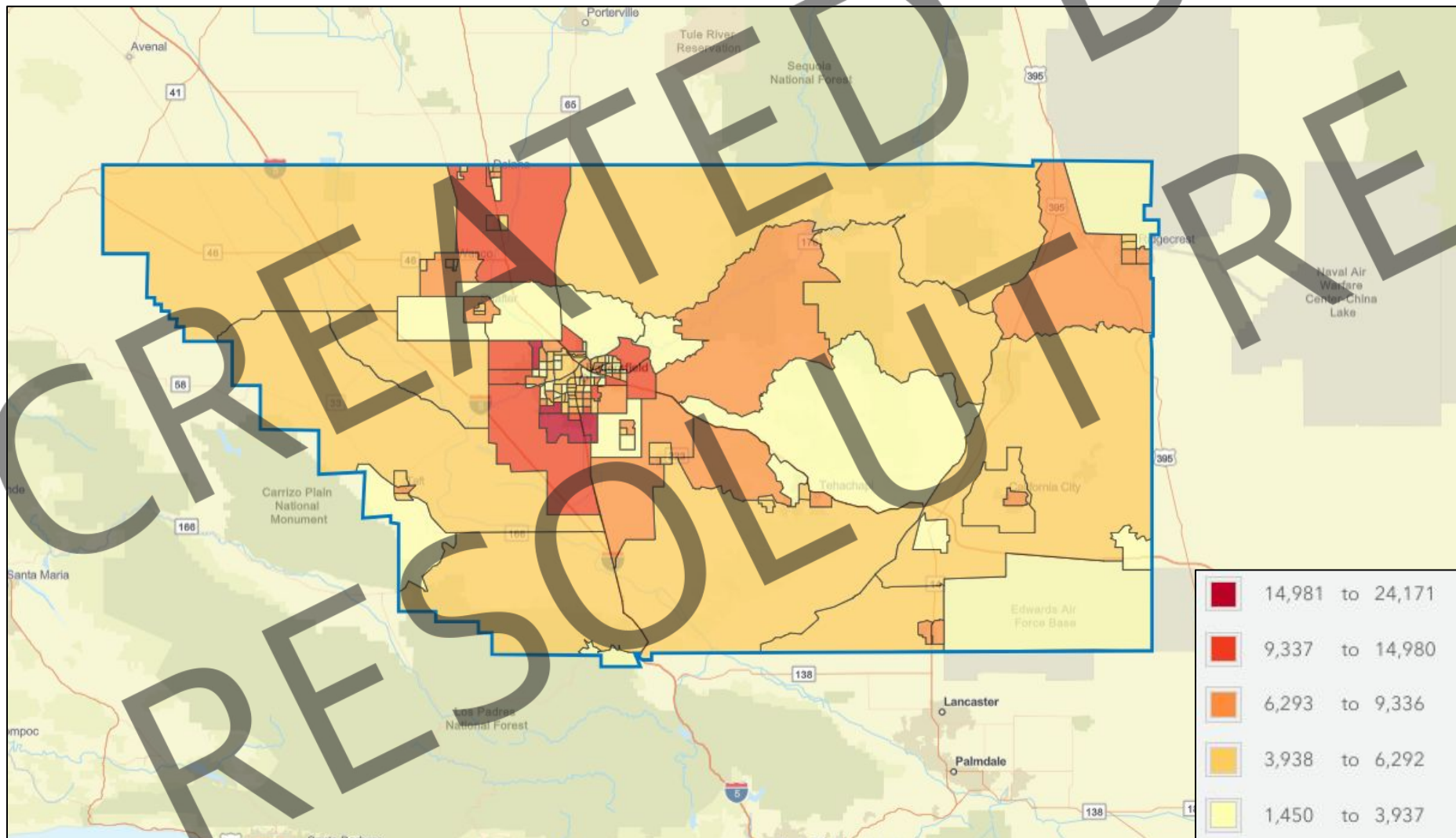
Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.



# BAKERSFIELD METROPOLITAN AREA

## 2020 POPULATION DENSITY

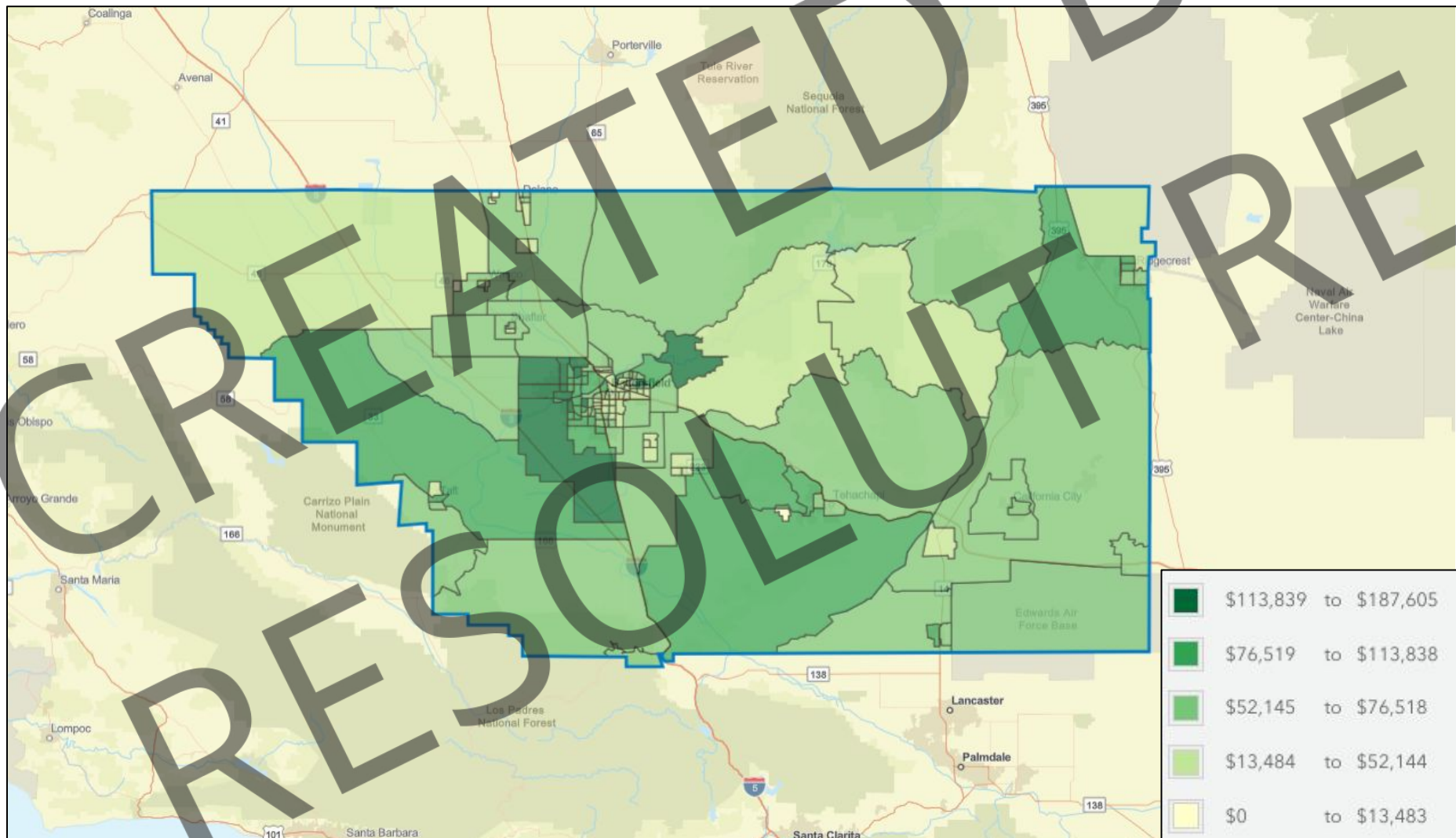
RESOLUT



# BAKERSFIELD METROPOLITAN AREA

## 2020 AVERAGE HOUSEHOLD INCOME

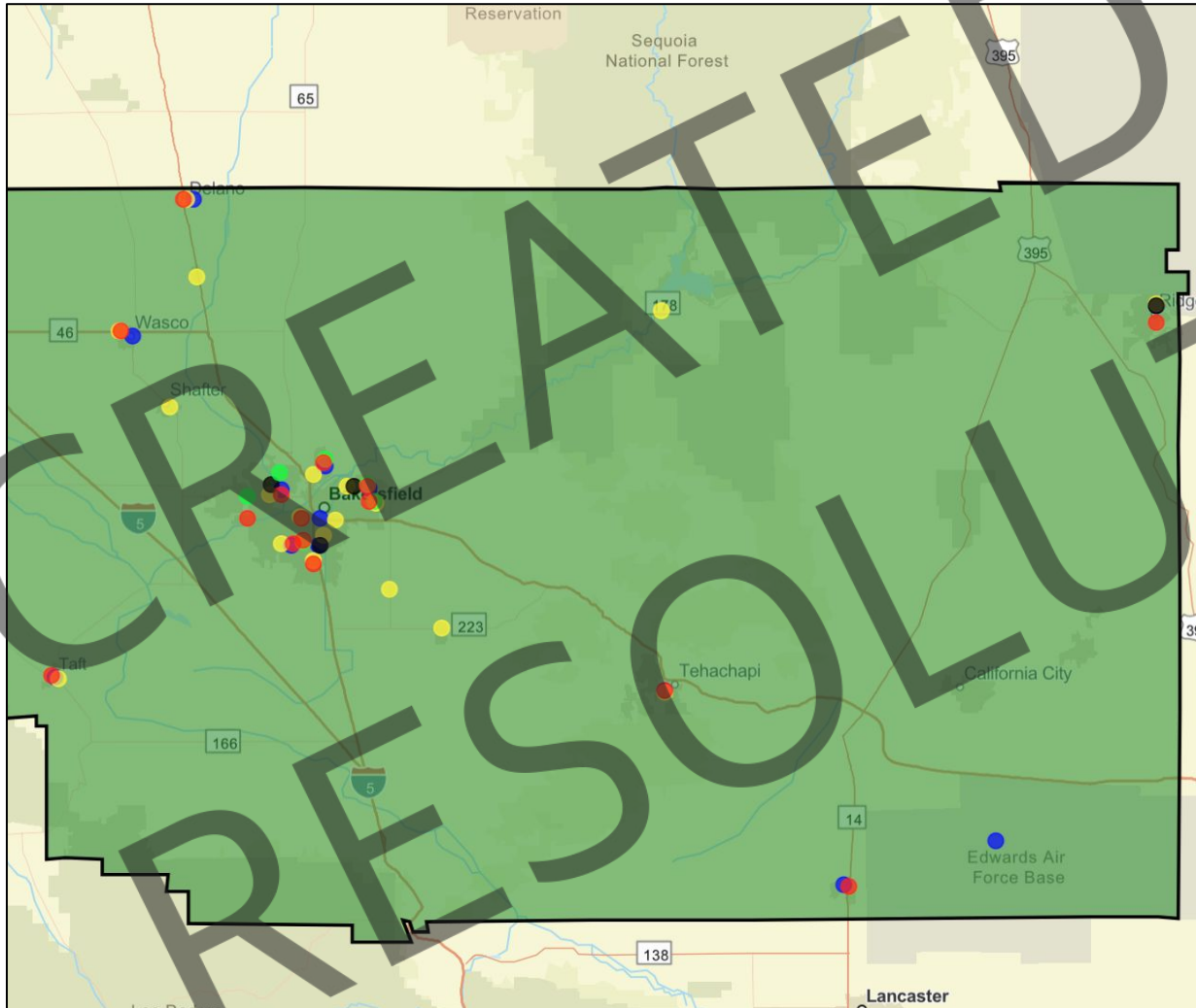
RESOLUT







# BAKERSFIELD METROPOLITAN AREA COMPETITION

RESOLUT

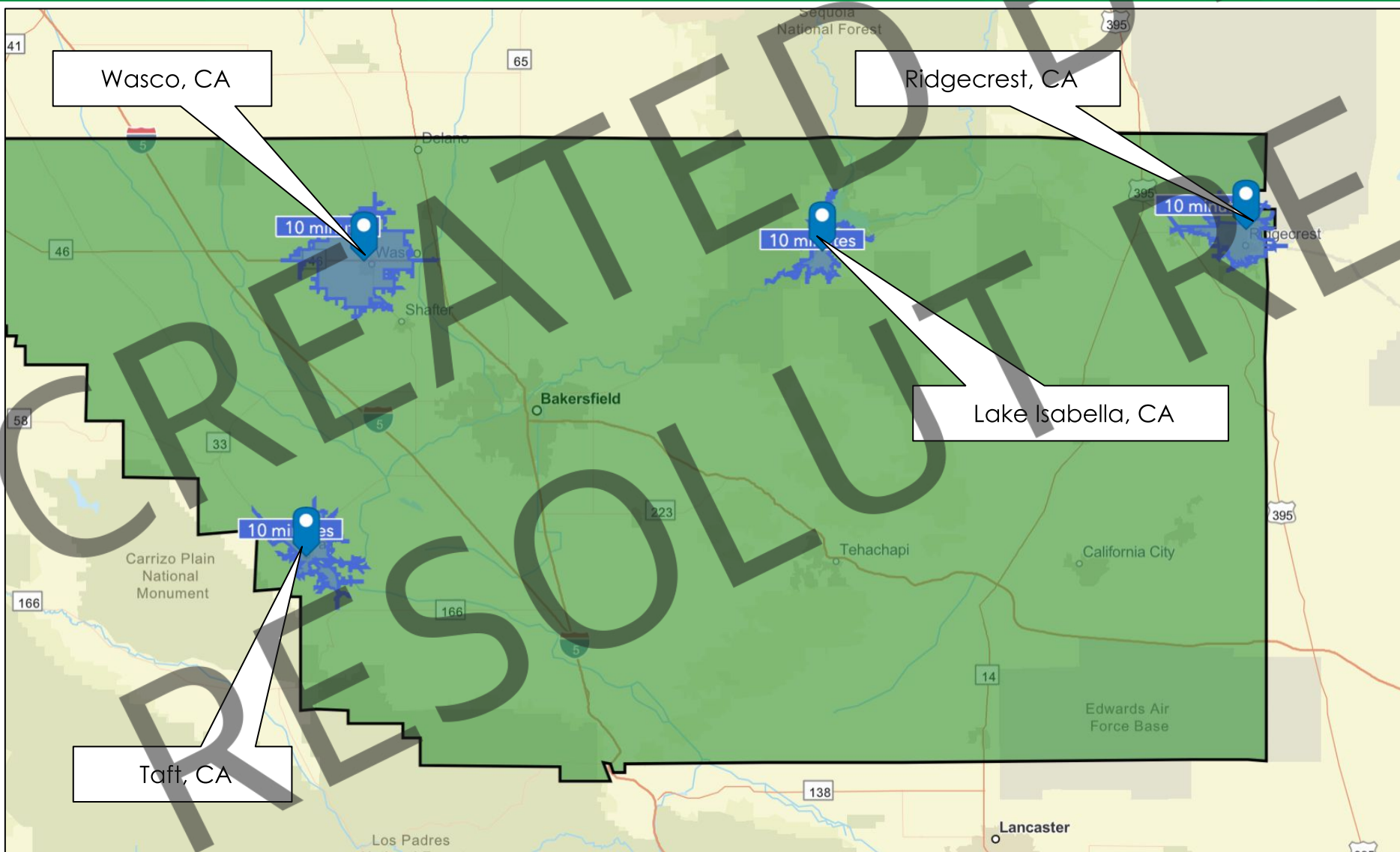


## COMPETITION

-  RESTAURANT A - 13
-  RESTAURANT B - 15
-  RESTAURANT C - 4
-  RESTAURANT D - 19
-  RESTAURANT E - 6
-  RESTAURANT F - 0

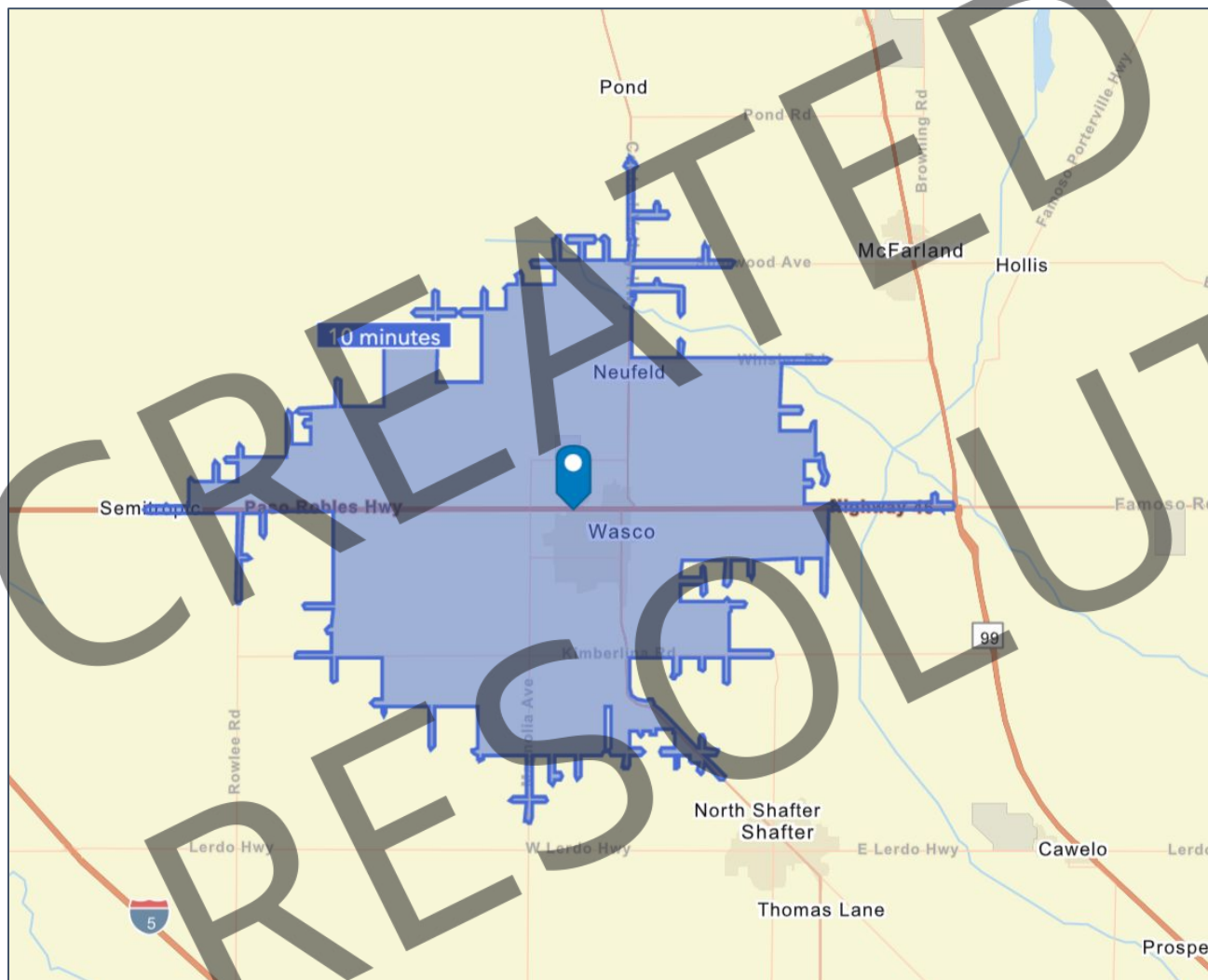
## EXISTING SITES - 10 MINUTE DRIVE TIME BAKERSFIELD METROPOLITAN AREA

RESOLUT





## EXISTING SITE - WASCO, CA - 10 MINUTE DRIVE TIME



### MARKET FACTS

2020 DAYTIME POPULATION	21,155
2010 POPULATION	26,107
2020 POPULATION	28,127
2025 POPULATION	29,564
ANN. POPULATION GROWTH RATE	1.00%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$39,250
2020 AVERAGE HOUSEHOLD INCOME	\$50,634
MEDIAN AGE	29
TOTAL HOUSEHOLDS	5,948

## EXISTING SITE - WASCO, CA - 10 MINUTE DRIVE TIME

### MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	13,275	73
Went to fast casual or drive-in restaurant in last 6 months: lunch	5,863	59
Went to fast casual or drive-in restaurant in last 6 months: dinner	5,221	57
Went to fast casual or drive-in restaurant in last 6 months: weekday	6,177	53
Went to fast casual or drive-in restaurant in last 6 months: weekend	5,993	64
Spent at fast casual restaurant in last 30 days: <\$11	556	68
Spent at fast casual restaurant in last 30 days: \$11-\$20	1,181	58
Spent at fast casual restaurant in last 30 days: \$21-\$40	1,727	54
Spent at fast casual restaurant in last 30 days: \$41-50	1,136	67
Spent at fast casual restaurant in last 30 days: \$51-\$100	3,181	93
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$2,256	62
Food away from home: lunch	\$731	62
Food away from home: dinner	\$1,088	60

Note: **Market Potential Index (MPI)** and **Spend Potential Index** 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.



# EXISTING SITE - WASCO, CA - 10 MINUTE DRIVE TIME TAPESTRY SEGMENTATION

RESOLUT



## TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Valley Growers - 7E	56.7%	56.7%
Barrios Urbanos - 7D	42.2%	99.0%
Southwestern Families - 7F	1.0%	100%

### 7E Valley Growers



Household Married Couples



Housing Single Family

26.9

\$34k

5

Households: 295,381

**Farm/Svcs  
No HS Diploma  
Hispanic**

- Go camping ; do scrapbooking
- Pay bills in person; prepare own taxes
- Do home improvement projects
- Watch Discovery Channel, Spanish network TV
- Own/Maintain used vehicle

### 7D Barrios Urbanos



Household Married Couples



Housing Single Family

28.5

\$37k

2

Households: 1,256,773

**Svcs  
No HS Diploma  
Hispanic**

- Buy discount for children's products
- Own no retirement savings
- Read magazines
- Listen to Hispanic radio
- Own 1-2 vehicles; carpool

### 7F Southwestern Families



Household Married Couples



Housing Single Family

34.1

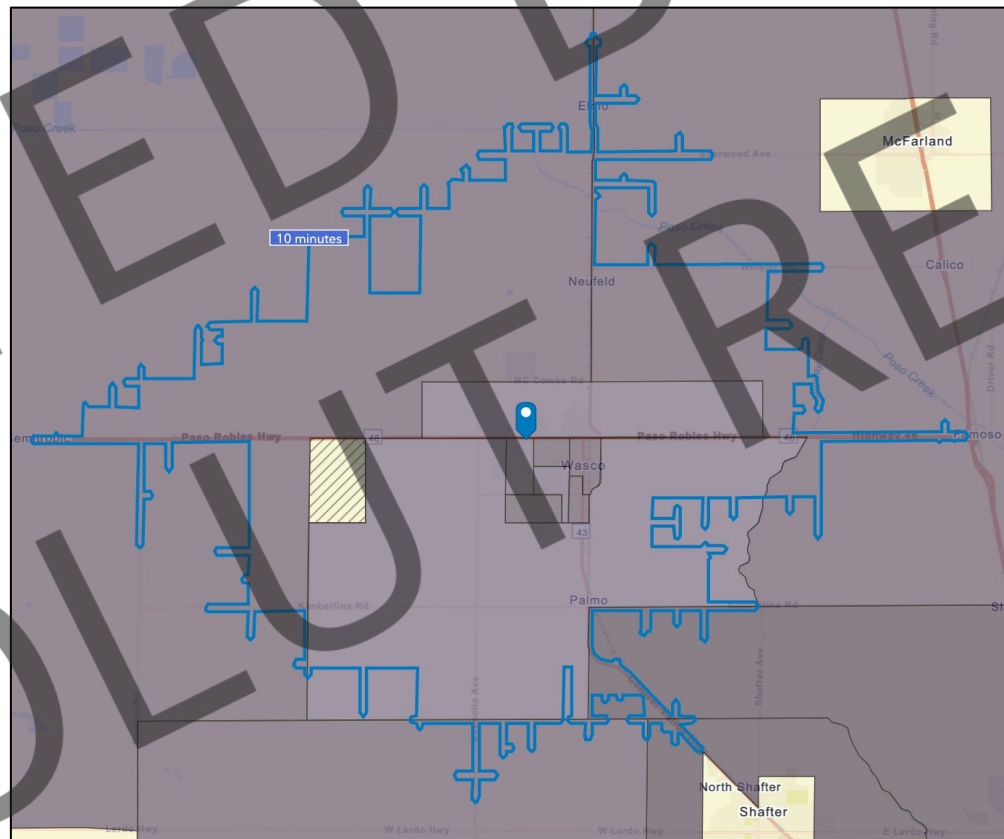
\$28k

2

Households: 1,007,689

**Svcs  
No HS Diploma  
Hispanic**

- Shop discount, pharmacies
- Carry credit card balance
- Gamble at casinos; buy lottery tickets
- Listen to Hispanic radio
- Own 1-2 vehicles



VALLEY GROWERS

BARRIOS URBANOS

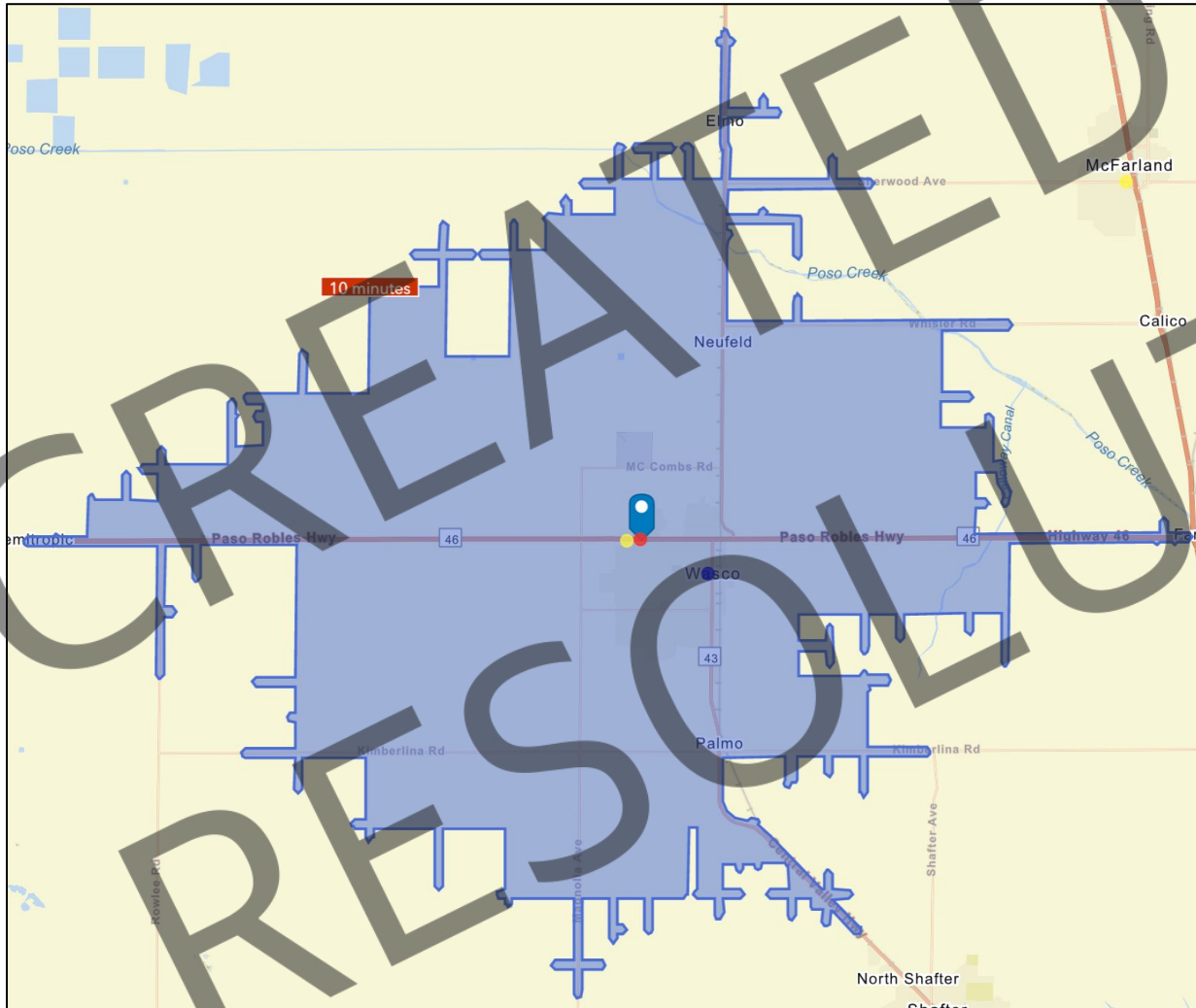
SOUTHWESTERN FAMILIES

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e. 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e. 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

# EXISTING SITE - WASCO, CA - 10 MINUTE DRIVE TIME

## EXISTING COMPETITION

RESOLUT

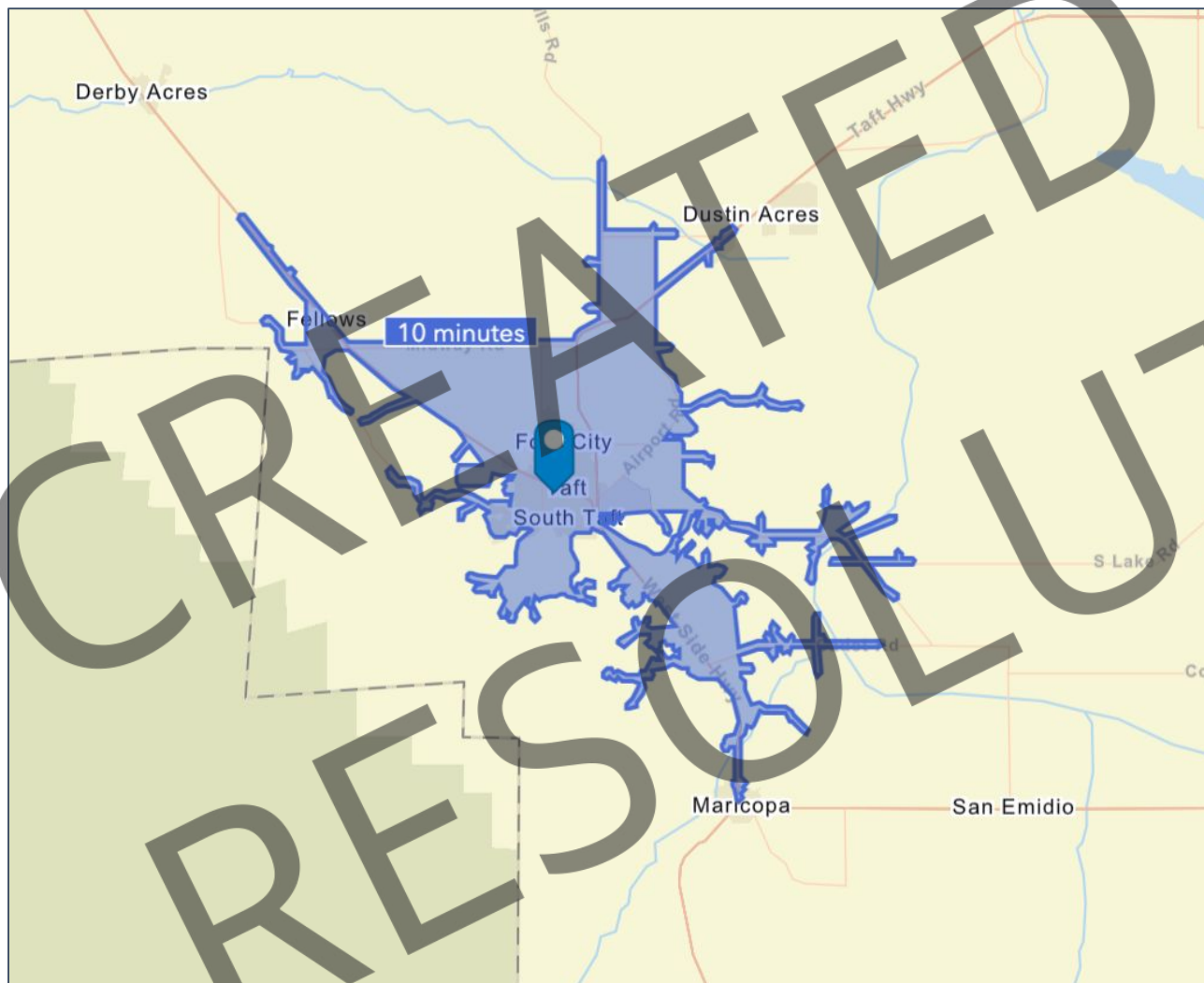


### COMPETITION

- RESTAURANT A - 1
- RESTAURANT B - 1
- RESTAURANT C - 0
- RESTAURANT D - 1
- RESTAURANT E - 0
- RESTAURANT F - 0



## EXISTING SITE - TAFT, CA - 10 MINUTE DRIVE TIME



### MARKET FACTS

2020 DAYTIME POPULATION	13,271
2010 POPULATION	15,150
2020 POPULATION	15,178
2025 POPULATION	15,629
ANN. POPULATION GROWTH RATE	0.59%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$46,063
2020 AVERAGE HOUSEHOLD INCOME	\$68,005
MEDIAN AGE	31
TOTAL HOUSEHOLDS	4,780

## EXISTING SITE - TAFT, CA - 10 MINUTE DRIVE TIME

### MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	9,790	100
Went to fast casual or drive-in restaurant in last 6 months: lunch	4,730	89
Went to fast casual or drive-in restaurant in last 6 months: dinner	4,651	94
Went to fast casual or drive-in restaurant in last 6 months: weekday	5,449	87
Went to fast casual or drive-in restaurant in last 6 months: weekend	4,338	87
Spent at fast casual restaurant in last 30 days: <\$11	373	85
Spent at fast casual restaurant in last 30 days: \$11-\$20	935	86
Spent at fast casual restaurant in last 30 days: \$21-\$40	1,596	92
Spent at fast casual restaurant in last 30 days: \$41-50	1,067	117
Spent at fast casual restaurant in last 30 days: \$51-\$100	1,971	107
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$2,930	81
Food away from home: lunch	\$952	82
Food away from home: dinner	\$1,415	79

Note: **Market Potential Index (MPI)** and **Spend Potential Index** 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.

# EXISTING SITE - TAFT, CA - 10 MINUTE DRIVE TIME

## TAPESTRY SEGMENTATION

RESOLUT



### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Valley Growers - 7E	36.6%	36.6%
Diners & Miners - 10C	29.5%	66.1%
Traditional Living - 12B	29.5%	95.6%

#### 7E Valley Growers



Household  
Married Couples



Housing  
Single Family

26.9

Median Age

\$34k

Median Income

Households: 295,381

5

**Farm/Svcs  
No HS Diploma  
Hispanic**

- Go camping; do scrapbooking
- Pay bills in person; prepare own taxes
- Do home improvement projects
- Watch Discovery Channel, Spanish network TV
- Own/Maintain used vehicle

#### 10C Diners & Miners



Household  
Married Couples



Housing  
Single Fam; Mobile Hm

41.0

Median Age

\$39k

Median Income

Households: 817,184

6

**Svcs/Prof/Constr  
HS Diploma Only  
White**

- Eat at Dairy Queen, KFC, Golden Corral, Applebee's
- Budget for US vacations
- Do yard work; tend the garden
- Watch TV frequently: CMT, HSN
- Own domestic truck, ATV

#### 12B Traditional Living



Household  
Singles



Housing  
Single Family

35.1

Median Age

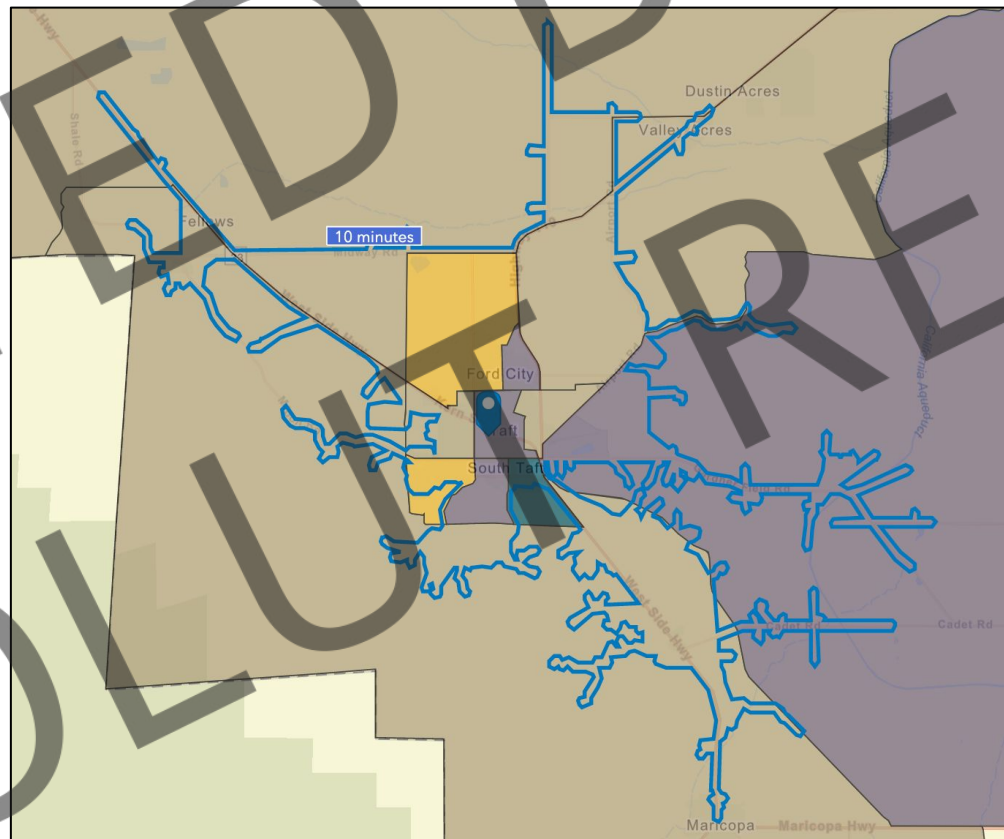
\$37k

Median Income

Households: 2,371,888

**Svcs/Admin/Prof  
HS Diploma Only  
White**

- Go camping; visit the zoo
- Carry credit card balances, student loans
- Eat fast food
- Watch QVC, CMT, Game Show Network
- Own 1-2 vehicles



VALLEY GROWERS

DINERS & MINERS

TRADITIONAL LIVING

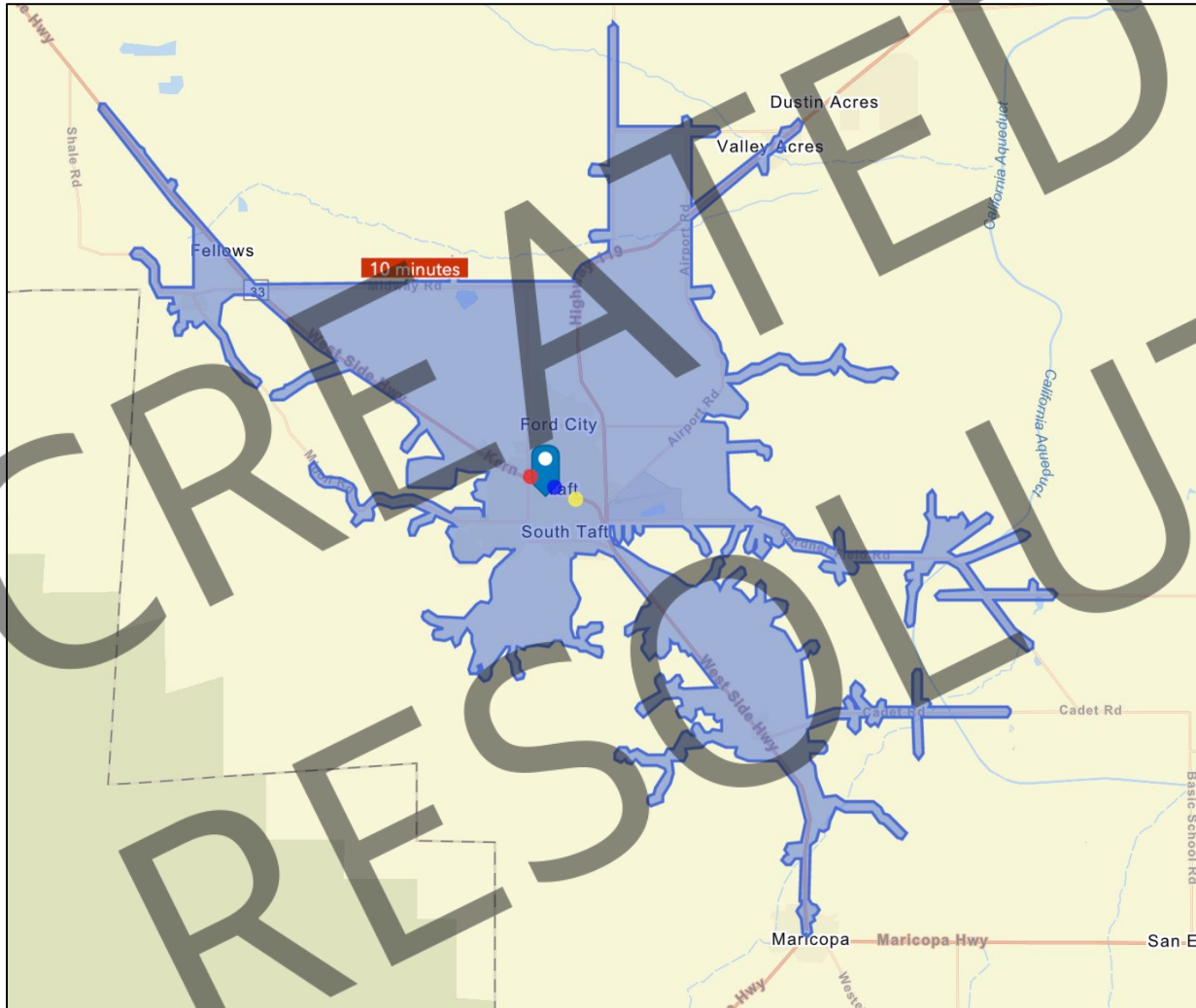
Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.



# EXISTING SITE - TAFT, CA - 10 MINUTE DRIVE TIME

## EXISTING COMPETITION

RESOLUT

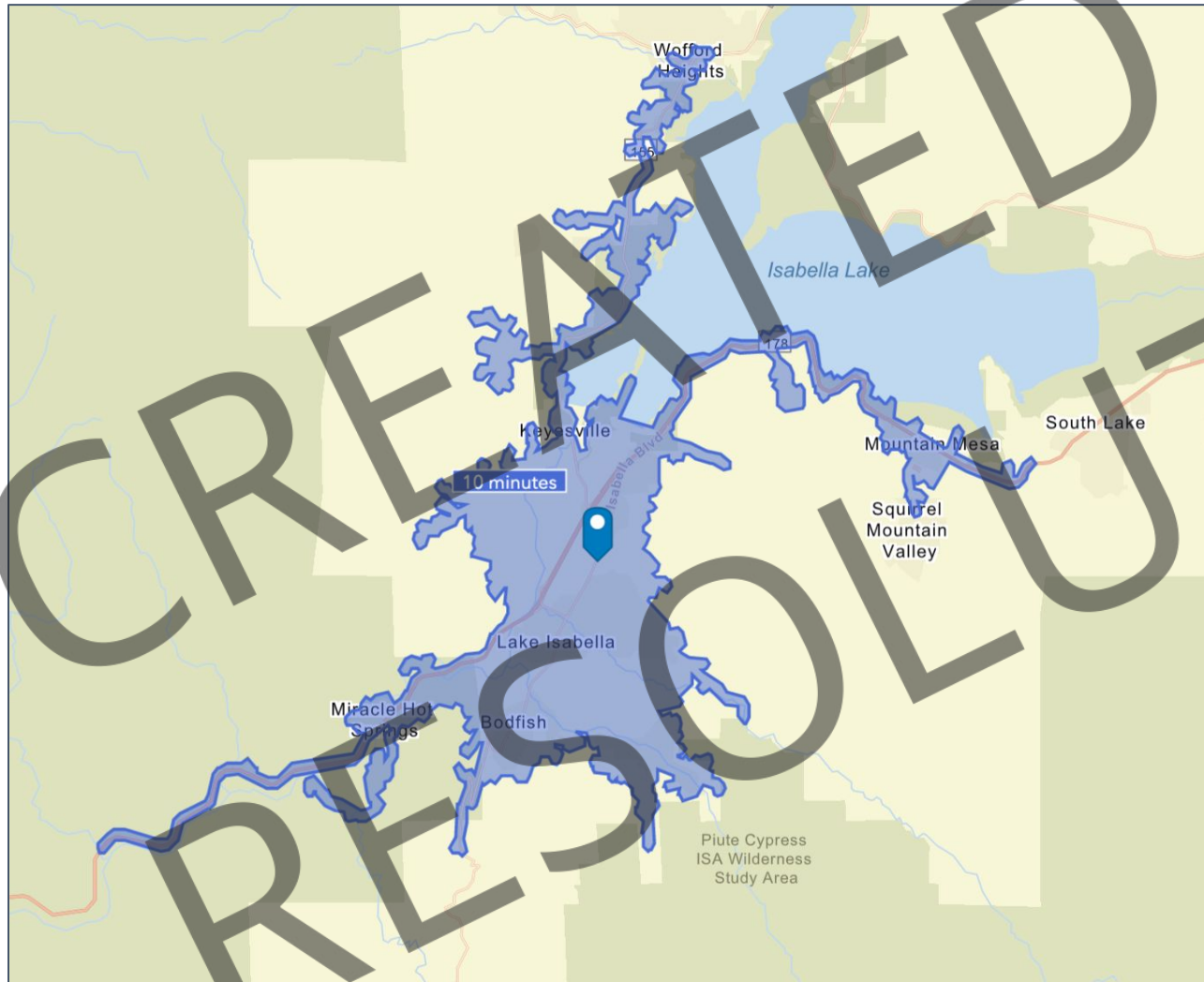


### COMPETITION

- RESTAURANT A - 2
- RESTAURANT B - 1
- RESTAURANT C - 0
- RESTAURANT D - 1
- RESTAURANT E - 0
- RESTAURANT F - 0

## EXISTING SITE - LAKE ISABELLA, CA - 10 MINUTE DRIVE TIME

RESOLUT



### MARKET FACTS

2020 DAYTIME POPULATION	6,266
2010 POPULATION	5,615
2020 POPULATION	5,875
2025 POPULATION	6,065
ANN. POPULATION GROWTH RATE	0.64%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$26,041
2020 AVERAGE HOUSEHOLD INCOME	\$41,761
MEDIAN AGE	53
TOTAL HOUSEHOLDS	2,663

## EXISTING SITE - LAKE ISABELLA, CA - 10 MINUTE DRIVE TIME

### MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	4,382	99
Went to fast casual or drive-in restaurant in last 6 months: lunch	2,223	93
Went to fast casual or drive-in restaurant in last 6 months: dinner	2,135	96
Went to fast casual or drive-in restaurant in last 6 months: weekday	2,910	103
Went to fast casual or drive-in restaurant in last 6 months: weekend	1,838	81
Spent at fast casual restaurant in last 30 days: <\$11	162	82
Spent at fast casual restaurant in last 30 days: \$11-\$20	522	106
Spent at fast casual restaurant in last 30 days: \$21-\$40	946	121
Spent at fast casual restaurant in last 30 days: \$41-50	393	96
Spent at fast casual restaurant in last 30 days: \$51-\$100	573	99
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$1,730	48
Food away from home: lunch	\$573	49
Food away from home: dinner	\$834	46

Note: **Market Potential Index (MPI)** and **Spend Potential Index** 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.



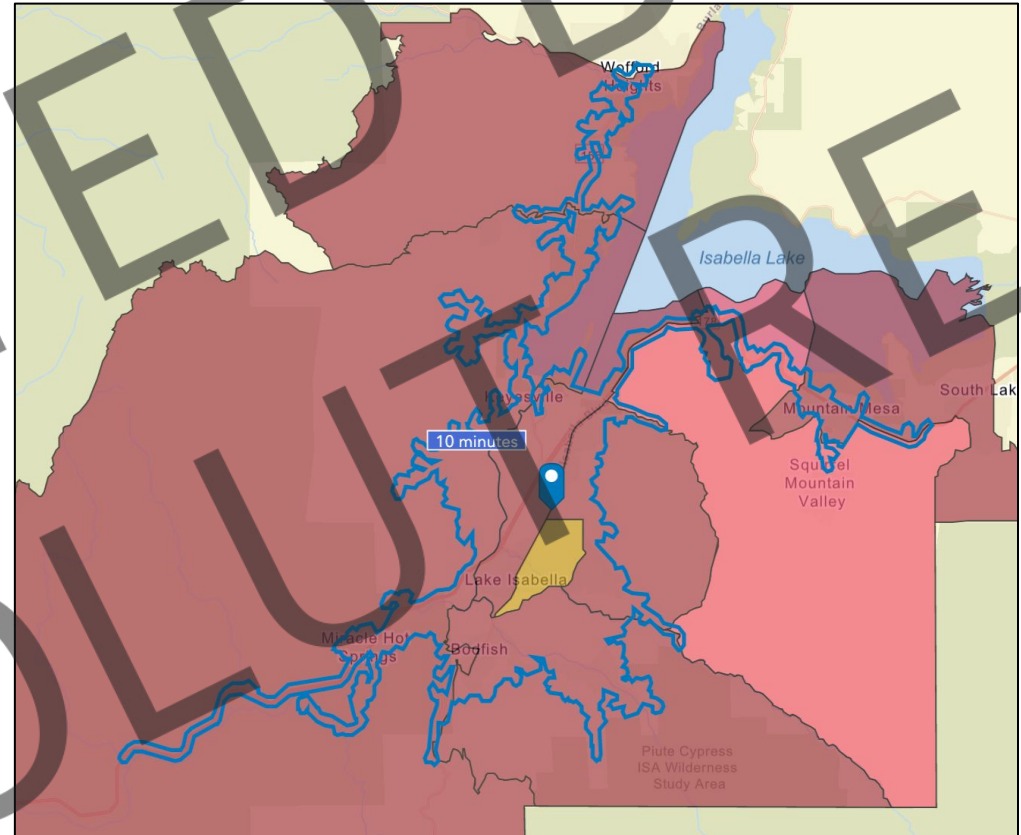
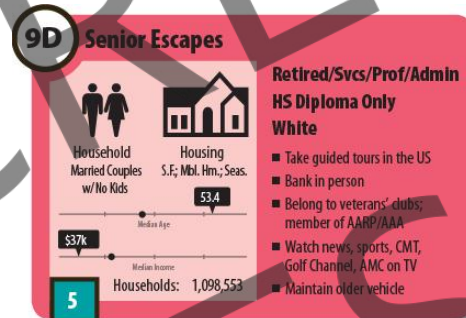
# EXISTING SITE - LAKE ISABELLA, CA - 10 MINUTE DRIVE TIME TAPESTRY SEGMENTATION

RESOLUT



## TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Senior Escapes - 9D	70.3%	70.3%
Small Town Simplicity - 12C	29.4%	99.7%
Silver & Gold - 9A	0.3%	100%



SENIOR ESCAPES

SMALL TOWN SIMPLICITY

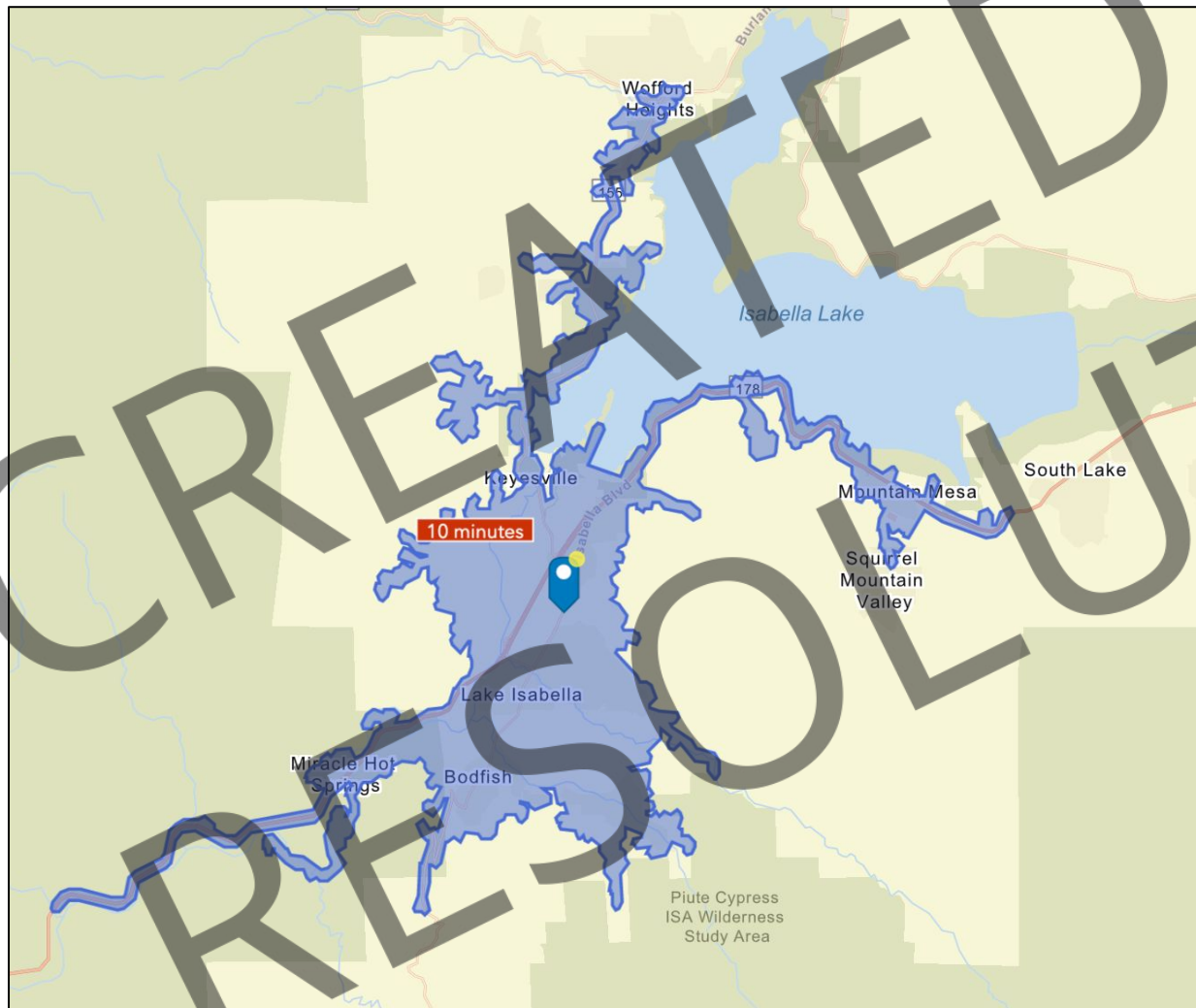
SILVER & GOLD

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

# EXISTING SITE - LAKE ISABELLA, CA - 10 MINUTE DRIVE TIME

## EXISTING COMPETITION

RESOLUT

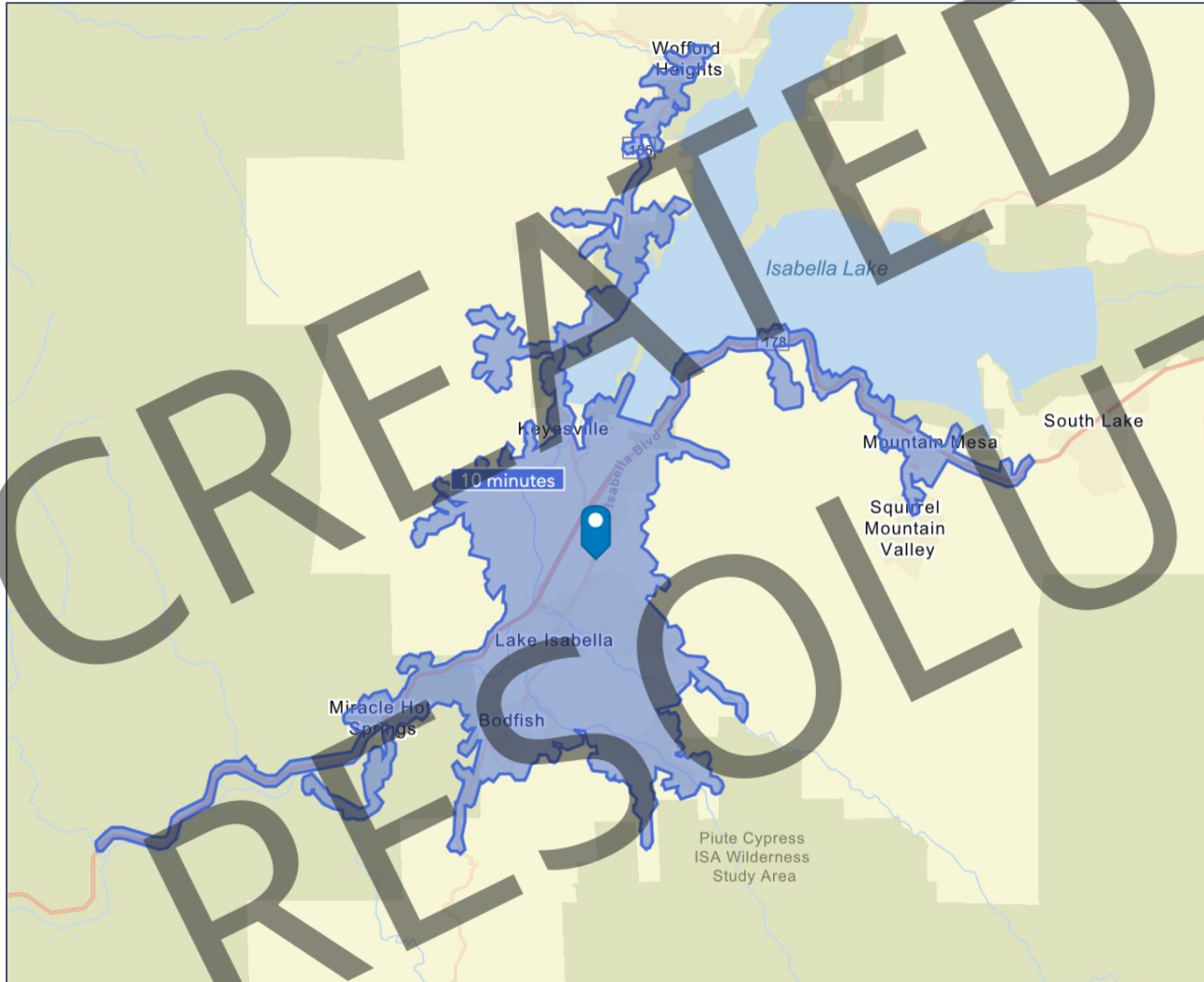


### COMPETITION

- RESTAURANT A - 0
- RESTAURANT B - 0
- RESTAURANT C - 0
- RESTAURANT D - 1
- RESTAURANT E - 0
- RESTAURANT F - 0

## EXISTING SITE - RIDGECREST, CA - 10 MINUTE DRIVE TIME

RESOLUT



### MARKET FACTS

2020 DAYTIME POPULATION	40,457
2010 POPULATION	28,553
2020 POPULATION	28,653
2025 POPULATION	29,062
ANN. POPULATION GROWTH RATE	0.28%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$60,291
2020 AVERAGE HOUSEHOLD INCOME	\$78,095
MEDIAN AGE	37
TOTAL HOUSEHOLDS	11,225



## EXISTING SITE - RIDGECREST, CA - 10 MINUTE DRIVE TIME

### MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	19,591	101
Went to fast casual or drive-in restaurant in last 6 months: lunch	11,063	105
Went to fast casual or drive-in restaurant in last 6 months: dinner	10,588	108
Went to fast casual or drive-in restaurant in last 6 months: weekday	13,426	108
Went to fast casual or drive-in restaurant in last 6 months: weekend	10,586	106
Spent at fast casual restaurant in last 30 days: <\$11	895	103
Spent at fast casual restaurant in last 30 days: \$11-\$20	2,205	102
Spent at fast casual restaurant in last 30 days: \$21-\$40	3,660	106
Spent at fast casual restaurant in last 30 days: \$41-50	1,735	96
Spent at fast casual restaurant in last 30 days: \$51-\$100	3,968	108
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$3,170	87
Food away from home: lunch	\$1,021	88
Food away from home: dinner	\$1,563	87

Note: **Market Potential Index (MPI) and Spend Potential Index 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.

# EXISTING SITE - RIDGECREST, CA - 10 MINUTE DRIVE TIME TAPESTRY SEGMENTATION

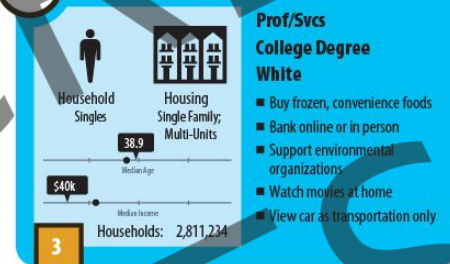
RESOLUT



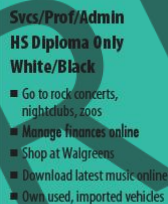
## TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Old & Newcomers - 8F	22.1%	22.1%
Set to Impress - 11D	10.8%	32.9%
Comfortable Empty Nesters - 5A	8.8%	41.7%

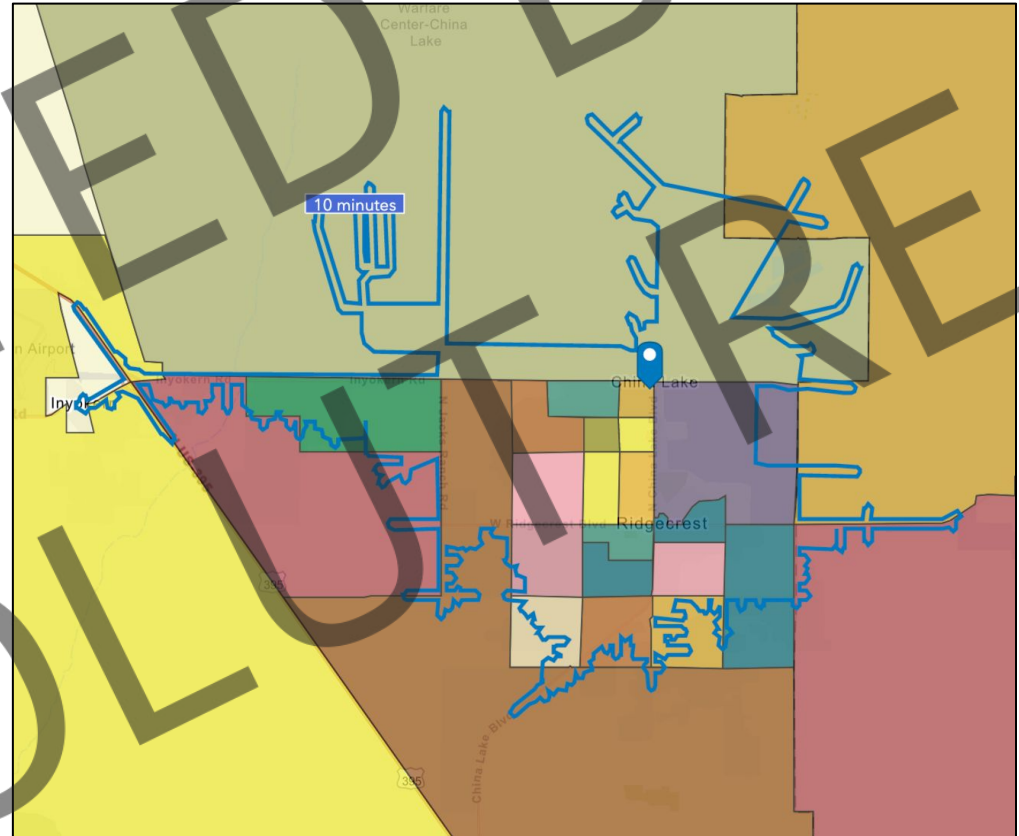
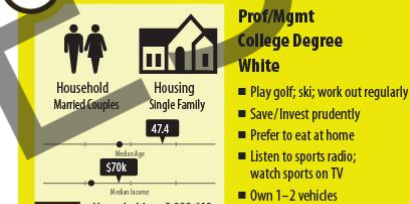
### 8F Old and Newcomers



### 11D Set to Impress



### 5A Comfortable Empty Nesters



OLD & NEWCOMERS

SET TO IMPRESS

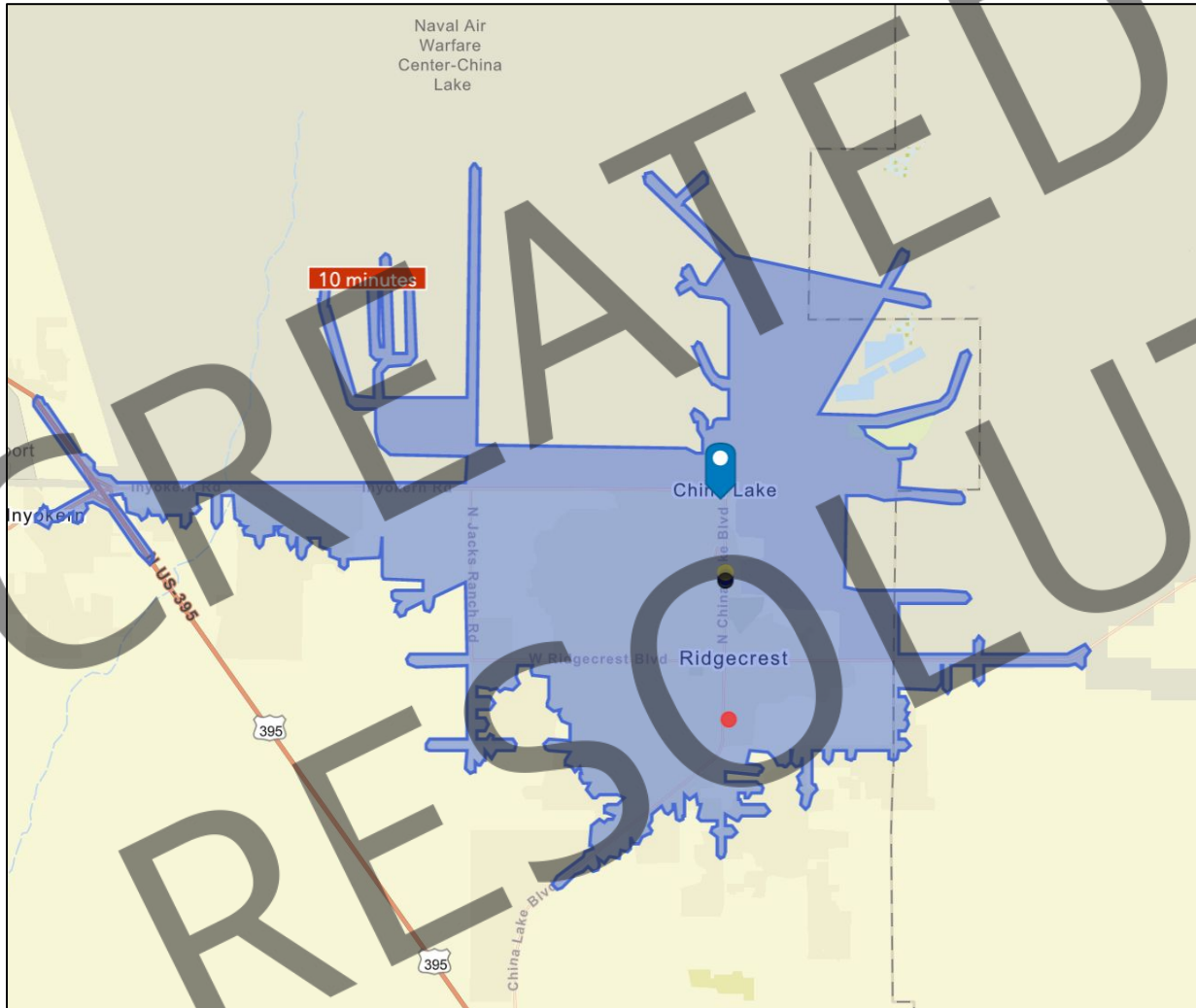
COMFORTABLE EMPTY NESTERS

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

# EXISTING SITE - RIDGECREST, CA - 10 MINUTE DRIVE TIME

## EXISTING COMPETITION

RESOLUT



### COMPETITION

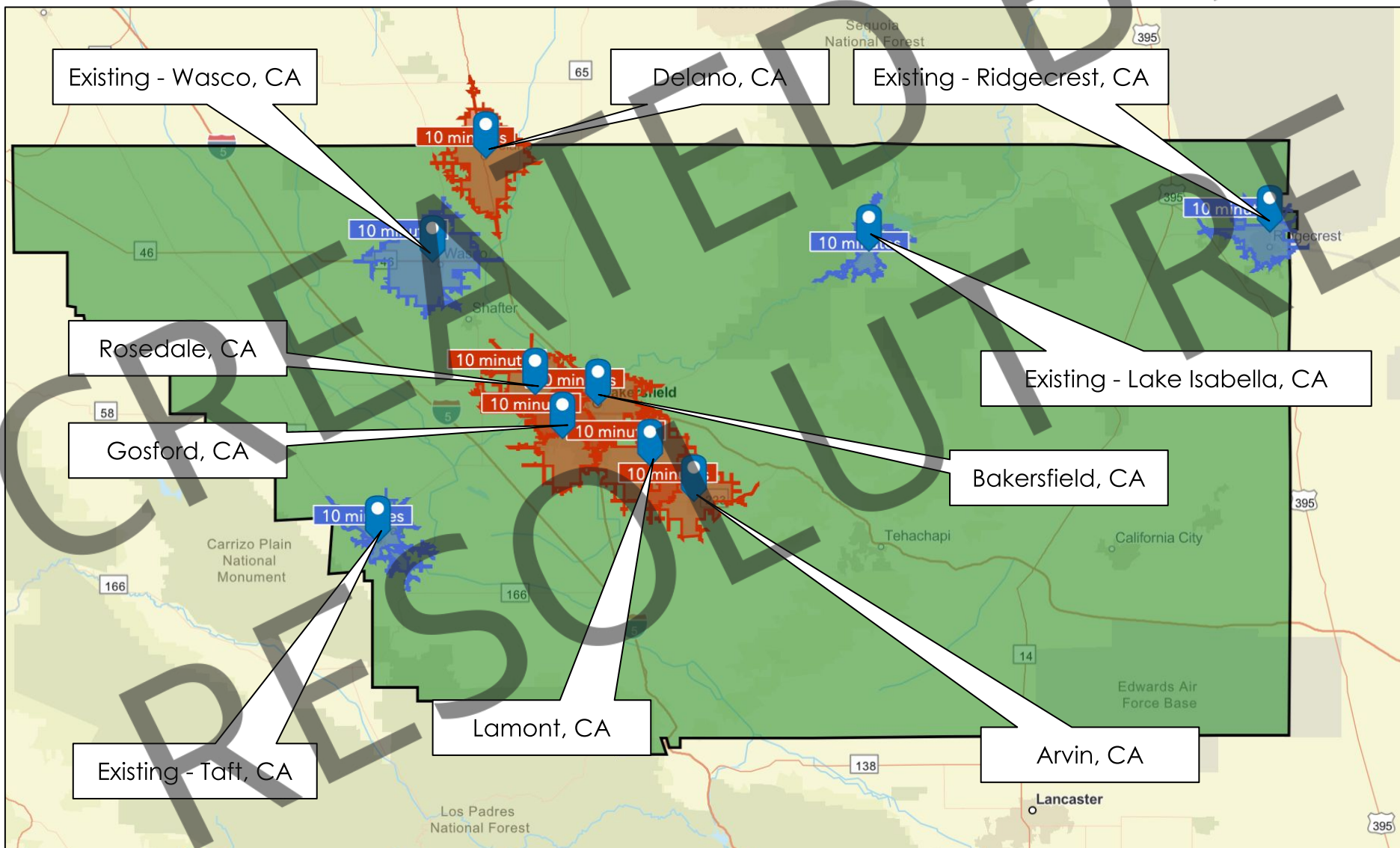
- RESTAURANT A - 0
- RESTAURANT B - 1
- RESTAURANT C - 1
- RESTAURANT D - 1
- RESTAURANT E - 0
- RESTAURANT F - 0



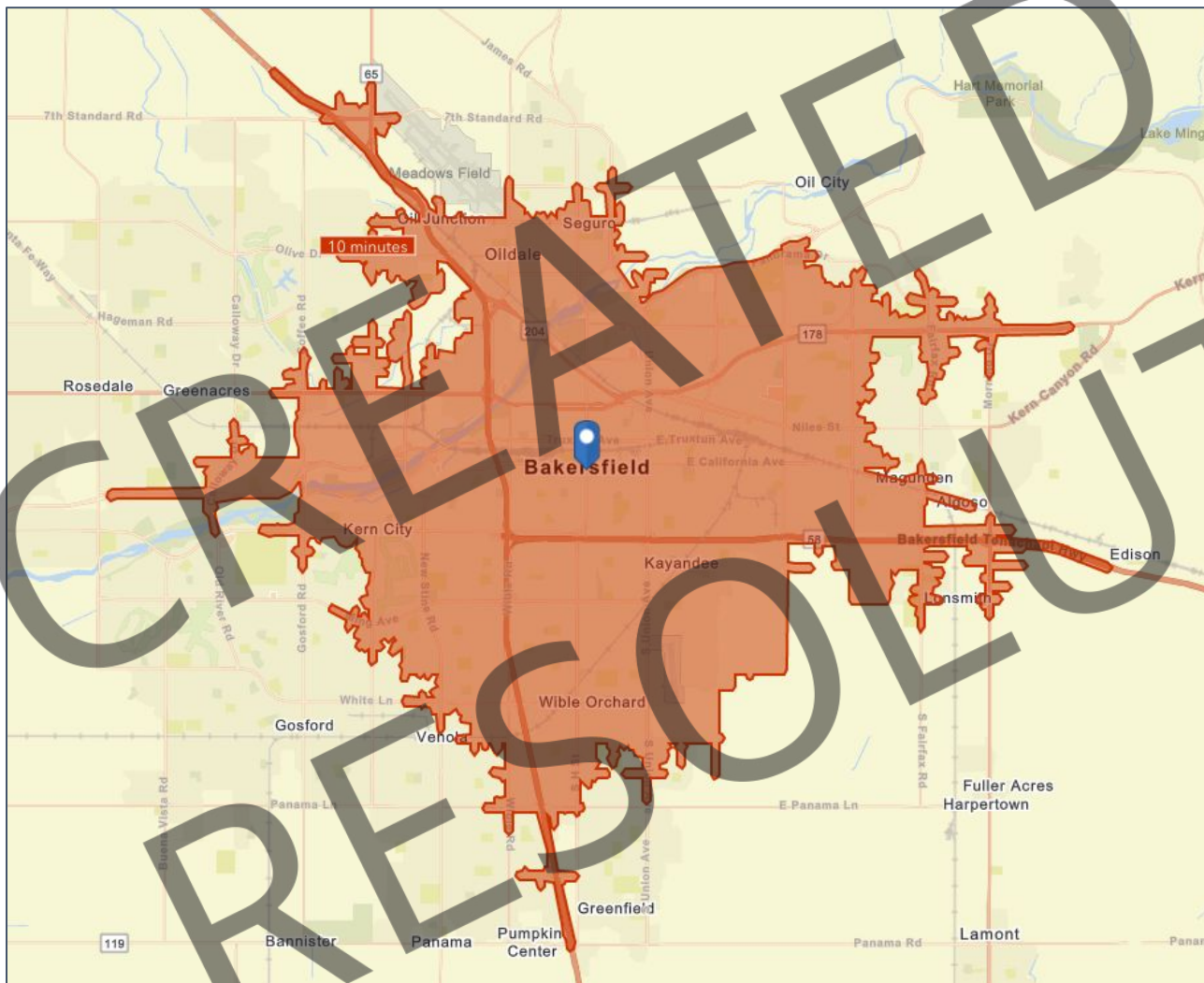
# POTENTIAL MARKETS - 10 MINUTE DRIVE TIME

## BAKERSFIELD METROPOLITAN AREA

RESOLUT



## POTENTIAL MARKET - BAKERSFIELD, CA - 10 MINUTE DRIVE TIME



## MARKET FACTS

2020 DAYTIME POPULATION	280,557
2010 POPULATION	251,994
2020 POPULATION	257,959
2025 POPULATION	263,617
ANN. POPULATION GROWTH RATE	0.43%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$38,020
2020 AVERAGE HOUSEHOLD INCOME	\$53,729
MEDIAN AGE	30
TOTAL HOUSEHOLDS	81,646

# POTENTIAL MARKET - BAKERSFIELD, CA - 10 MINUTE DRIVE TIME

## MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	158,662	98
Went to fast casual or drive-in restaurant in last 6 months: lunch	80,160	91
Went to fast casual or drive-in restaurant in last 6 months: dinner	74,033	90
Went to fast casual or drive-in restaurant in last 6 months: weekday	89,845	86
Went to fast casual or drive-in restaurant in last 6 months: weekend	81,136	98
Spent at fast casual restaurant in last 30 days: <\$11	6,713	93
Spent at fast casual restaurant in last 30 days: \$11-\$20	16,419	91
Spent at fast casual restaurant in last 30 days: \$21-\$40	26,239	92
Spent at fast casual restaurant in last 30 days: \$41-50	12,893	85
Spent at fast casual restaurant in last 30 days: \$51-\$100	31,578	104
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$2,291	63
Food away from home: lunch	\$732	63
Food away from home: dinner	\$1,118	62

Note: **Market Potential Index (MPI)** and **Spend Potential Index** 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 MARKET - BAKERSFIELD, CA - 10 MINUTE DRIVE TIME

## TAPESTRY SEGMENTATION

RESOLUT

RE

### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Valley Growers - 7E	10.7%	10.7%
American Dreamers - 7C	10.3%	21.0%
Fresh Ambitions - 13D	10.0%	31.0%

#### 7E Valley Growers



Household  
Married Couples



Housing  
Single Family

26.9

Median Age

\$34k

Median Income

5

Households: 295,381

**Farm/Svcs  
No HS Diploma  
Hispanic**

- Go camping ; do scrapbooking
- Pay bills in person; prepare own taxes
- Do home improvement projects
- Watch Discovery Channel, Spanish network TV
- Own/Maintain used vehicle

#### 7C American Dreamers



Household  
Married Couples



Housing  
Single Family

32.1

Median Age

\$50k

Median Income

2

Households: 1,771,368

**Svcs/Admin  
HS Diploma Only  
White/Black**

- Own feature-rich cell phones
- Spend money carefully; buy necessities
- Pay bills, socialize online
- Listen to urban or Hispanic radio
- Eat at Taco Bell, Wendy's, IHOP

#### 13D Fresh Ambitions



Household  
Single Parents



Housing  
Multi-Unit Rentals;  
Single Family

28.3

Median Age

\$27k

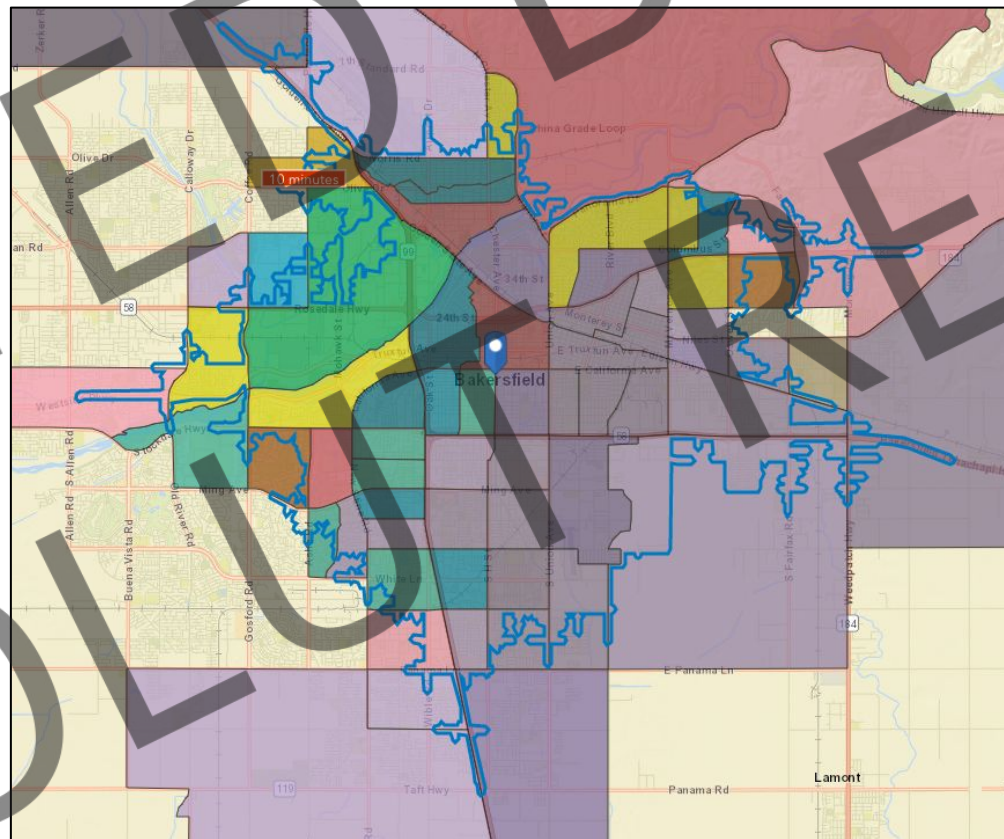
Median Income

1

Households: 781,987

**Svcs  
No HS Diploma  
Hispanic**

- Own cell phones
- Wire money back home
- Buy baby/children's products
- Subscribe to cable TV; watch Spanish TV, BET
- Own vehicle; take public transportation



VALLEY GROWERS

AMERICAN DREAMERS

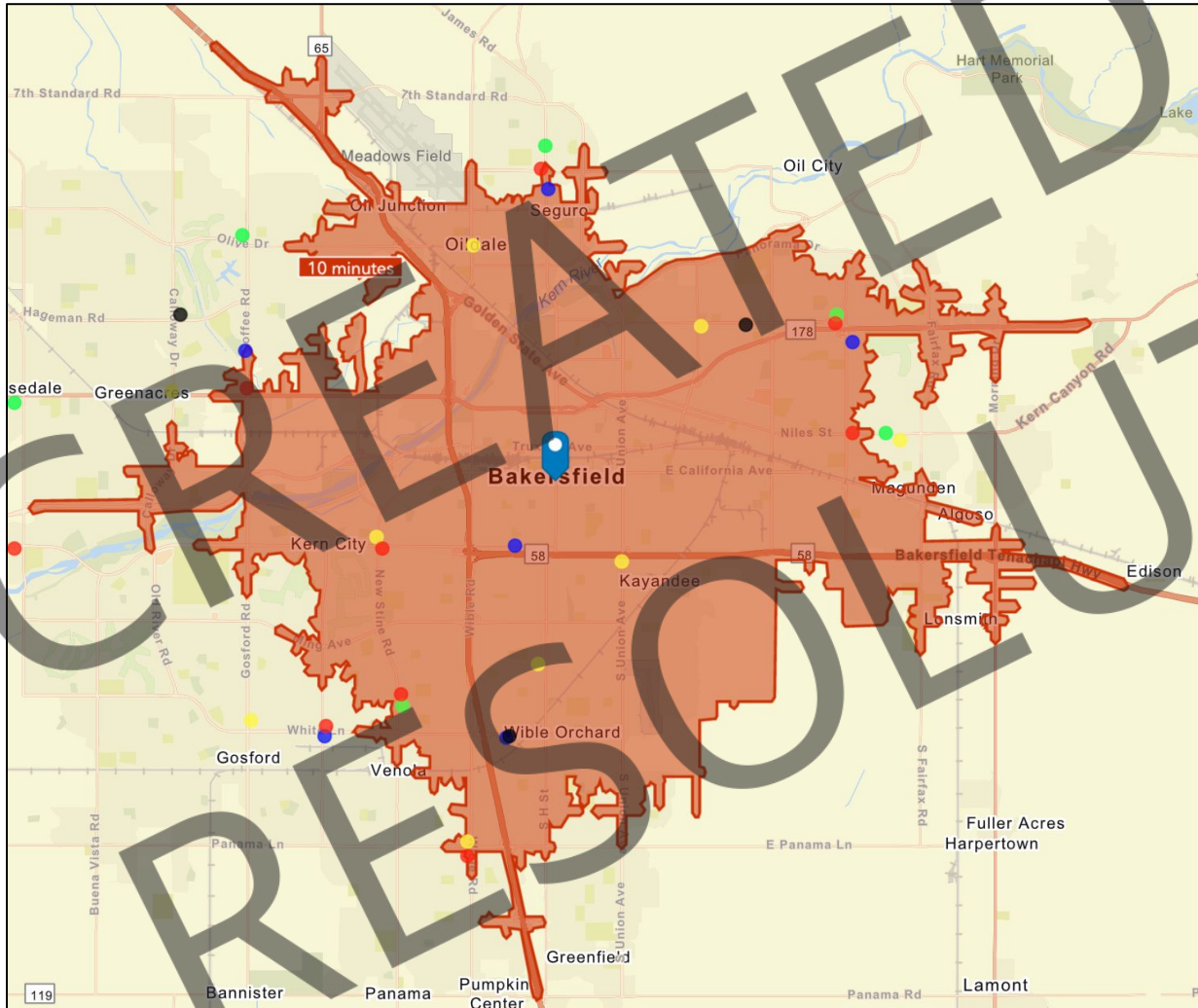
FRESH AMBITIONS

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

# POTENTIAL MARKET - BAKERSFIELD, CA - 10 MINUTE DRIVE TIME

## EXISTING COMPETITION

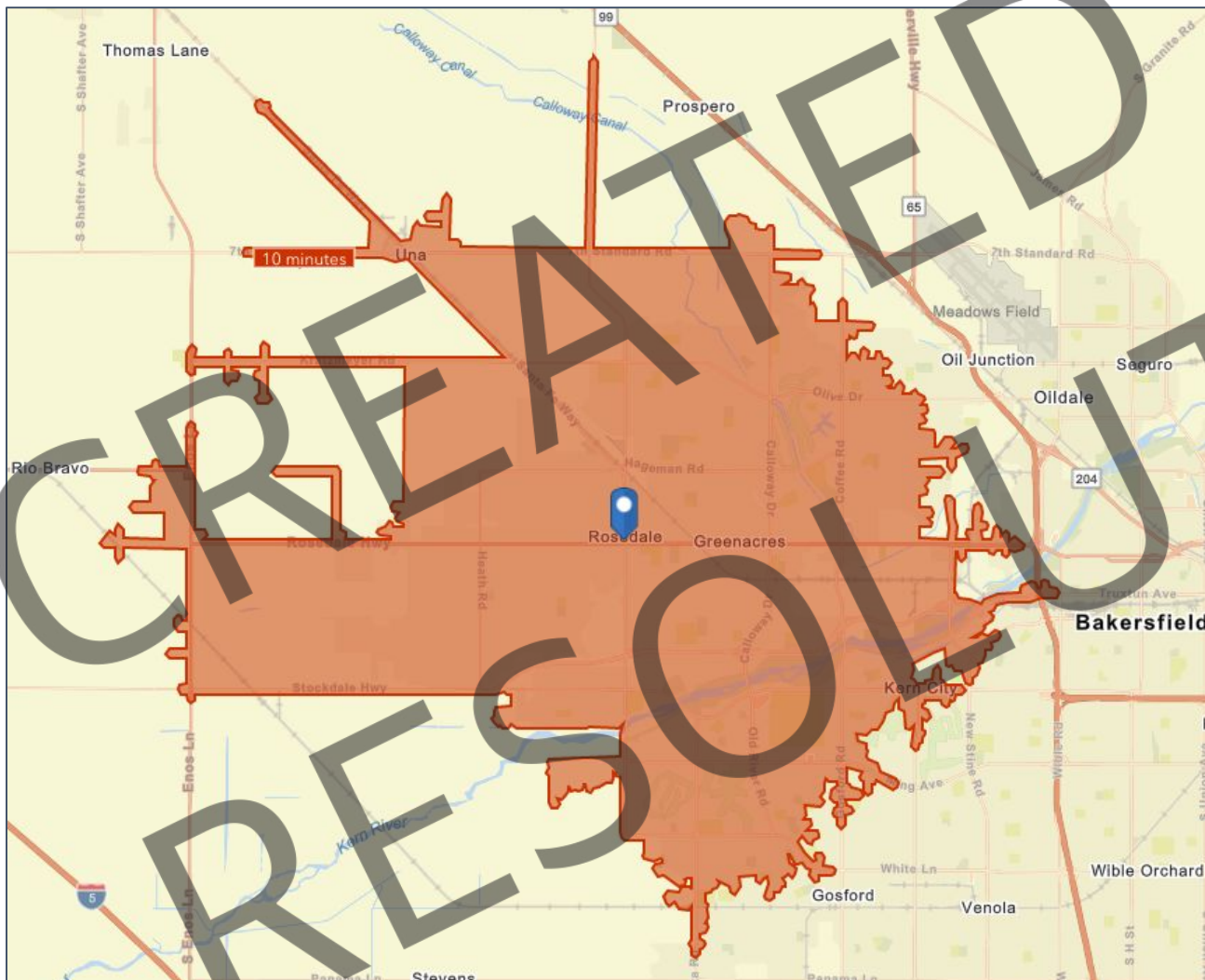
RESOLUT



### COMPETITION

- RESTAURANT A - 5
- RESTAURANT B - 6
- RESTAURANT C - 2
- RESTAURANT D - 6
- RESTAURANT E - 2
- RESTAURANT F - 0

# POTENTIAL MARKET - ROSEDALE, CA - 10 MINUTE DRIVE TIME



## MARKET FACTS

2020 DAYTIME POPULATION	134,456
2010 POPULATION	116,200
2020 POPULATION	131,889
2025 POPULATION	137,098
ANN. POPULATION GROWTH RATE	0.78%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$100,038
2020 AVERAGE HOUSEHOLD INCOME	\$124,581
MEDIAN AGE	36
TOTAL HOUSEHOLDS	44,243



# POTENTIAL MARKET - ROSEDALE, CA - 10 MINUTE DRIVE TIME

## MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	91,582	102
Went to fast casual or drive-in restaurant in last 6 months: lunch	54,657	112
Went to fast casual or drive-in restaurant in last 6 months: dinner	51,383	113
Went to fast casual or drive-in restaurant in last 6 months: weekday	63,841	111
Went to fast casual or drive-in restaurant in last 6 months: weekend	51,584	112
Spent at fast casual restaurant in last 30 days: <\$11	3,258	81
Spent at fast casual restaurant in last 30 days: \$11-\$20	9,439	95
Spent at fast casual restaurant in last 30 days: \$21-\$40	15,055	95
Spent at fast casual restaurant in last 30 days: \$41-50	9,101	109
Spent at fast casual restaurant in last 30 days: \$51-\$100	18,517	110
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$4,983	137
Food away from home: lunch	\$1,610	139
Food away from home: dinner	\$2,472	137

Note: **Market Potential Index (MPI)** and **Spend Potential Index** 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 MARKET - ROSEDALE, CA - 10 MINUTE DRIVE TIME

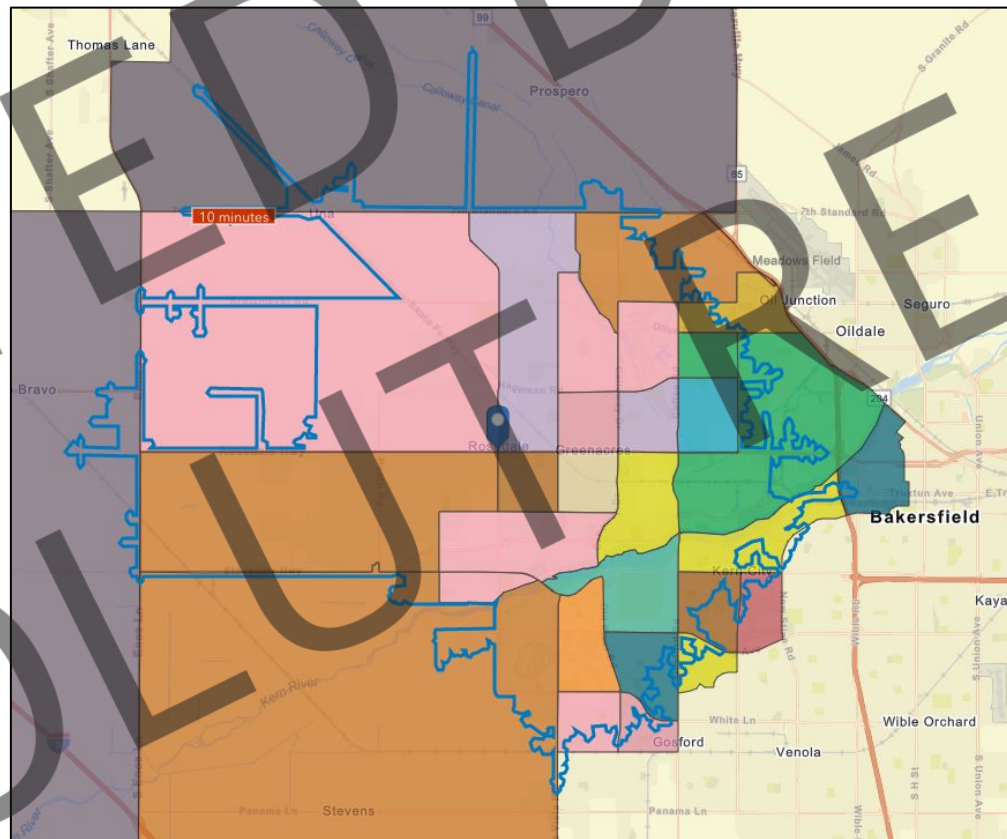
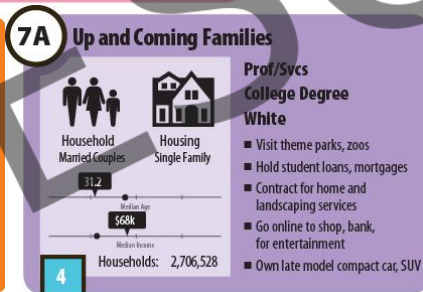
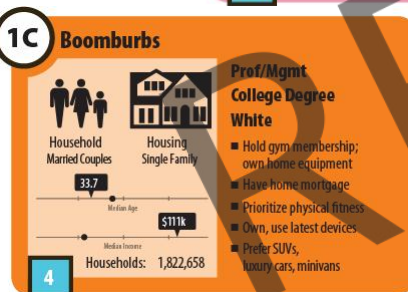
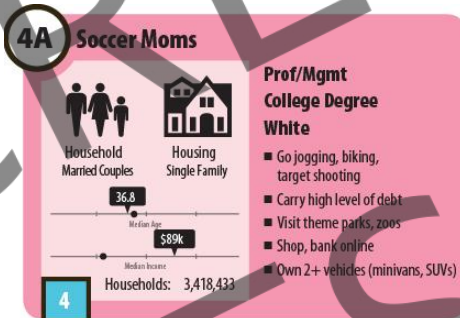
## TAPESTRY SEGMENTATION

RESOLUT

RE

### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Soccer Moms - 4A	31.7%	31.7%
Boomburbs - 1C	18.1%	49.8%
Up & Coming Families - 7A	10.0%	59.8%



SOCCER MOMS

BOOMBURBS

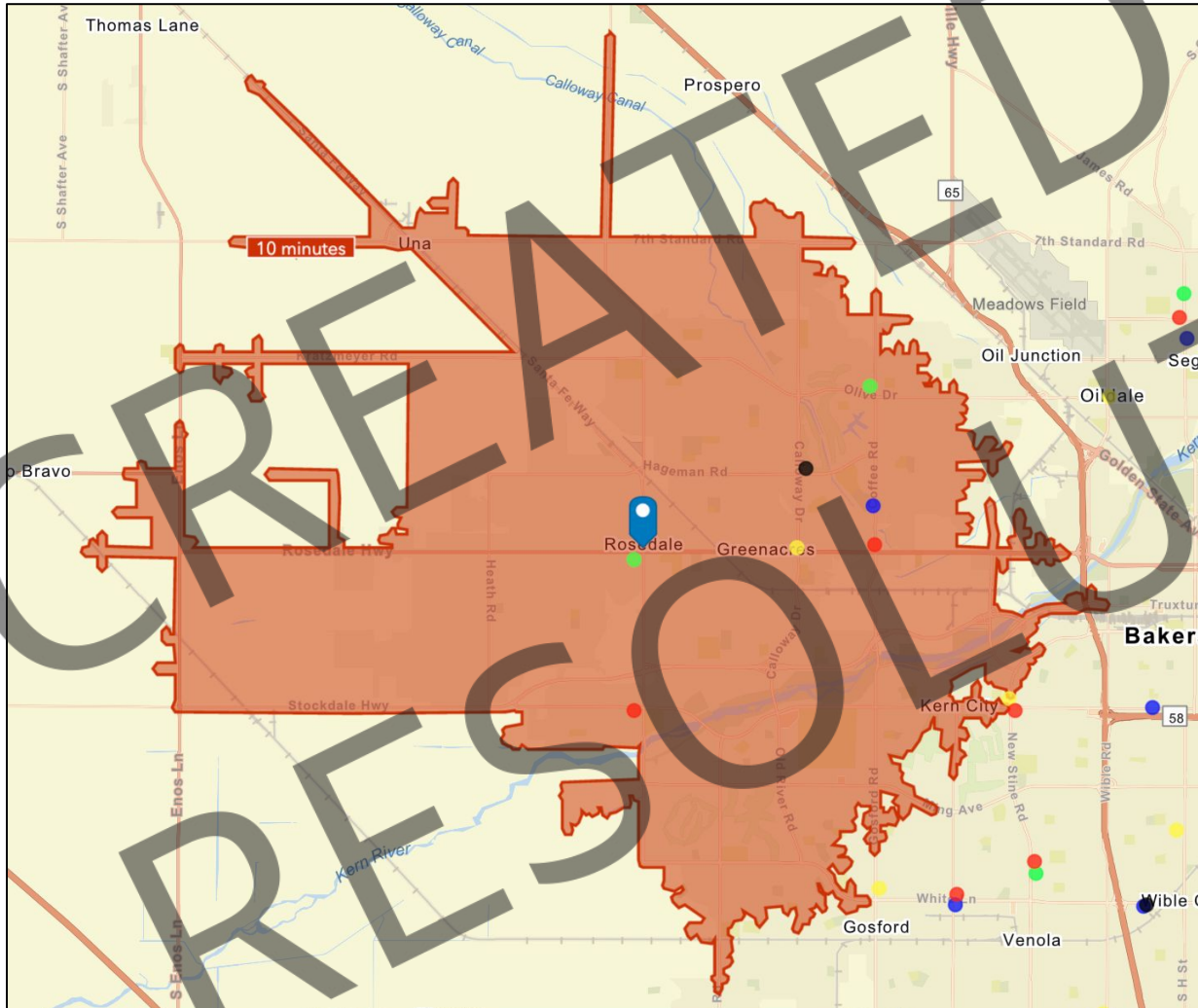
UP & COMING FAMILIES

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

# POTENTIAL MARKET - ROSEDALE, CA - 10 MINUTE DRIVE TIME

## EXISTING COMPETITION

RESOLUT

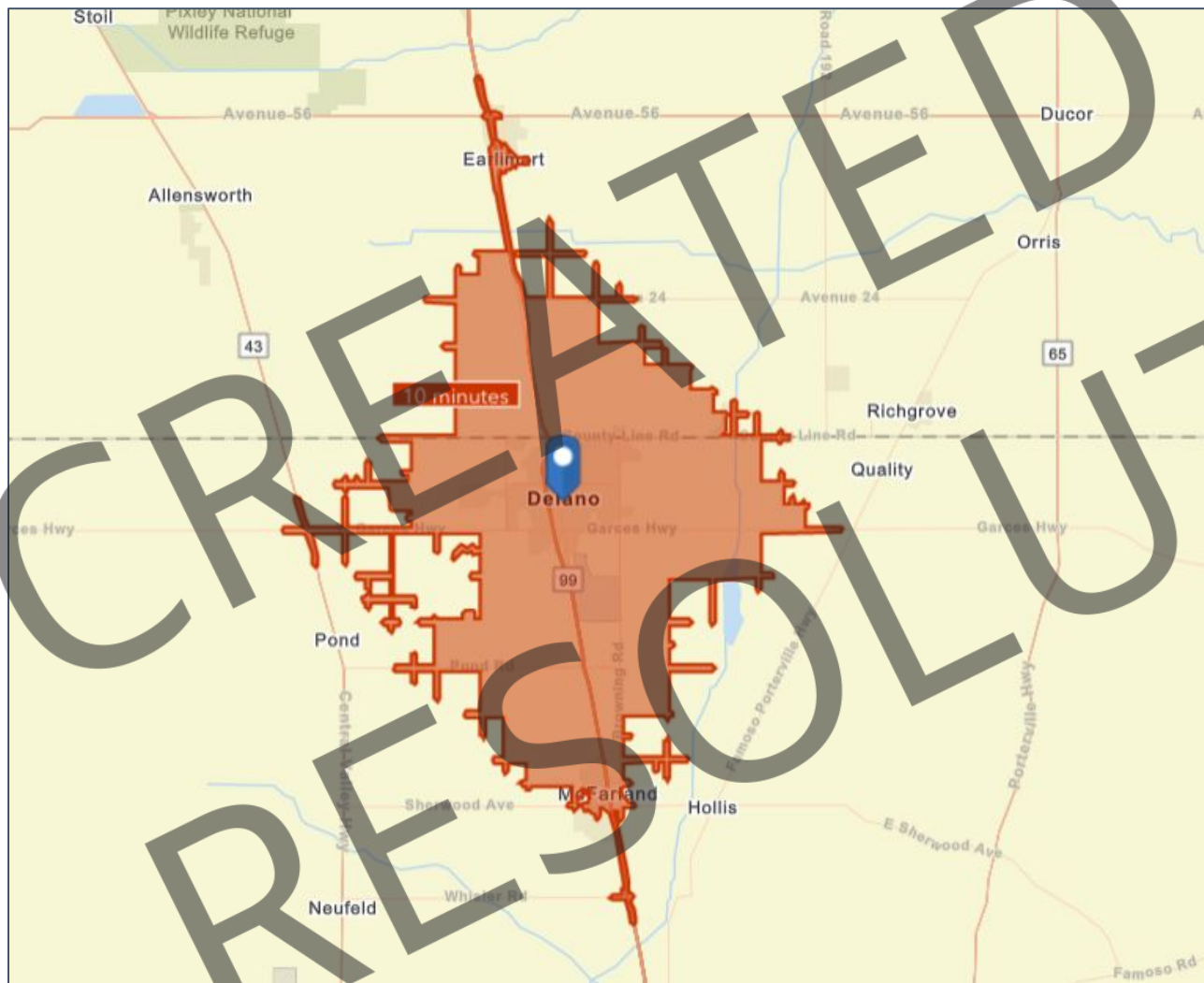


### COMPETITION

- RESTAURANT A - 1
- RESTAURANT B - 2
- RESTAURANT C - 1
- RESTAURANT D - 1
- RESTAURANT E - 2
- RESTAURANT F - 0



# POTENTIAL MARKET - DELANO, CA - 10 MINUTE DRIVE TIME



## MARKET FACTS

2020 DAYTIME POPULATION	51,409
2010 POPULATION	50,582
2020 POPULATION	58,423
2025 POPULATION	60,204
ANN. POPULATION GROWTH RATE	0.60%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$38,194
2020 AVERAGE HOUSEHOLD INCOME	\$52,363
MEDIAN AGE	28
TOTAL HOUSEHOLDS	13,934

# POTENTIAL MARKET - DELANO, CA - 10 MINUTE DRIVE TIME

## MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	34,662	98
Went to fast casual or drive-in restaurant in last 6 months: lunch	16,392	85
Went to fast casual or drive-in restaurant in last 6 months: dinner	15,053	84
Went to fast casual or drive-in restaurant in last 6 months: weekday	16,561	73
Went to fast casual or drive-in restaurant in last 6 months: weekend	16,347	90
Spent at fast casual restaurant in last 30 days: <\$11	1,060	67
Spent at fast casual restaurant in last 30 days: \$11-\$20	3,120	79
Spent at fast casual restaurant in last 30 days: \$21-\$40	4,640	74
Spent at fast casual restaurant in last 30 days: \$41-50	3,813	116
Spent at fast casual restaurant in last 30 days: \$51-\$100	8,968	135
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$2,320	64
Food away from home: lunch	\$717	62
Food away from home: dinner	\$1,137	63

Note: **Market Potential Index (MPI)** and **Spend Potential Index** 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 MARKET - DELANO, CA - 10 MINUTE DRIVE TIME

## TAPESTRY SEGMENTATION

RESOLUT



### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Valley Growers - 7E	80.8%	80.8%
Urban Villages - 7B	8.3%	89.1%
Up & Coming Families - 7A	4.4%	93.5%

#### 7E Valley Growers



Household Married Couples

26.9

Median Age

\$34k

Median Income

5

Households: 295,381



Housing Single Family

**Farm/Svcs**  
**No HS Diploma**  
**Hispanic**

- Go camping; do scrapbooking
- Pay bills in person; prepare own taxes
- Do home improvement projects
- Watch Discovery Channel, Spanish network TV
- Own/Maintain used vehicle

#### 7B Urban Villages



Household Married Couples

33.6

Median Age

\$59k

Median Income

2

Households: 1,297,907



Housing Single Family

**Svcs/Admin**  
**No HS Diploma**  
**Hispanic**

- Buy new clothes; go clubbing; visit water parks
- Carry credit cards
- Shop at Costco, Whole Foods, Target, Nordstrom
- Own smartphones
- Shop on HSN

#### 7A Up and Coming Families



Household Married Couples

31.2

Median Age

\$68k

Median Income

4

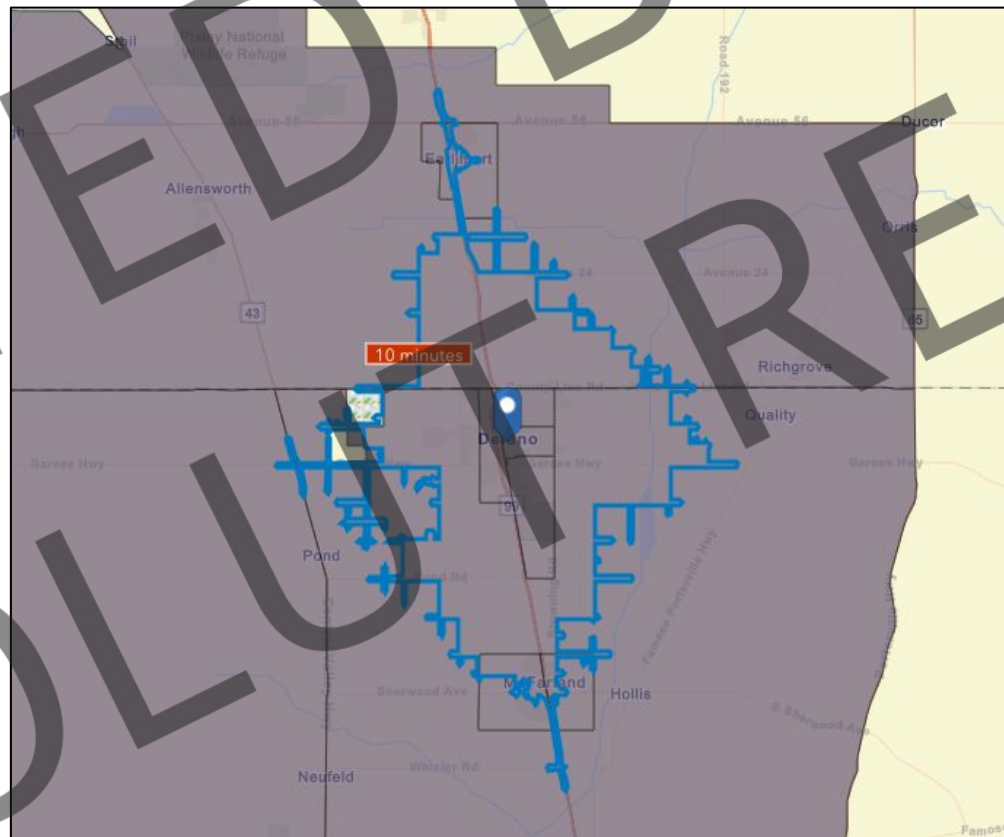
Households: 2,706,528



Housing Single Family

**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



VALLEY GROWERS

URBAN VILLAGES

UP & COMING FAMILIES

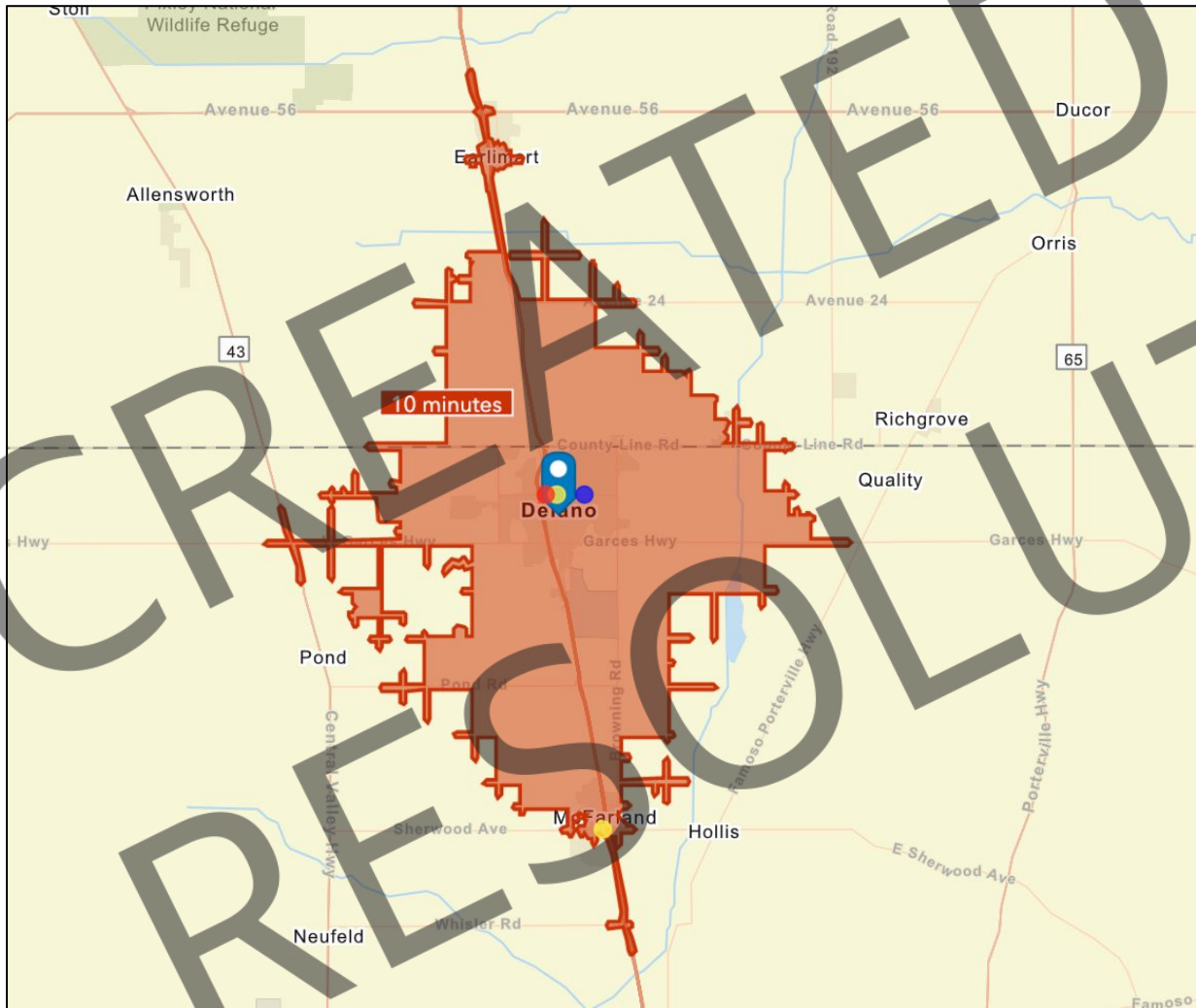
Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.



# POTENTIAL MARKET - DELANO, CA - 10 MINUTE DRIVE TIME

## EXISTING COMPETITION

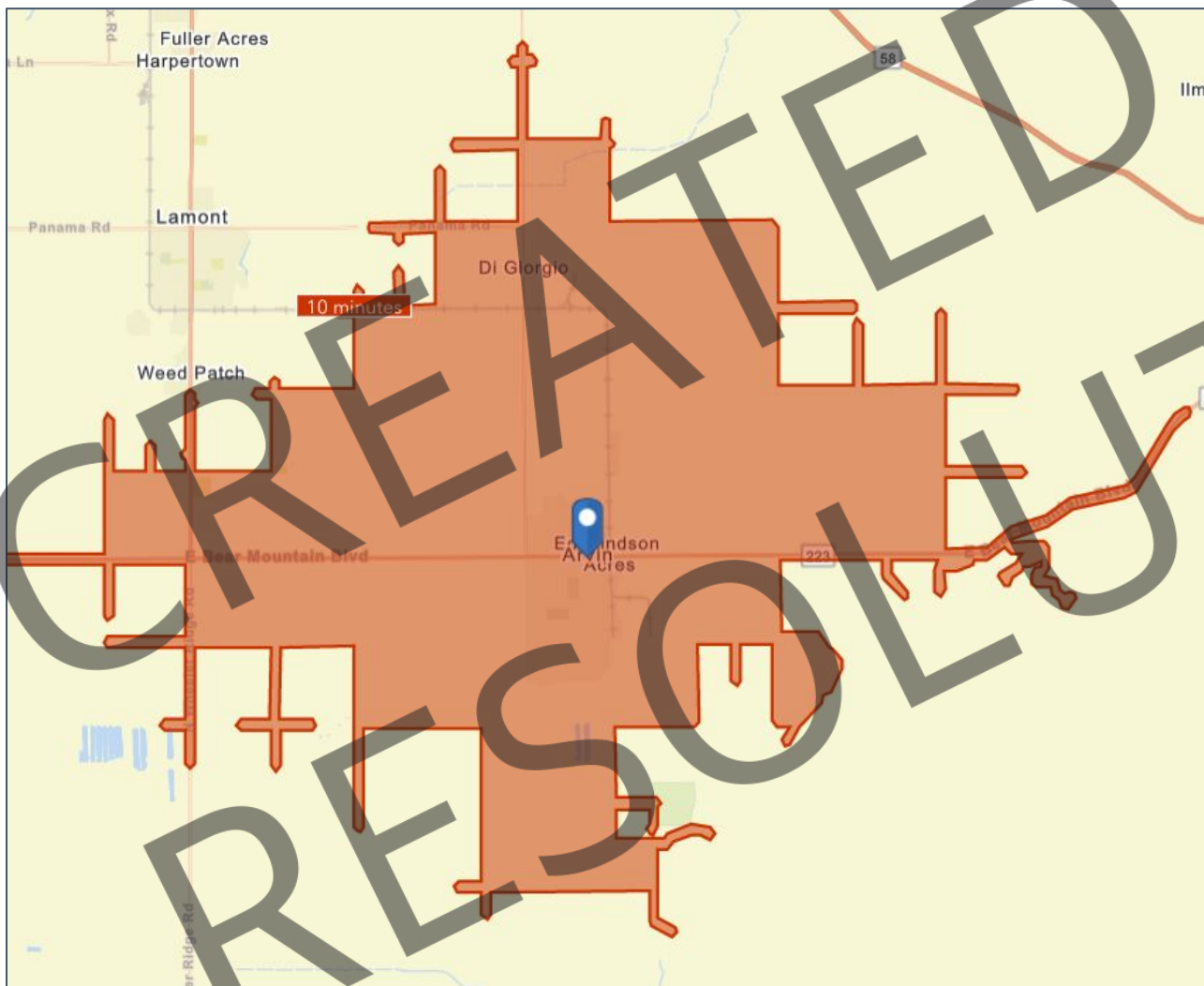
RESOLUT



### COMPETITION

-  RESTAURANT A - 1
-  RESTAURANT B - 1
-  RESTAURANT C - 0
-  RESTAURANT D - 2
-  RESTAURANT E - 0
-  RESTAURANT F - 0

## POTENTIAL MARKET - ARVIN, CA - 10 MINUTE DRIVE TIME



### MARKET FACTS

2020 DAYTIME POPULATION	20,299
2010 POPULATION	20,833
2020 POPULATION	22,958
2025 POPULATION	24,056
ANN. POPULATION GROWTH RATE	0.94%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$38,518
2020 AVERAGE HOUSEHOLD INCOME	\$48,942
MEDIAN AGE	27
TOTAL HOUSEHOLDS	5,033

# POTENTIAL MARKET - ARVIN, CA - 10 MINUTE DRIVE TIME

## MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	13,186	98
Went to fast casual or drive-in restaurant in last 6 months: lunch	6,123	83
Went to fast casual or drive-in restaurant in last 6 months: dinner	5,609	82
Went to fast casual or drive-in restaurant in last 6 months: weekday	6,103	71
Went to fast casual or drive-in restaurant in last 6 months: weekend	6,056	88
Spent at fast casual restaurant in last 30 days: <\$11	407	67
Spent at fast casual restaurant in last 30 days: \$11-\$20	1,148	77
Spent at fast casual restaurant in last 30 days: \$21-\$40	1,733	73
Spent at fast casual restaurant in last 30 days: \$41-50	1,493	119
Spent at fast casual restaurant in last 30 days: \$51-\$100	3,506	138
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$2,181	60
Food away from home: lunch	\$671	58
Food away from home: dinner	\$1,070	59

Note: **Market Potential Index (MPI)** and **Spend Potential Index** 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 MARKET - ARVIN, CA - 10 MINUTE DRIVE TIME

## TAPESTRY SEGMENTATION

RESOLUT



### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Valley Growers - 7E	90.3%	90.3%
Urban Villages - 7B	9.5%	99.8%
Rustbelt Traditions - 5D	0.2%	100%

#### 7E Valley Growers



Household  
Married Couples

26.9

Median Age

\$34k

Median Income

5

Households: 295,381



Housing  
Single Family

**Farm/Svcs**  
**No HS Diploma**  
**Hispanic**

- Go camping; do scrapbooking
- Pay bills in person; prepare own taxes
- Do home improvement projects
- Watch Discovery Channel, Spanish network TV
- Own/Maintain used vehicle

#### 7B Urban Villages



Household  
Married Couples

33.6

Median Age

\$59k

Median Income

2

Households: 1,297,907



Housing  
Single Family

**Svcs/Admin**  
**No HS Diploma**  
**Hispanic**

- Buy new clothes; go clubbing; visit water parks
- Carry credit cards
- Shop at Costco, Whole Foods, Target, Nordstrom
- Own smartphones
- Shop on HSN

#### 5D Rustbelt Traditions



Household  
Married Couples

38.7

Median Age

\$51k

Median Income

2

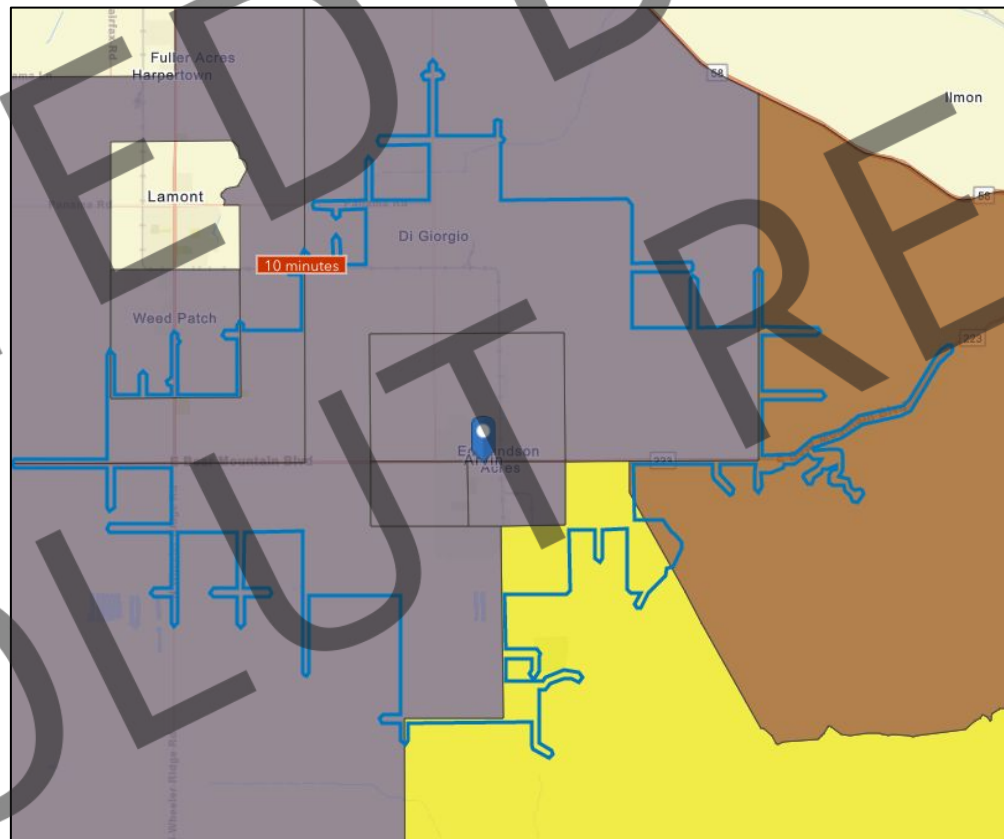
Households: 2,691,375



Housing  
Single Family

**Svcs/Prof/Admin**  
**HS Diploma Only**  
**White**

- Buy American-made products
- Hold home mortgage
- Play games online
- Read newspapers; watch TV
- Own 2-3 vehicles



VALLEY GROWERS

URBAN VILLAGES

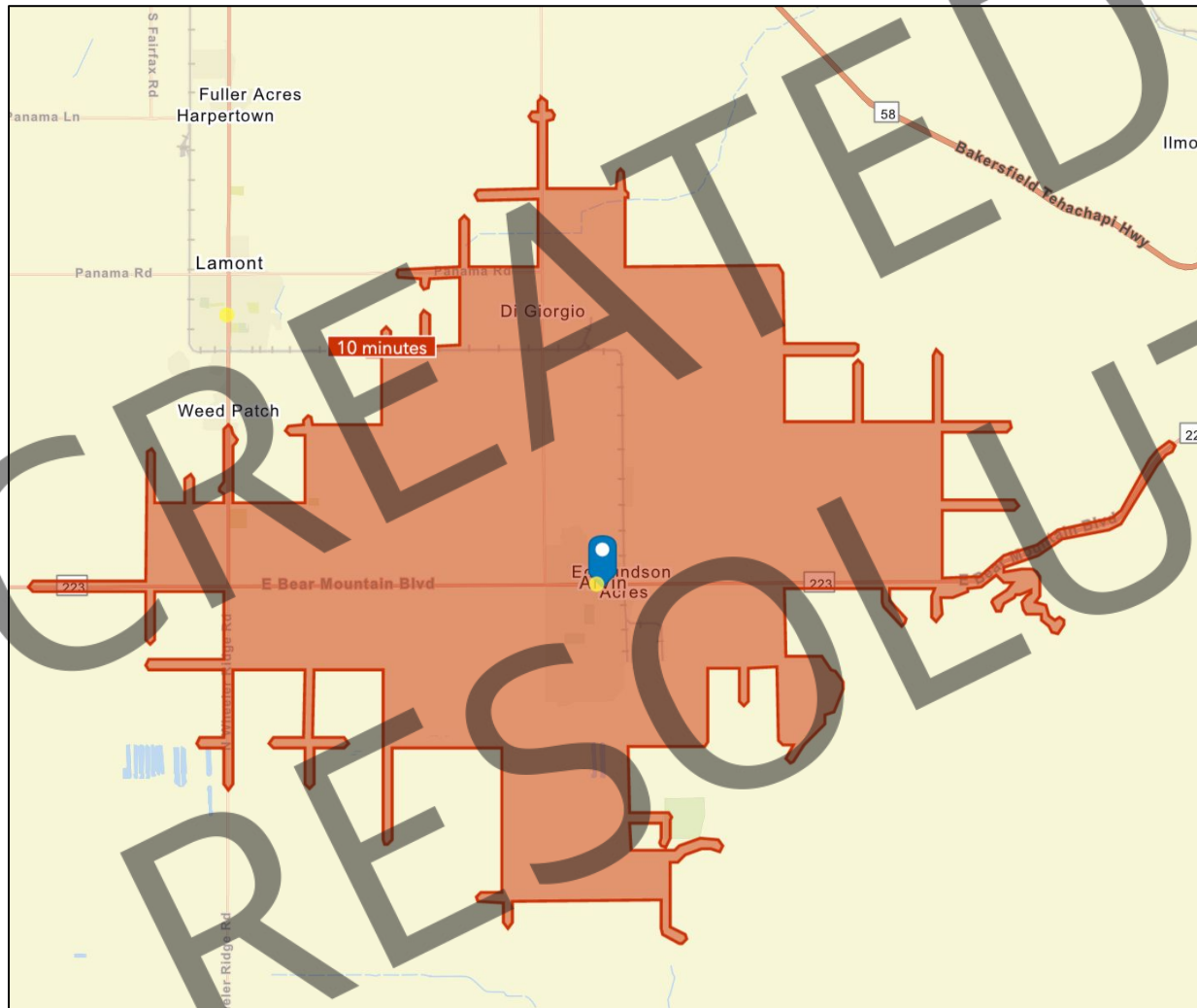
RUSTBELT TRADITIONS

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

# POTENTIAL MARKET - ARVIN, CA - 10 MINUTE DRIVE TIME

## EXISTING COMPETITION

RESOLUT



### COMPETITION

- RESTAURANT A - 0
- RESTAURANT B - 0
- RESTAURANT C - 0
- RESTAURANT D - 1
- RESTAURANT E - 0
- RESTAURANT F - 0

# POTENTIAL MARKET - GOSFORD, CA - 10 MINUTE DRIVE TIME



## MARKET FACTS

2020 DAYTIME POPULATION	201,573
2010 POPULATION	182,001
2020 POPULATION	206,860
2025 POPULATION	215,591
ANN. POPULATION GROWTH RATE	0.83%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$65,862
2020 AVERAGE HOUSEHOLD INCOME	\$88,477
MEDIAN AGE	32
TOTAL HOUSEHOLDS	65,579



# POTENTIAL MARKET - GOSFORD, CA - 10 MINUTE DRIVE TIME

## MARKET POTENTIAL INDEX

Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	137,002	101
Went to fast casual or drive-in restaurant in last 6 months: lunch	74,400	101
Went to fast casual or drive-in restaurant in last 6 months: dinner	70,639	103
Went to fast casual or drive-in restaurant in last 6 months: weekday	86,966	100
Went to fast casual or drive-in restaurant in last 6 months: weekend	74,260	107
Spent at fast casual restaurant in last 30 days: <\$11	5,137	84
Spent at fast casual restaurant in last 30 days: \$11-\$20	14,566	96
Spent at fast casual restaurant in last 30 days: \$21-\$40	22,177	92
Spent at fast casual restaurant in last 30 days: \$41-50	11,859	94
Spent at fast casual restaurant in last 30 days: \$51-\$100	27,055	106
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$3,675	101
Food away from home: lunch	\$1,193	103
Food away from home: dinner	\$1,797	100

Note: **Market Potential Index (MPI)** and **Spend Potential Index** 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 MARKET - GOSFORD, CA - 10 MINUTE DRIVE TIME

## TAPESTRY SEGMENTATION

RESOLUT

RE

### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Up & Coming Families - 7A	18.5%	18.5%
American Dreamers - 7C	10.2%	28.7%
Soccer Moms - 4A	8.4%	37.1%

#### 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

#### 7C American Dreamers



Household  
Married Couples

32.1



Housing  
Single Family

Median Age

\$50K

Median Income

Households: 1,771,368

2

**Svcs/Admin**  
**HS Diploma Only**  
**White/Black**

- Own feature-rich cell phones
- Spend money carefully; buy necessities
- Pay bills, socialize online
- Listen to urban or Hispanic radio
- Eat at Taco Bell, Wendy's, IHOP

#### 4A Soccer Moms



Household  
Married Couples

36.8



Housing  
Single Family

Median Age

\$89K

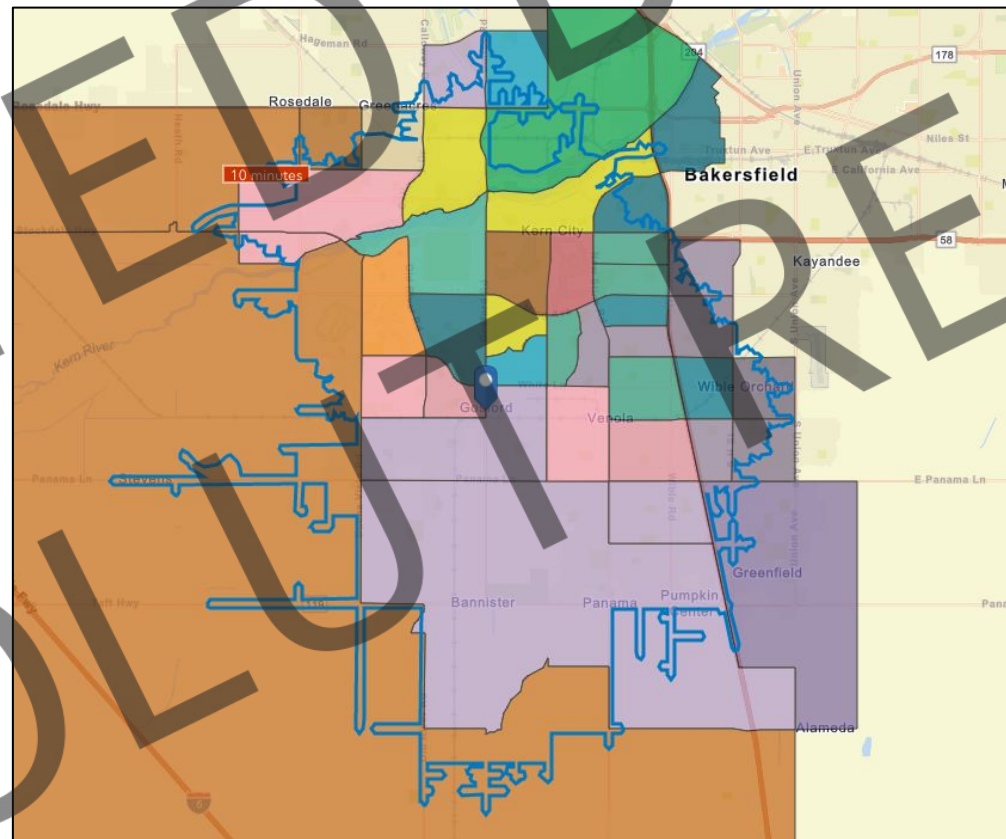
Median Income

Households: 3,418,433

4

**Prof/Mgmt**  
**College Degree**  
**White**

- Go jogging, biking, target shooting
- Carry high level of debt
- Visit theme parks, zoos
- Shop, bank online
- Own 2+ vehicles (minivans, SUVs)



UP & COMING  
FAMILIES

AMERICAN  
DREAMERS

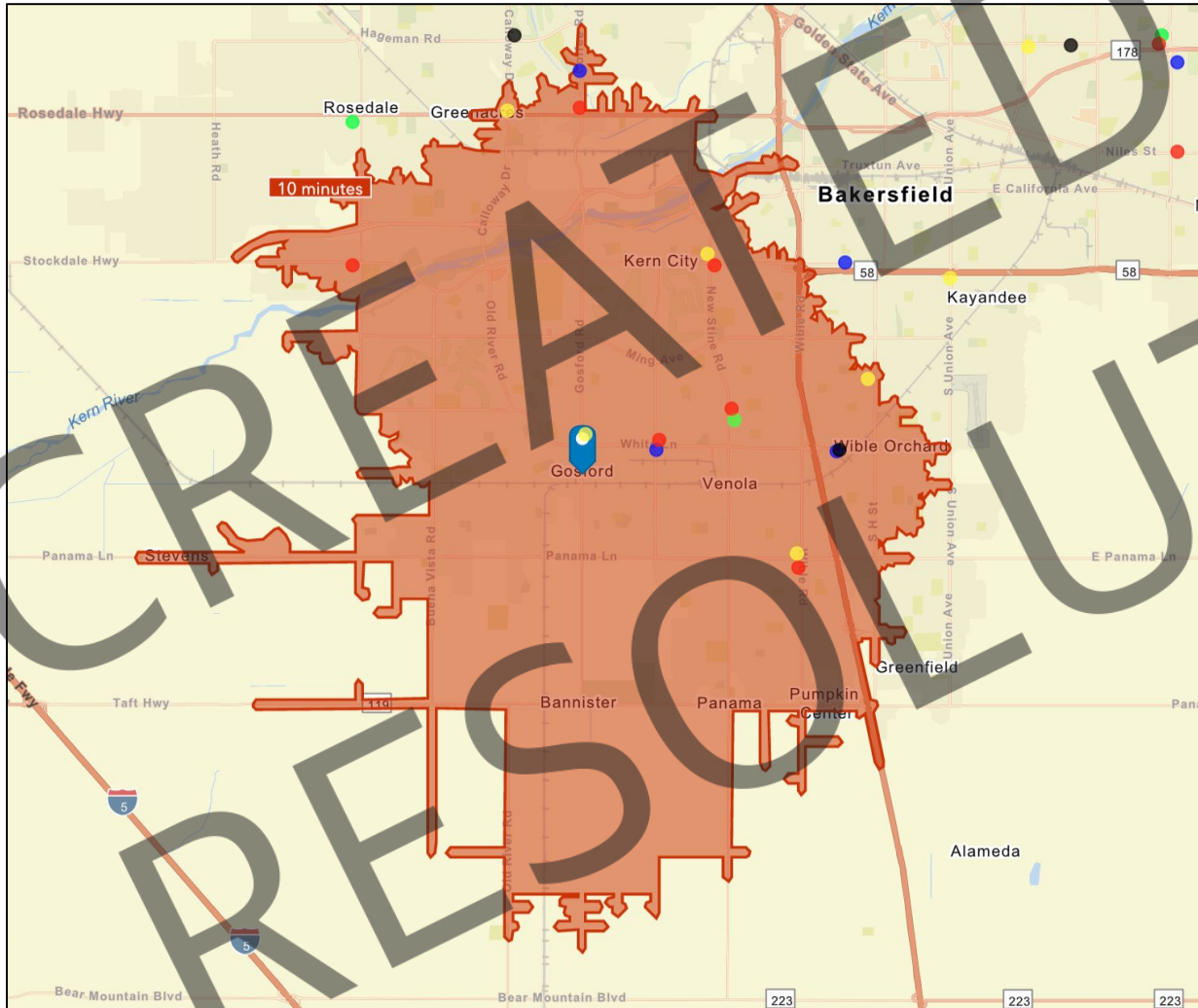
SOCCER MOMS

Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e. 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e. 1A, 1B) will be different shades of their LifeMode color to allow differentiation.

# POTENTIAL MARKET - GOSFORD, CA - 10 MINUTE DRIVE TIME

## EXISTING COMPETITION

RESOLUT

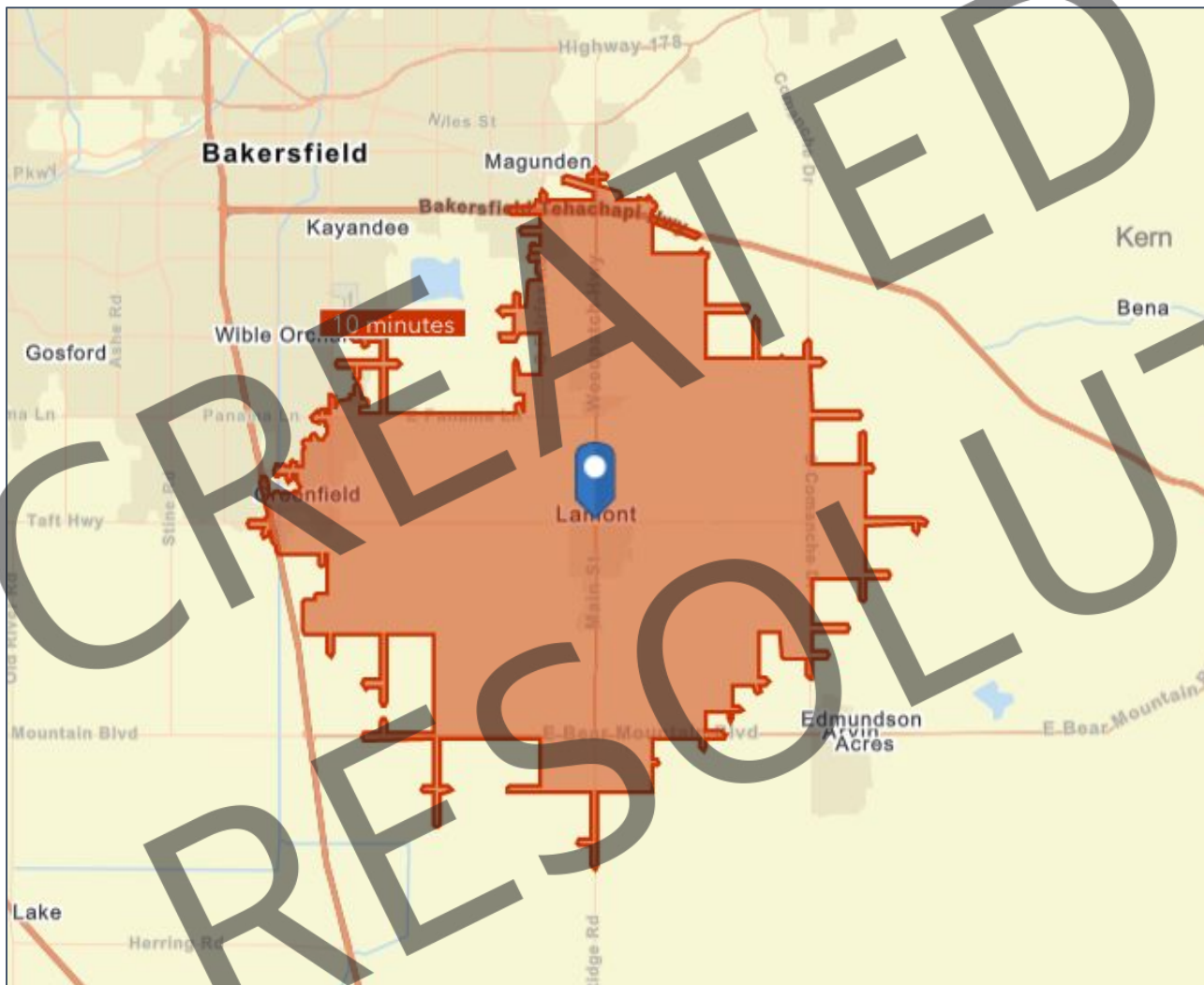


### COMPETITION

- RESTAURANT A - 3
- RESTAURANT B - 6
- RESTAURANT C - 1
- RESTAURANT D - 5
- RESTAURANT E - 1
- RESTAURANT F - 0



# POTENTIAL MARKET - LAMONT, CA - 10 MINUTE DRIVE TIME



## MARKET FACTS

2020 DAYTIME POPULATION	34,380
2010 POPULATION	35,102
2020 POPULATION	38,718
2025 POPULATION	40,571
ANN. POPULATION GROWTH RATE	0.94%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$40,592
2020 AVERAGE HOUSEHOLD INCOME	\$54,963
MEDIAN AGE	28
TOTAL HOUSEHOLDS	9,429

# POTENTIAL MARKET - LAMONT, CA - 10 MINUTE DRIVE TIME

## MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Went to fast casual or drive-in restaurant in last 6 months	22,574	97
Went to fast casual or drive-in restaurant in last 6 months: lunch	10,616	84
Went to fast casual or drive-in restaurant in last 6 months: dinner	9,493	81
Went to fast casual or drive-in restaurant in last 6 months: weekday	10,933	73
Went to fast casual or drive-in restaurant in last 6 months: weekend	11,008	92
Spent at fast casual restaurant in last 30 days: <\$11	728	70
Spent at fast casual restaurant in last 30 days: \$11-\$20	2,188	85
Spent at fast casual restaurant in last 30 days: \$21-\$40	3,142	76
Spent at fast casual restaurant in last 30 days: \$41-50	2,166	100
Spent at fast casual restaurant in last 30 days: \$51-\$100	5,400	123
Consumer Spending	Average Amount Spent	Spend Potential Index
Food away from home	\$2,432	67
Food away from home: lunch	\$761	66
Food away from home: dinner	\$1,189	66

Note: **Market Potential Index (MPI)** and **Spend Potential Index** 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 MARKET - LAMONT, CA - 10 MINUTE DRIVE TIME

## TAPESTRY SEGMENTATION

RESOLUT

RE

### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Valley Growers - 7E	51.7%	51.7%
Las Casas - 13B	14.5%	66.2%
American Dreamers - 7C	9.0%	75.2%

#### 7E Valley Growers



Household  
Married Couples



Housing  
Single Family

26.9

Median Age

\$34k

Median Income

5

Households: 295,381

**Farm/Svcs  
No HS Diploma  
Hispanic**

- Go camping ; do scrapbooking
- Pay bills in person; prepare own taxes
- Do home improvement projects
- Watch Discovery Channel, Spanish network TV
- Own/Maintain used vehicle

#### 13B Las Casas



Household  
Married Couples



Housing  
Single Family,  
Multi-Unit Rentals

28.0

Median Age

\$37k

Median Income

2

Households: 894,801

**Svcs  
No HS Diploma  
Hispanic**

- Follow soccer
- Bank in person
- Eat at fast-food, family restaurants
- Choose Spanish-language TV/websites
- Buy baby/children's products

#### 7C American Dreamers



Household  
Married Couples



Housing  
Single Family

32.1

Median Age

\$50k

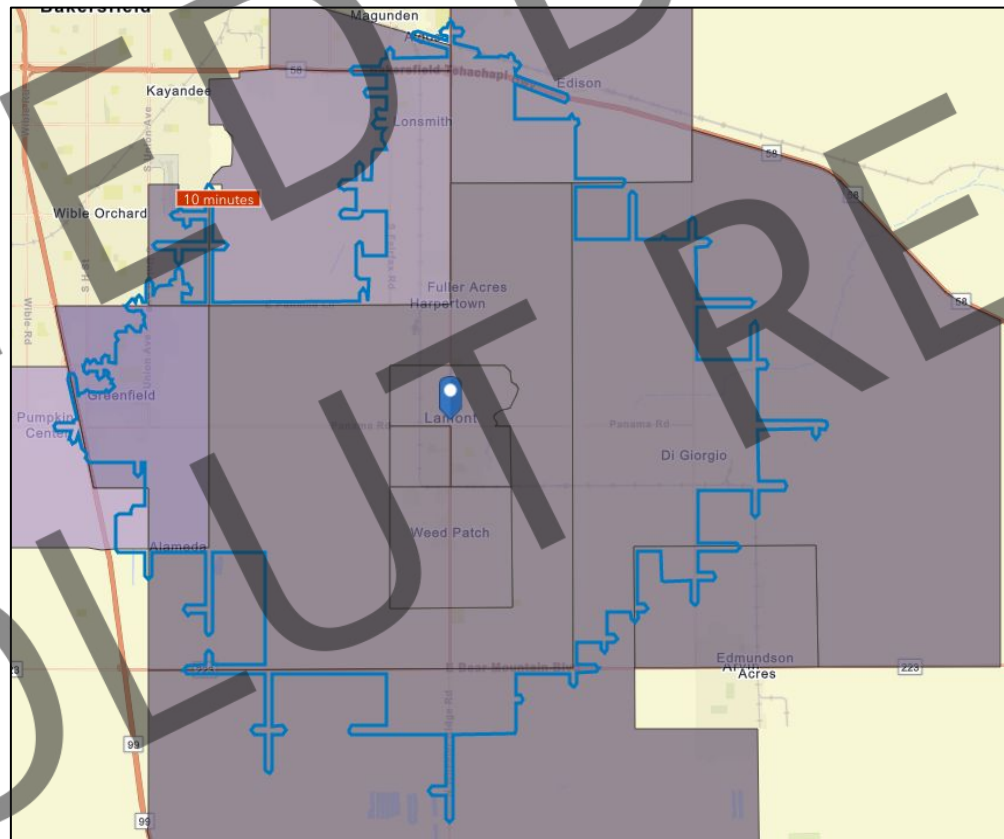
Median Income

2

Households: 1,771,368

**Svcs/Admin  
HS Diploma Only  
White/Black**

- Own feature-rich cell phones
- Spend money carefully; buy necessities
- Pay bills, socialize online
- Listen to urban or Hispanic radio
- Eat at Taco Bell, Wendy's, IHOP



VALLEY GROWERS

LAS CASAS

AMERICAN DREAMERS

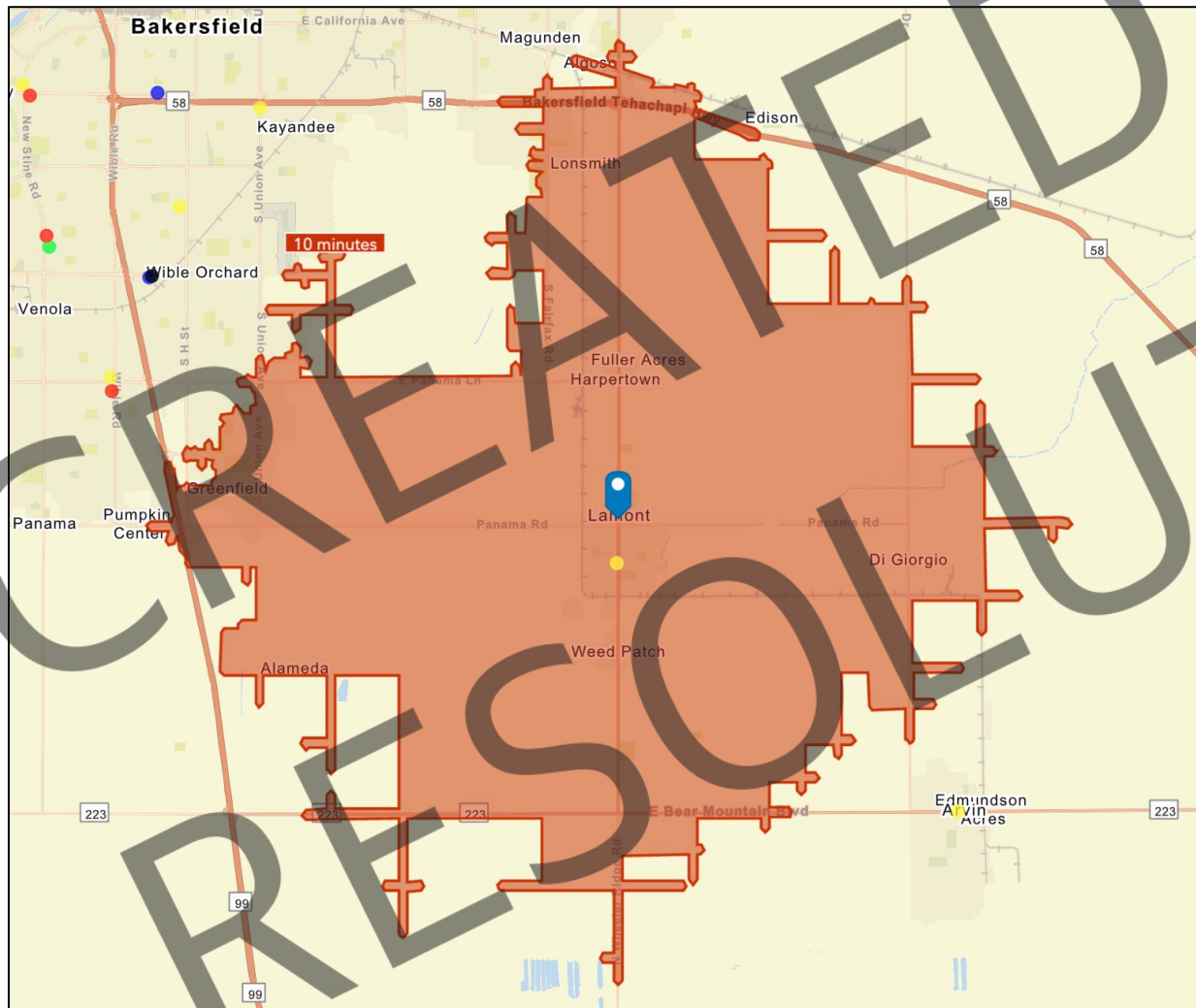
Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.



# POTENTIAL MARKET - LAMONT, CA - 10 MINUTE DRIVE TIME

## EXISTING COMPETITION

RESOLUT



### COMPETITION

- RESTAURANT A - 0
- RESTAURANT B - 0
- RESTAURANT C - 0
- RESTAURANT D - 1
- RESTAURANT E - 0
- RESTAURANT F - 0

# BAKERSFIELD METROPOLITAN AREA

## SUMMARY - 10 MINUTE DRIVE TIME

RESOLUT



	Daytime Pop. [2020]	Total Pop. [2010]	Total Pop. [2020]	Total Pop. [2025]	Ann Pop. Growth Rate [2020]	Median HH Income [2020]	Avg. HH Income [2020]	Median Age [2020]	Total Households [2020]
Existing - Ridgecrest, CA	40,457	28,553	28,653	29,062	0.28%	\$60,291	\$78,095	37	11,225
Existing - Wasco, CA	21,155	26,107	28,127	29,564	1.00%	\$39,250	\$50,634	29	5,948
Existing - Taft, CA	13,271	15,150	15,178	15,629	0.59%	\$46,063	\$68,005	31	4,780
Existing - Lake Isabella, CA	6,266	5,615	5,875	6,065	0.64%	\$26,041	\$41,761	33	2,663
Bakersfield, CA	280,557	251,994	257,959	263,617	0.43%	\$38,020	\$53,729	30	81,646
Gosford, CA	201,573	182,001	206,860	215,591	0.83%	\$65,862	\$88,477	32	65,579
Rosedale, CA	134,456	116,200	131,889	137,098	0.78%	\$100,038	\$124,581	36	44,243
Delano, CA	51,409	50,582	58,423	60,204	0.60%	\$38,194	\$52,363	28	13,934
Lamont, CA	34,380	35,102	38,718	40,571	0.94%	\$40,592	\$54,963	28	9,429
Arvin, CA	20,299	20,833	22,958	24,056	0.94%	\$38,518	\$48,942	27	5,033

RESOLUT

RE

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/2020/12/Explanation-of-Maps-Charts2update.pdf>

Retail Scorecard Altitude Process:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Retail-Scorecard-Altitude-Process2update.pdf>

Retail Scorecard Data Checklist:

<http://retailsolutionsre.com/wp-content/uploads/2020/11/Retail-Scorecard-Data-Checklist.pdf>

MPI & SPI:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/MPI-SPI2update.pdf>

Defining Franchise Territories:

<http://retailsolutionsre.com/wp-content/uploads/2020/12/Defining-Franchise-Territoriesupdate.pdf>

## DISCLAIMER

RESOLUT



The information contained herein was obtained from sources deemed reliable; however, RESOLUT RE makes no guarantees, warranties or representations to the completeness or accuracy thereof. The presentation of this real estate/market information is subject to errors; omissions; or withdrawal without notice. RESOLUT RE, which provides real estate brokerage services, is a division of Reliance Retail, LLC, a Texas limited liability company.