

RESOLUT



NATIONAL ACCOUNTS PROGRAM

TENANT REPRESENTATION



AS A RESOLUT RE CLIENT,
WE WILL HELP YOU:

If you are looking for a retail space:

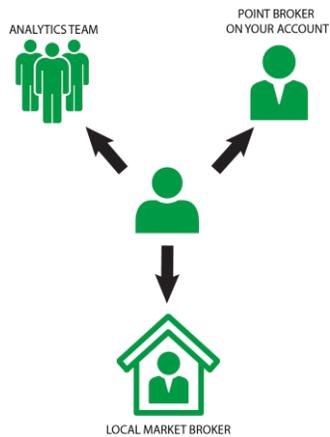
- Locate
- Negotiate
- Lease
- or Purchase

If you have surplus retail space:

- Market
- Lease
- Sublease
- or Sell

OUR HOLISTIC APPROACH TO OUR CLIENTS' EXPANSION NEEDS:

We believe that success is achieved when our team works as one,
cohesive unit with you:



We will all work together and collaborate to make sure that all viewpoints and areas of expertise are heard and factored into the final construction of your expansion blueprint.

We pride ourselves in:

- Long-lasting relationships with our clients
- Customizing our strategies whether our client is in restaurant, apparel, fitness, or another industry
- Being with our clients for the long haul & helping them out position and outperform their competition
- Representing global, national, regional and local tenants, wherever their business growth leads them
- Our exceptional research and execution capabilities that allow us to achieve deals for our clients in superior spaces, in a timely manner, and at below market pricing

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OUR CLIENTS



300+ CLIENTS

50 STATES

77 COUNTRIES



"RESOLUT RE plays an instrumental role in our expansion plans. In a marketplace wrought with competition, they have demonstrated their "take no prisoners" approach to real estate solutions. They know the marketplace, create strategic plans and never allow roadblocks to get in their way. Our franchisees no longer fear the "unknown world" of site selection and don't shudder at the thought of lease negotiations. Our expansion plans would not look the way they do without the help of the smart, savvy and kind folks RESOLUT RE.

You want to "amp" up your development plans, grow your brand exponentially and be the leader in your category?

Call upon RESOLUT RE, it's the smartest move you can make.

That's what I did at Gloria Jean's Coffees and It's a Grind Coffee Houses and have never looked back."

Laina Sullivan, CFE
Gloria Jean's Coffees
It's a Grind Coffee House

"Sherry Sanchez is one of the more professional, put together and thorough people that I have ever had the pleasure of working with. Her competency and professionalism are great representations of our brand and make our partnership with our franchisees that much better. I couldn't be happier working with Sherry and RESOLUT RE."

Bill DiPaola
President/Chief Operating Officer
Dai Dog

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MARKET ANALYTICS PLATFORM



COMPASS



BUILDER



CITY SKYLINES



TOOLBOX



SCORECARD



MARKET DISCOVERY



ARTIFICIAL INTELLIGENCE



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MARKET ANALYTICS PLATFORM



COMPASS: IDENTIFYING THE CONSUMER BASE

3B Metro Renters

Household: Singles
Housing: Multi-Unit Rentals

Median Age: 32.3
Median Income: \$59k

Households: 1,801,600

Prof/Mgmt
College Degree
White

- Prefer environmentally safe products
- Spend wages on rent
- Practice yoga, Pilates; ski
- Active on Facebook, Twitter, YouTube, LinkedIn
- Take public transportation, taxis; walk; bike

3A Laptops and Lattes

Household: Singles
Housing: High-Density Apartments

Median Age: 37.2
Median Income: \$102k

Households: 1,263,291

Prof/Mgmt
College Degree
White

- Support environmental groups
- Save for retirement
- Stay connected via laptop, iPad, mobile phone
- Listen to classic rock, jazz, blues
- Take public transportation; walk; bike

8B Emerald City

Household: Singles
Housing: Single Family; Multi-Units

Median Age: 37.1
Median Income: \$54k

Households: 1,702,899

Prof/Mgmt
College Degree
White

- Travel frequently
- Contribute to NPR/PBS
- Buy, eat organic foods
- Read books, magazines on tablets
- Prefer natural, green products

2A Urban Chic

Household: Married Couples
Housing: Single Family

Median Age: 42.9
Median Income: \$104k

Households: 1,592,681

Prof/Mgmt
College Degree
White

- Visit museums, art galleries
- Own healthy portfolios
- Ski; practice yoga; hike; play tennis
- Shop, bank online
- Choose luxury imports

11B Young and Restless

Household: Singles
Housing: Multi-Unit Rentals

Median Age: 29.6
Median Income: \$38k

Households: 2,065,345

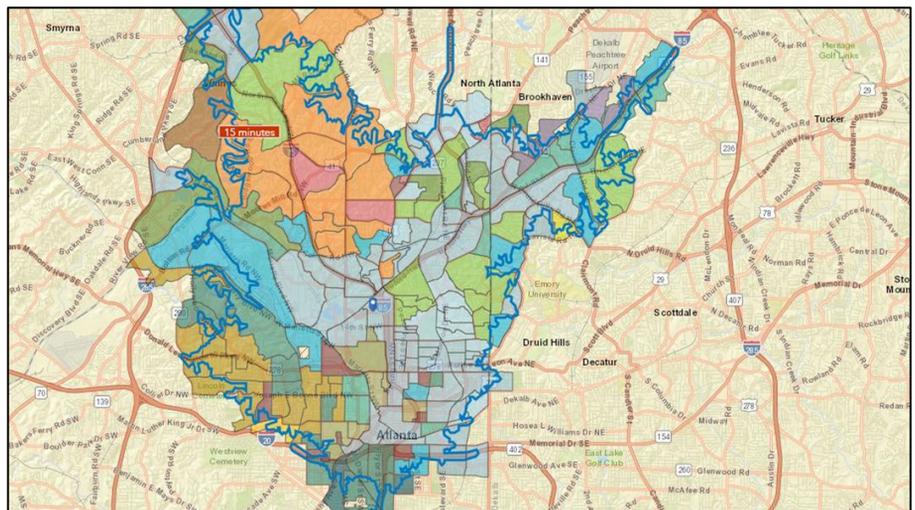
Srcs/Prof
College Degree
White/Black

- 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



THIS PROGRAM ASKS...

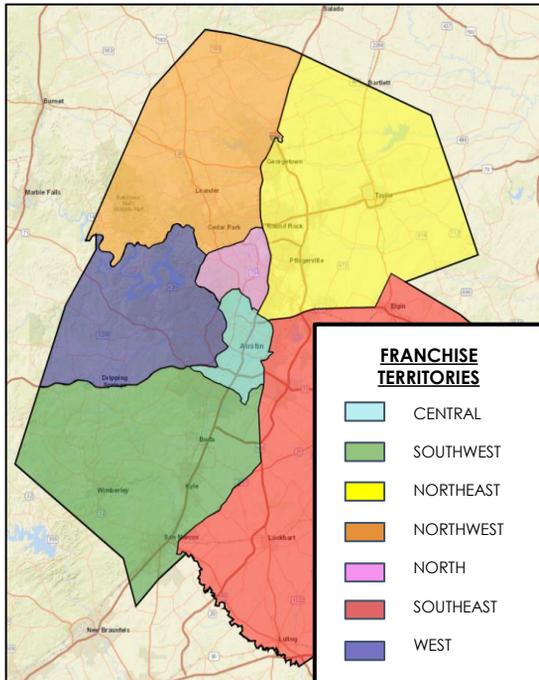
- Who is the ideal customer?
- How many customers are there? (Market Capacity)
- How much money is being spent in an area? (share of wallet)
- What is the money being spent on?



Above is an example of a tapestry segmentation map with the top 5 segments shown in the cards to the left with their respective descriptions. This illustrates the information Retail Compass gathers to identify the consumer base

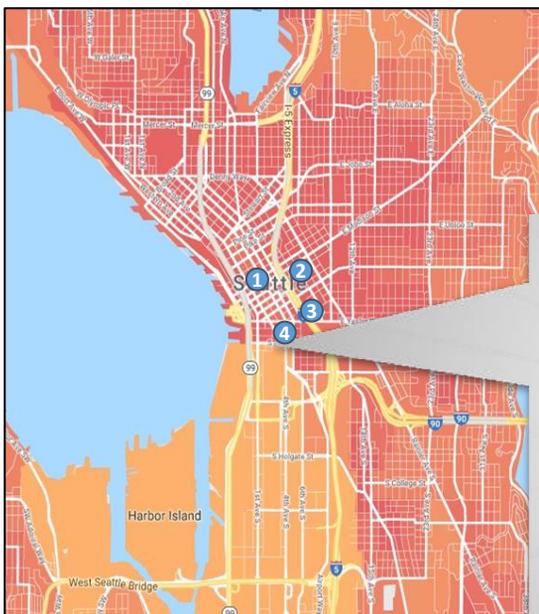


BUILDER: STRATEGIZING ENTRY INTO NEW MARKETS

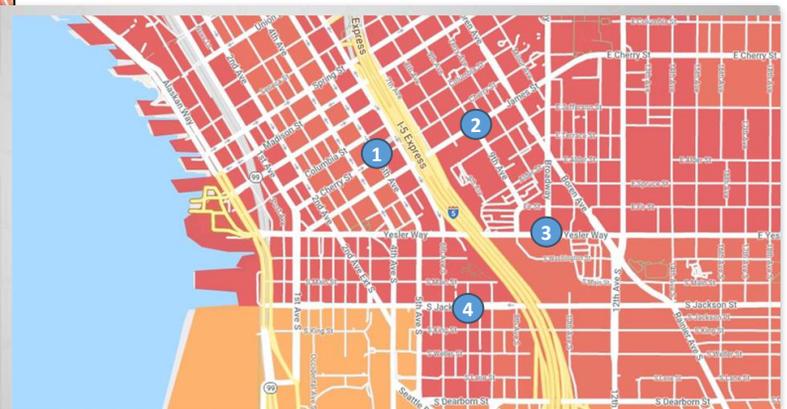


THIS PROGRAM ASKS:

- Where are the best potential target areas and why? (Store or Business Capacity)
- How many units can be sustained?
- Who is the existing competition in the target area?
- How do we define Franchise or Market Territories based on Store Capacity?



The image to the left is an example of a Market Optimization analysis, one of the most utilized reports within Builder. Market Optimization demonstrates the optimal unit capacity (based on a select number of variables) within a given market.





CITY SKYLINES: A STRATEGIC BLUEPRINT FOR FUTURE EXPANSION

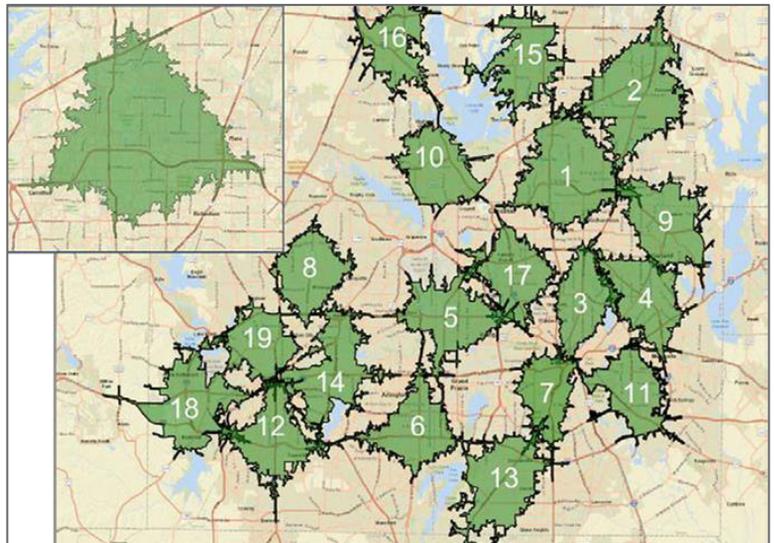
THIS PROGRAM COMBINES INFORMATION FROM MPASS AND BUILDER AND ASKS...



- Using existing domestic market presence as a benchmark, how can we score the potential markets?
- Based on market capacity (# of customers) and store capacity (# of units), how can we optimize the client's expansion?
- Factoring in existing competition, how the consumer base spends its money, and geo-demographic analysis, how will we plan for future expansion in this market?

CAPACITY SCENARIOS

STRATEGY	# OF STORE(S)
Conservative	1
Moderate	4
Aggressive	8



The map and chart illustrate store capacity and three market penetration scenarios based on the information gathered in City Skylines.



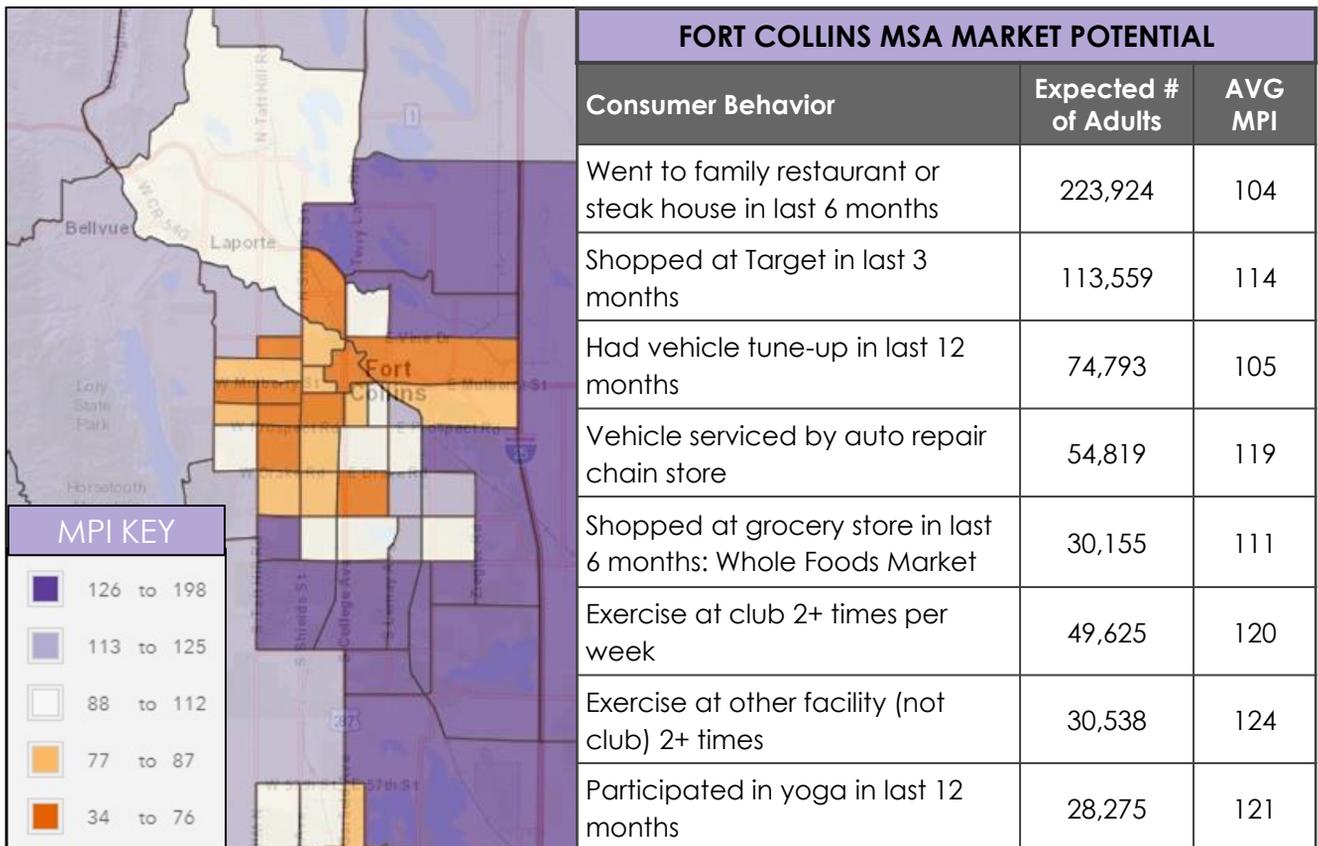
TOOLBOX: PICK WHICH SPECIFIC TOOLS YOU NEED

SOLUTIONS MOLDED ON A CASE-BY-CASE BASIS



The toolbox is an “a la carte” offering, an affordable platform to gain access to higher end analytics at a reasonable price point.

- Ideal for clients who don’t require the full suite of information in the full module
- Easily customized for clients with specific research needs

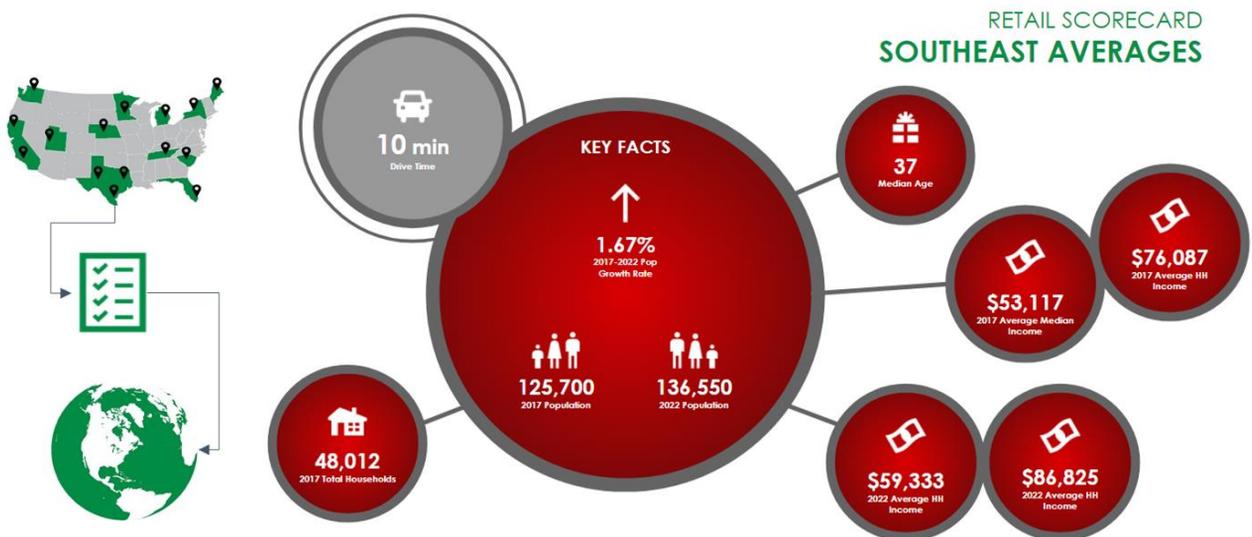




SCORECARD: CUSTOMER CATCHMENT

KEY FEATURES:

1. In-depth analysis of existing market presence which is used as a benchmark
2. Using the scorecard to 'grade' potential domestic markets
3. Formulate a strategic plan that will provide the client with the highest return on investment



TAPESTRY SEGMENTATION		
TAPESTRY SEGMENT	PERCENT (%)	CUMULATIVE PERCENT (%)
International Marketplace (13A)	14.7	14.7
Las Casas (13B)	10.6	25.3
Trendsetters (3C)	8.7	34.0

13A International Marketplace

Svcs
No HS Diploma
Hispanic

Household Married Couples
Housing High Density Apts; Single Family

32.6 Median Age
\$49k Median Income

- Shop at warehouse clubs, specialty markets
- Do not save or invest
- Visit theme parks; play soccer
- Listen to Spanish/Latin music on cell phone or radio
- Take public transportation

Households: 1,491,560

13B Las Casas

Svcs
No HS Diploma
Hispanic

Household Married Couples
Housing Single Family; Multi-Unit Rentals

28.0 Median Age
\$37k Median Income

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

Households: 894,801

3C Trendsetters

Prof/Svcs/Mgmt College Degree White

Household Singles
Housing High Density Apartments

36.1 Median Age
\$57k Median Income

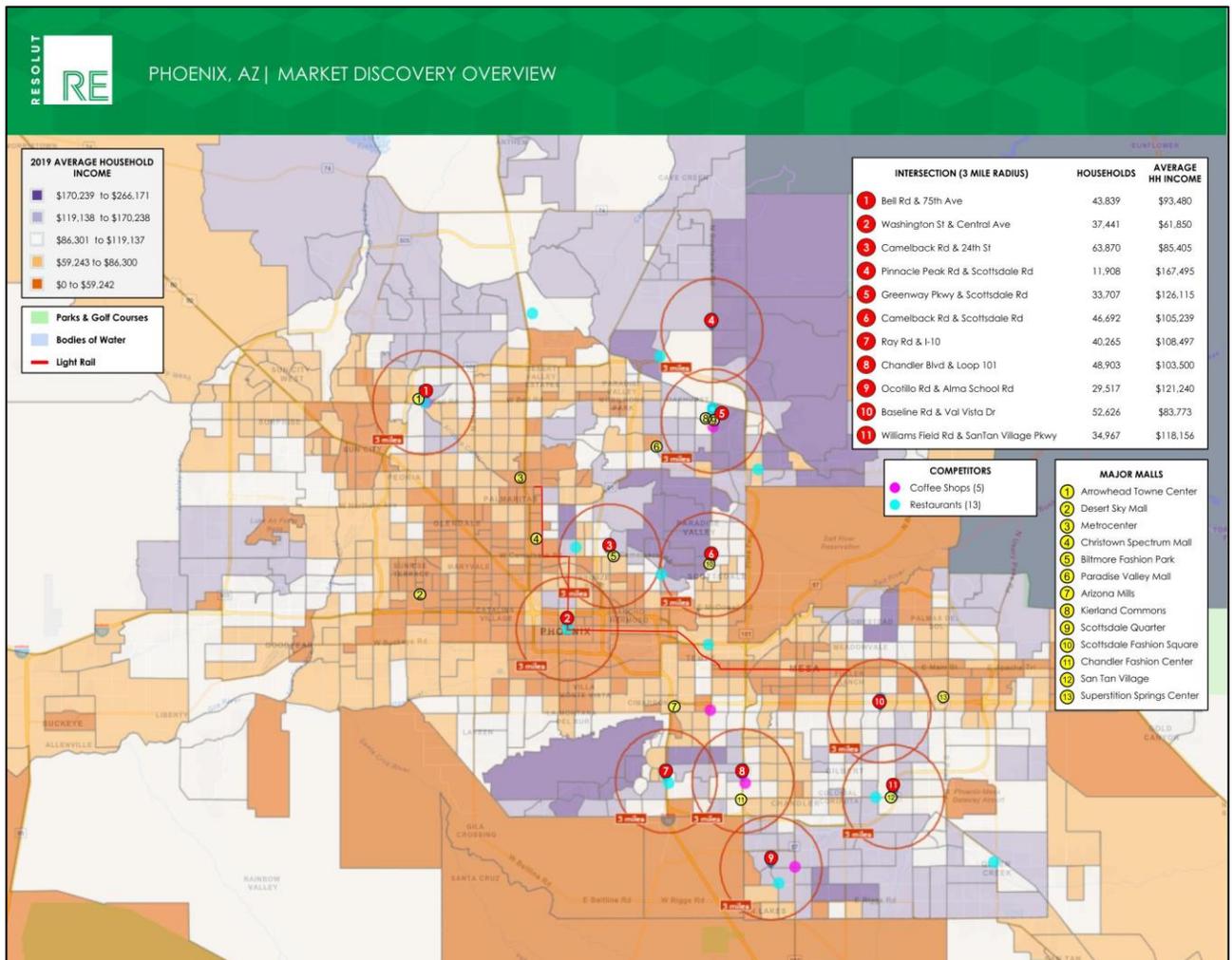
- Travel frequently
- Seek financial advice; build stock portfolios
- Shop at Whole Foods, Trader Joe's
- Stay connected; prefer texting
- Choose subcompacts, public transportation

Households: 1,292,641



CITY MARKET DISCOVERY

- Provide your clients with a powerful City Snapshot
- Customized to suit your clients needs
- Interchangeable Variables
- Identification of potential Target Markets
- Sequence Opportunities
- Manage Expectations

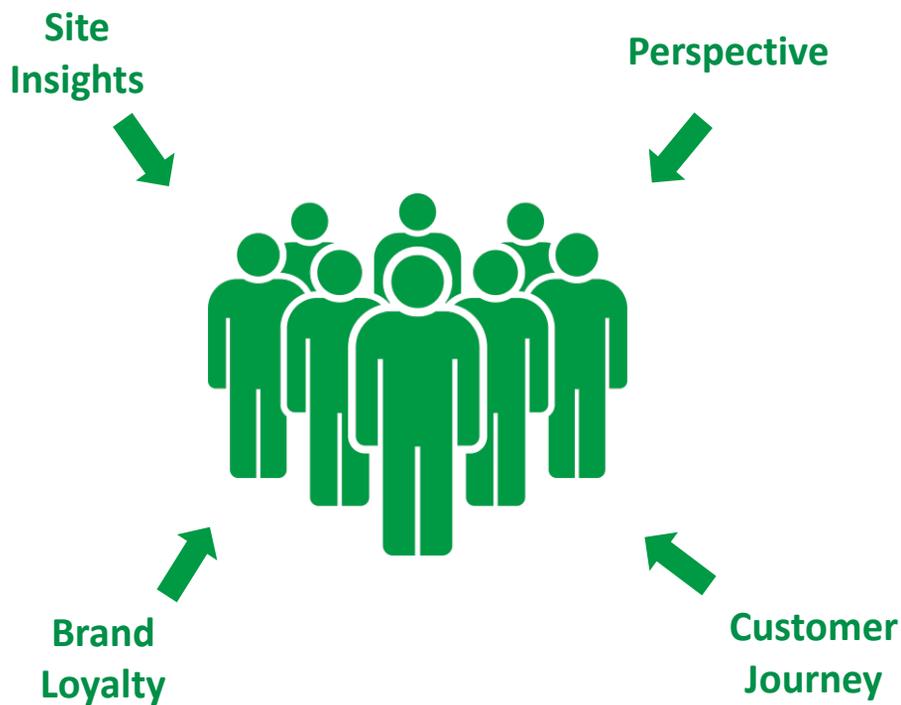


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Artificial Intelligence

- RESOLUT RE brings customer understanding to a whole new level!
 - Gain valuable insights into knowing who is your ideal customer, but also answer those questions focused on understanding the behaviors, patterns, likes and dislikes your customers may or may not have with your location.
 - Where are my customers coming from? Home? Work?
 - When customers do visit my location, how long do they stay? How frequently do they visit?
 - How does my location compare against my peers?
-
- Tap into the RESOLUT RE world of AI (Artificial Intelligence), as we journey into the mind of your consumer.

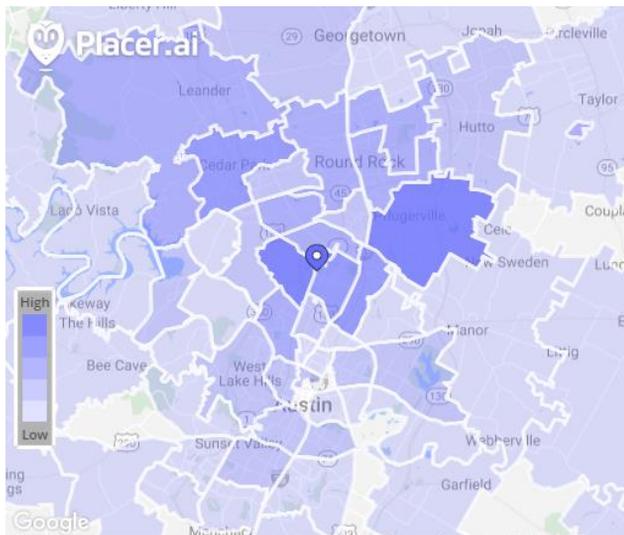




Site Insights

- *Site Insights* allow the RESOLUT RE Team to dive into a specific location/development to determine customer patterns and concentrations (where are they coming from?)
- Understand the journey from home and the journey from work to visit the site!

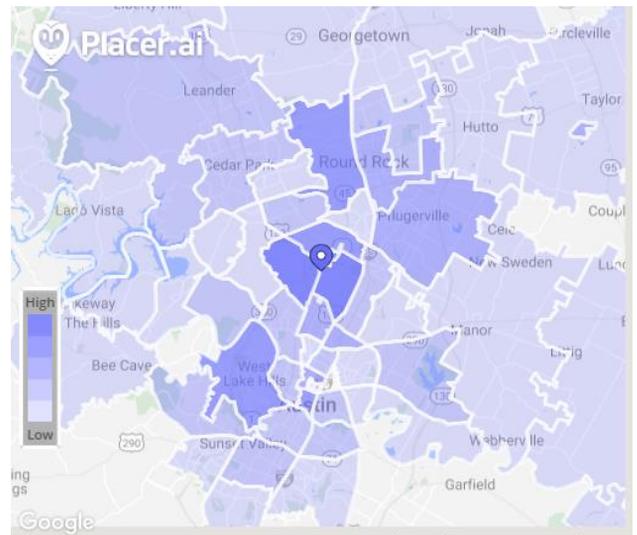
Site - Visit By Home



The Domain / 11310 Domain Dr., Austin, 78758, TX | Based on visitor By Home Location | Jan 1st, 2020 - Jun 30th, 2020

Data provided by Placer Labs Inc. (www.placer.ai)

Site - Visit By Work



The Domain / 11310 Domain Dr., Austin, 78758, TX | Based on visitor By Work Location | Jan 1st, 2020 - Jun 30th, 2020

Data provided by Placer Labs Inc. (www.placer.ai)



Site Insights

- Once you gain an understanding of the consumer movement coming from Home/Work dynamic, you are a click away from understanding the favorite places that those consumers frequently visit.
- Pick from a list of retail verticals to gain an instant snapshot of the retail insights of a particular chain.

Favorite Places

California Pizza Kitchen / Esperanza Xing			Gatti's Pizza / W Anderson Ln		
	Place	Customers		Place	Customers
1	Domain Nort... / Ros...	25.6K (58.6%)	1	The Shops ... / N Mo...	8.4K (47.5%)
2	Austin-Bergs... / Pre...	14.1K (32.1%)	2	The D... / Century Oa...	7.2K (40.6%)
3	The Shops ... / N Mo...	12.8K (29.3%)	3	Northcro... / W Ander...	6.9K (39.2%)
4	Gatewa... / Research ...	12.5K (28.6%)	4	Domain Nort... / Ros...	6.8K (38.5%)
5	Barton C... / S Capital...	9.8K (22.4%)	5	Gatewa... / Research ...	6K (33.8%)

At least 1 visit | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)



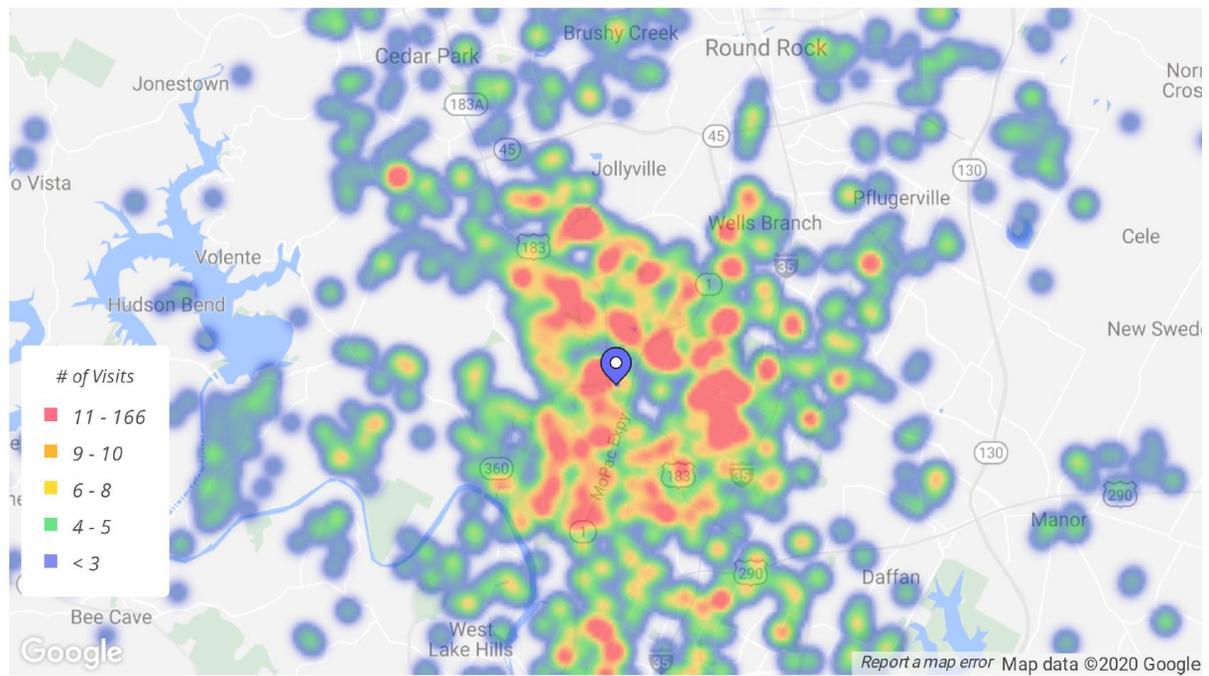


Site Insights

- Determine the true *Catchment Zone* of those individuals that are frequenting a location.
- Whether it's a retail center or an individual location, RESOLUT RE can capture the reach of your site.

Trade Area - Home Location

● Best Buy / Research Blvd



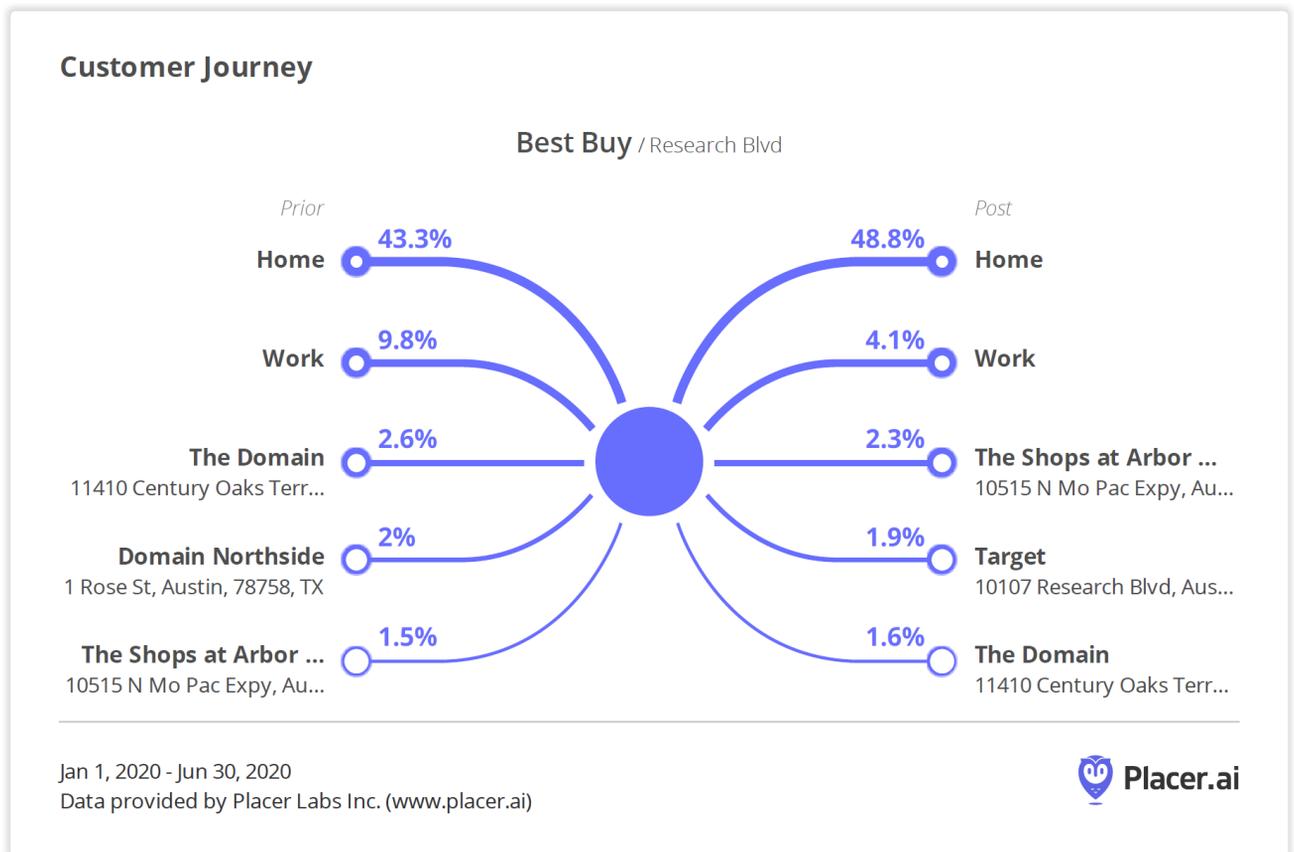
Unique # of Visits | Showing Home | At least 1 visit | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)





Customer Journey

- The *Customer Journey* is a crucial metric to understanding the movement or pattern of those individuals that frequent a location.
- **Prior** refers to where was the customer before coming to your location. **Post** refers to where the customer was going after visiting your location.





Customer Journey

- The *Customer Journey* allows RESOLUT RE to track (by retail category), the favorite places the customer(s) frequent.
- Whether it is groceries or dining, we have you covered!

Favorite Places - Groceries

Best Buy / Research Blvd		Best Buy / Barbara Jordan Blvd	
Place	Customers	Place	Customers
1 H-... / Research Blvd. st...	16K (19.8%)	1 H-E-B / E.51st Street	22.5K (37.6%)
2 H-E-B / Village Ctr Dr.	12.8K (15.9%)	2 H-E-B / E 41st St	18.7K (31.2%)
3 Whole Foo... / Resea...	11K (13.6%)	3 Fiesta ... / N Interstat...	10.2K (17%)
4 H-E-B / Burnet Rd	10.8K (13.3%)	4 H-E-B / E Riverside Dr	9.9K (16.5%)
5 Whole Foo... / Doma...	10.4K (12.8%)	5 H-E... / Ed Bluestein_#1...	8.9K (14.9%)

At least 1 visit | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)



Favorite Places - Dining

Best Buy / Research Blvd		Best Buy / Barbara Jordan Blvd	
Place	Customers	Place	Customers
1 Chick-... / Research ...	8.1K (10%)	1 Torchy's Ta... / E. 51s...	6.6K (11%)
2 Chu... / N. Research Bl...	8K (9.9%)	2 McDo... / N Interregio...	5.5K (9.3%)
3 Culinar... / Rock Rose...	7.5K (9.3%)	3 Xian Sushi a... / E 51s...	5.3K (8.8%)
4 Pluckers ... / Resear...	7.4K (9.1%)	4 Star... / E. 51ST STREE...	4.7K (7.9%)
5 Mighty ... / N MopaC ...	6.2K (7.7%)	5 Jack in t... / E 41st St...	4.7K (7.8%)

At least 1 visit | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)



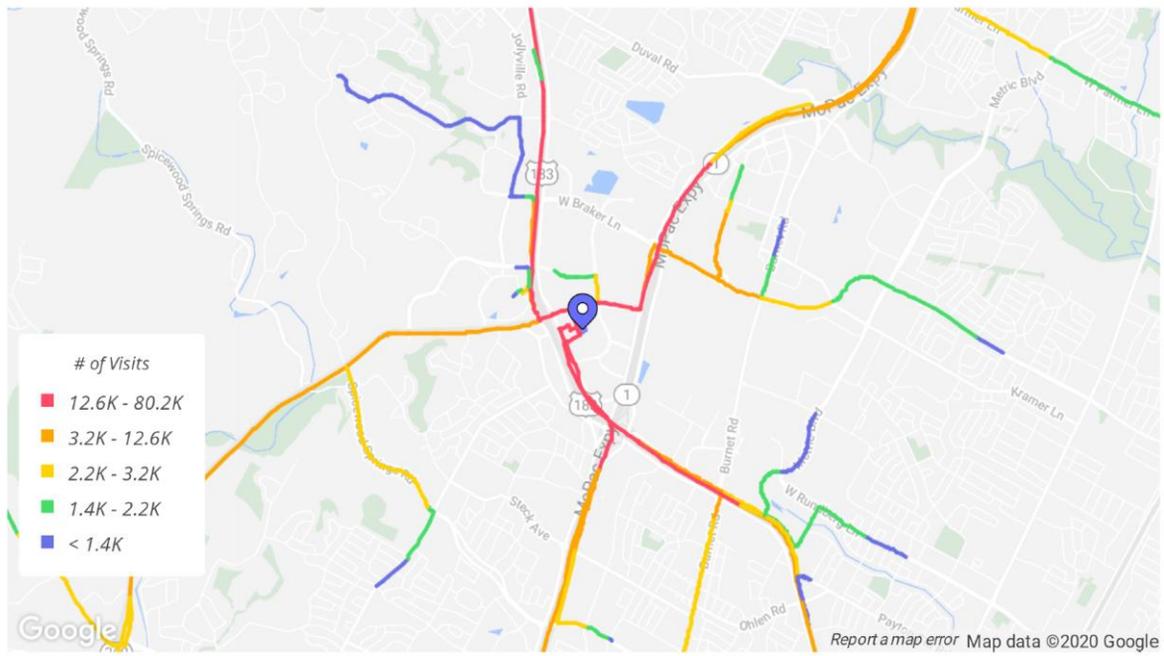


Customer Journey

- The *Customer Journey* begins from the Prior Location. What is the roadmap customers are taking to get to their next destination?

Customer Journey: Routes - Prior Location

● Best Buy / Research Blvd



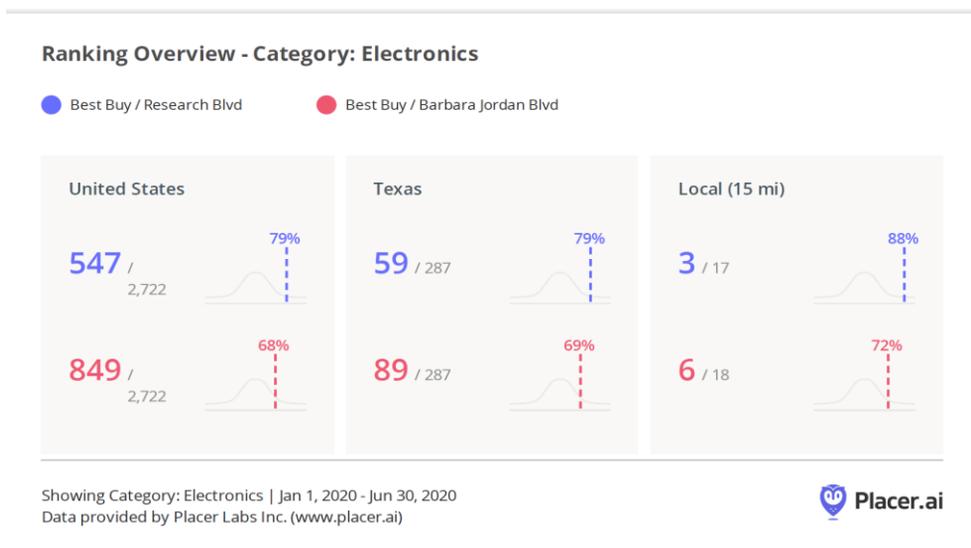
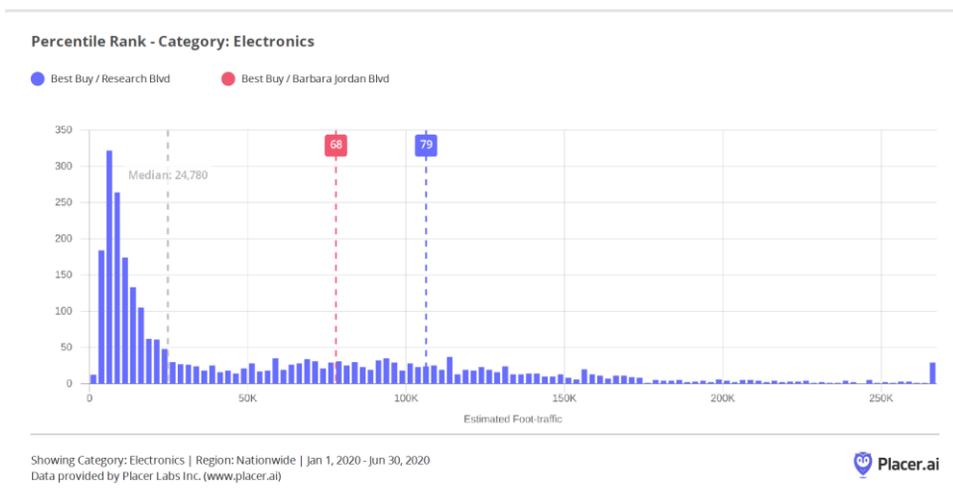
From Prior Location | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)





Perspective

- How does your location rank up against other chains or malls?
- RESOLUT RE shows you some *Perspective* by comparing foot traffic against your peers.





Perspective

- Whether you're an electronics chain or a 200,00 sq. ft. retail development, wouldn't it be interesting to see how you rank against your peers?
- A ranking index clearly puts things into Perspective!

Ranking Index - Category: Electronics

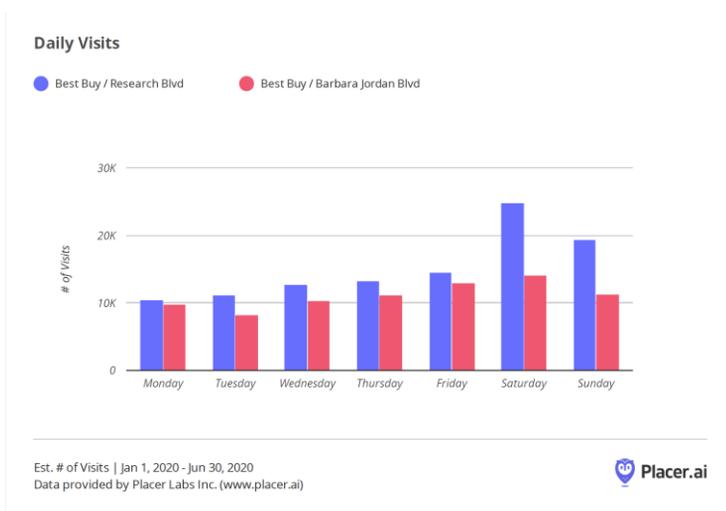
● Best Buy / Research Blvd

Rank	Name	Visits
1	Best Buy / NE Northgate Way, Seattle, WA	544.3K
2	Best Buy / Sepulveda Blvd, Culver City, CA	494.7K
3	Best Buy / Queens Blvd, Elmhurst, NY	492.7K
4	Best Buy / Exterior St, Bronx, NY	423.5K
5	Micro Center / Pleasant Hill Road, Duluth, GA	419.6K
----- Skipping 540 results -----		
545	Best Buy / Grand Ave, San Marcos, CA	106.6K
546	Best Buy / Commonwealth Ave, Eau Claire, WI	106.3K
547	Best Buy / Research Blvd, Austin, TX	106.3K
548	Best Buy / N Highway 67, Cedar Hill, TX	106.1K
549	Best Buy / Plaza Dr, Fairview Heights, IL	105.8K
----- Hiding 2,173 results -----		



Brand Loyalty

- Brand Loyalty is crucial to long term success.
- Understand which days of the week are peak, which times of the day and how long a customer (or potential customer) stays at your location is necessary to maintain strong customer retention.



Length-Of-Stay

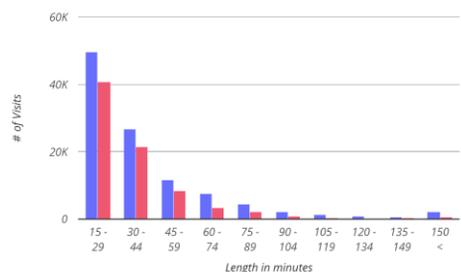
● Best Buy / Research Blvd

● Best Buy / Barbara Jordan Blvd

Average Stay

45 Min

36 Min



Est. # of Visits | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)

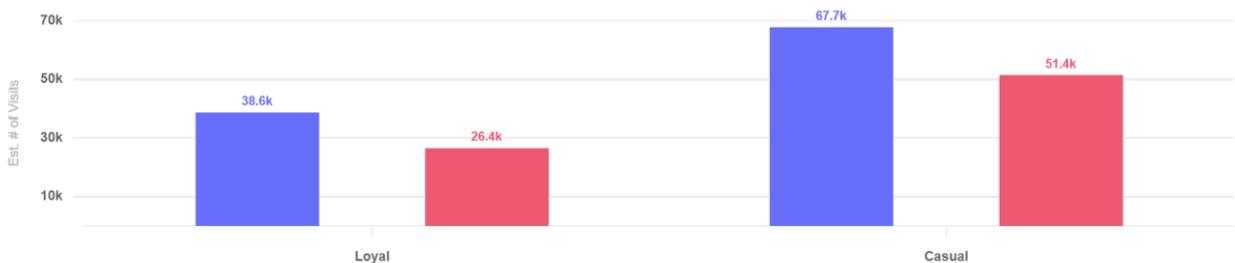




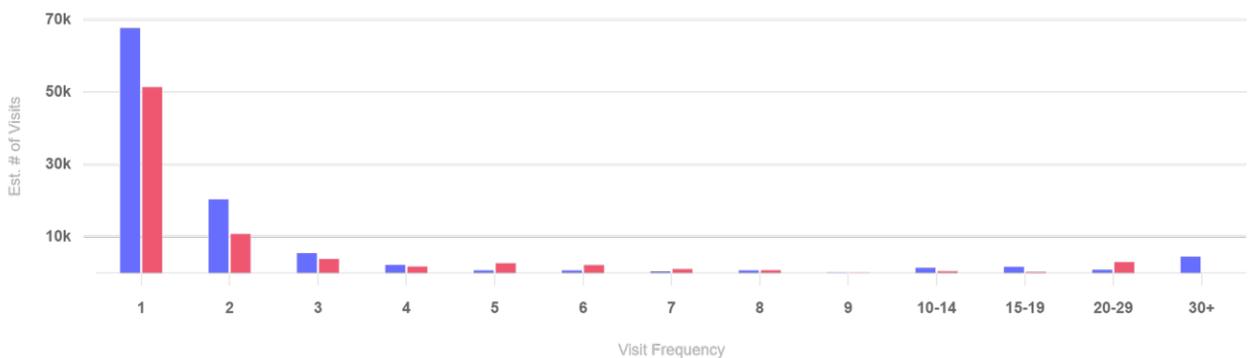
Brand Loyalty

- Differentiate between who is a loyal customer against a more casual customer.
- Measure the frequency and cumulative number of visits from both loyal and casual perspectives.

Visits Frequency



Accumulated Visits



SITE SELECTION PROGRAM



WHO WILL BE ON YOUR TEAM?

RESOLUT RE Master Broker - your one point of contact for everywhere and for always!

The RESOLUT RE Master Broker assigned to your account remains intimately involved throughout the expansion process- from the onboarding of the client or franchisee through to lease execution:

- Reviews/filters all sites submitted by the LMB
- Helps put together the property tours
- Negotiates LOIs and leases
- All while serving as the liaison among all parties involved

Local Market Broker - the Master Broker will hire a LMB in the specific market area targeted for expansion. The Master Broker will educate the LMB on your concept, what makes it unique, what the analytics tell us, where the target markets are, and your site criteria.

The LMB's responsibilities are as follows:

- Find sites (especially ones not on the market)
- Provide local market expertise
- Execute showings & market tours

Criteria for selecting a LMB:

- Expertise
- Bandwidth - does the LMB have the time, energy, and enthusiasm that we are looking for to service the account?
- Conflicts - either direct or indirect
 - Direct - do they rep one of your competitors?
 - Indirect - do they rep a client that doesn't conflict with your concept but possesses your exact criteria for site selection?

The LMB and RESOLUT RE split all fees 50/50. This works for both of us, because we both reduce our responsibilities by splitting the workload. This leaves both of us with more time for client interaction. We love the 50/50 split arrangement because we can execute more deals and satisfy more clients.

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SUMMARY OF SERVICES



MARKET ANALYTICS SERVICES

RESOLUT RE provides clients with a Market Analytics Platform comprised of five distinct programs:

1. Retail Compass: Market Capacity (customer potential).
2. Retail Builder: Store Capacity (# of stores).
3. City Skylines: Retail Compass + Retail Builder
4. Franchise Toolbox: À la carte offering
5. Market Assessment Card (MAC): Country Sequencing.

Each program is tailored toward the client's needs and the country in which they are pursuing.



REAL ESTATE SERVICES

RESOLUT RE's team of seasoned brokers have the knowledge and connections that are crucial in identifying the location that best fits your business' needs. Identifying the perfect market is just the first step in the site selection process for opening a new location.



RETAIL CONSULTING

With over 35 years of experience, RESOLUT RE is able to guide clients through the process of identifying countries, targeting trade areas, and selecting real estate. Our extensive knowledge and insight across global markets, allows us to advise clients step by step as they expand their brand(s). Armed with experience and global relationships, RESOLUT RE is able to transfer our market knowledge to clients in a cost efficient, timely manner. Global data can be very expensive, therefore it is imperative that clients align themselves with trusted partners.

MEET THE TEAM



DAVID SIMMONDS

PRESIDENT & FOUNDER

david@resolutre.com | 512.917.0416

David Simmonds founded RESOLUT RE ns in January of 2009 and has since built a massive, international, 3rd-party, brokerage platform. RESOLUT has 7 offices across Texas (Dallas/Fort Worth, Houston, Austin, San Antonio, McAllen, Midland & El Paso), and services the great states of Louisiana out our Lafayette office, and New Mexico out of our office in Albuquerque.

RESOLUT RE represents over 40 tenants nationally, in Mexico and in Canada. We have the ability to service our clients' expansion needs anywhere in the United States and in 77 countries around the globe.

RESOLUT RE markets over 850 projects and exclusively represents over 350 tenants regionally across Texas, New Mexico and Louisiana.

David is a member of the International Franchise Association (IFA) and the International Council of Shopping Centers (ICSC) and received a Bachelor of Arts degree in Economics from Columbia College/Columbia University in New York City.

MEET THE TEAM



GEORGE ANDERSON

DIRECTOR OF MARKET ANALYTICS & RESEARCH

george@resolutre.com | 512.765.2310

George Anderson brings 35 years of comprehensive experience in strategic network planning to retailers and retail banking organizations and has done work in over 65 countries around the globe! He enables companies to navigate through a number of pragmatic steps to achieve their primary goal: Understand who their customer is today, in order to plan for their customer of tomorrow. George works with leading retailers, consumer goods organizations and financial institutions to help optimize their store and distribution networks. He has developed a holistic approach that includes analysis of detailed geo-demographic data, customers and competitors, all to produce a cohesive vision to keep the network the correct size, in the right locations, and targeting the right people at the right price points.

Leading the Market Analytics Division in supporting retailers in their domestic and international distribution network planning, Anderson develops real estate store network plans, including franchise development for retailers (big or small). He leverages existing clients to cross-sell market analytical services resulting in increased real estate transactions (revenue).

George has tremendous knowledge related to global retail distribution trends, strategic approaches, product knowledge, customer trends, merchandising/way-finding development, customer analytics and assessing market potential and growth. He also has direct work experience in Mexico, India, Europe, South and Latin America. Prior to joining RESOLUT RE, George spent 7 years at NAI Global, as the Vice President of Market Analytics. He is also a member of the International Council of Shopping Centers.