

RESOLUT

RE

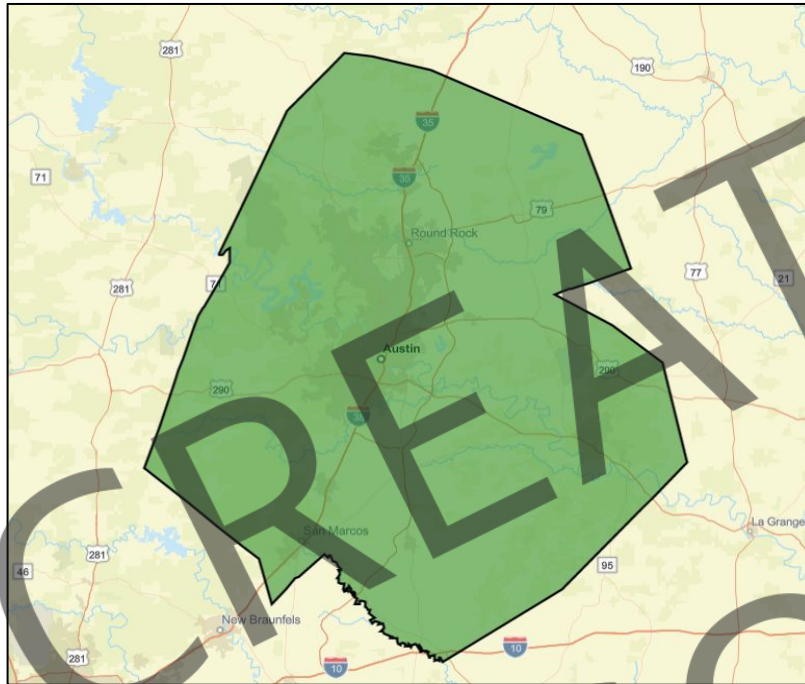
GEORGETOWN, TX  
SITE ASSESSMENT





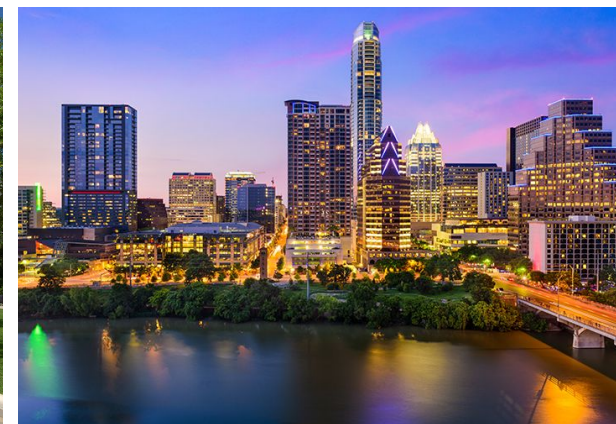
# AUSTIN METROPOLITAN AREA

RESOLUT



## MARKET FACTS

2020 POPULATION	2,296,794
2025 POPULATION	2,610,839
2020 DAYTIME POPULATION	2,294,613
ANN. POPULATION GROWTH RATE	2.60%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$78,659
2020 AVERAGE HOUSEHOLD INCOME	\$108,137
2020 MEDIAN AGE	34
2020 TOTAL HOUSEHOLDS	867,862
2020 CHILDREN AGED 0-14 (%)	465,809 (20.3%)



# AUSTIN METROPOLITAN AREA

## MARKET POTENTIAL INDEX

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Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Visited doctor in last 12 months: Dentist	652,763	101
Used in last 6 months: Toothache remedy	163,874	88
Used in last 6 months: Dental adhesive or fixative	87,998	77
Used in last 6 months: Tooth Whitener	193,794	107
Have medical insurance: PPO	459,798	109
Have Medicaid	131,010	85
Consumer Spending	Average Amount Spent	Spend Potential Index
Health care	\$6,671	116
Dental Care Insurance excluding Blue Cross/Blue Shield	\$173	122
Dental Care Insurance: Blue Cross/Blue Shield	\$18	1116
Medical Services - Dental Services	\$448	115
Oral Hygiene Products	\$64	120

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.



# 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

31.2

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

33.7

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

29.6

Median Age

\$38k

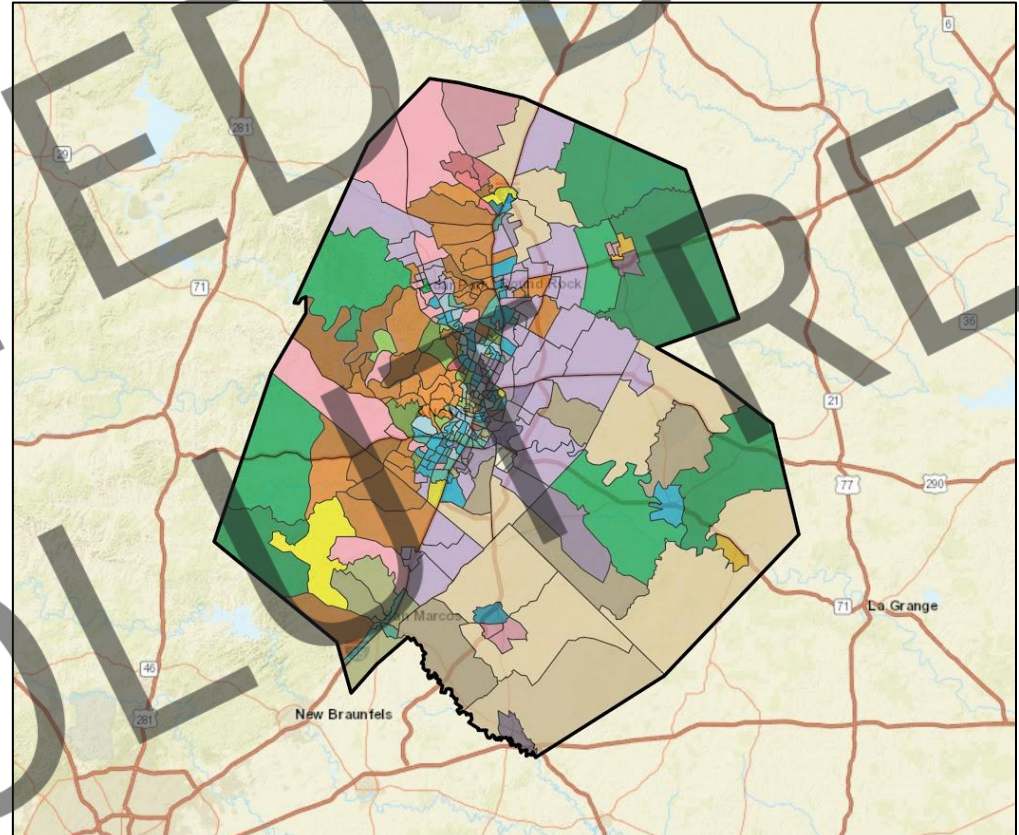
Median Income

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

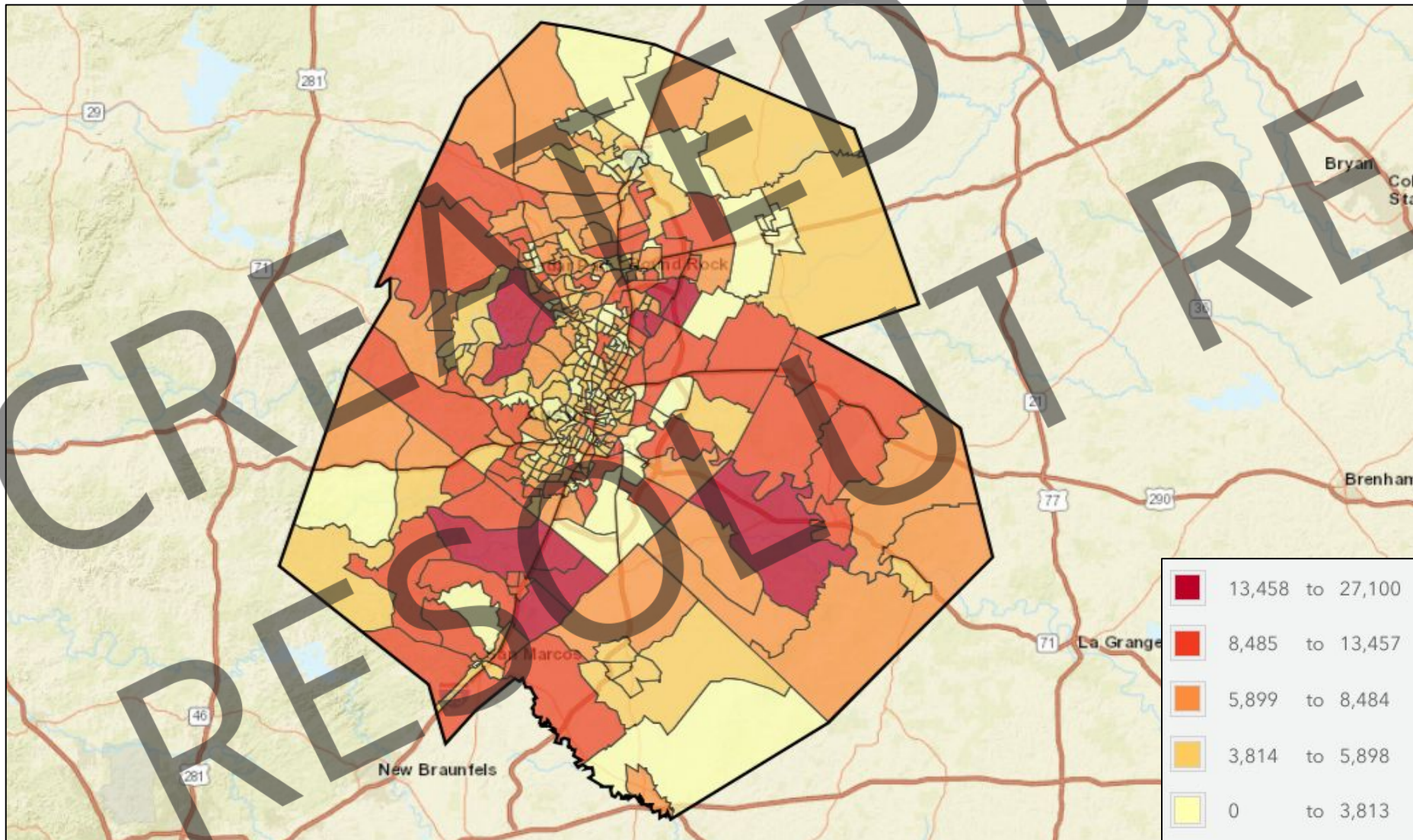
YOUNG & RESTLESS

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.



# AUSTIN METROPOLITAN AREA 2020 POPULATION DENSITY

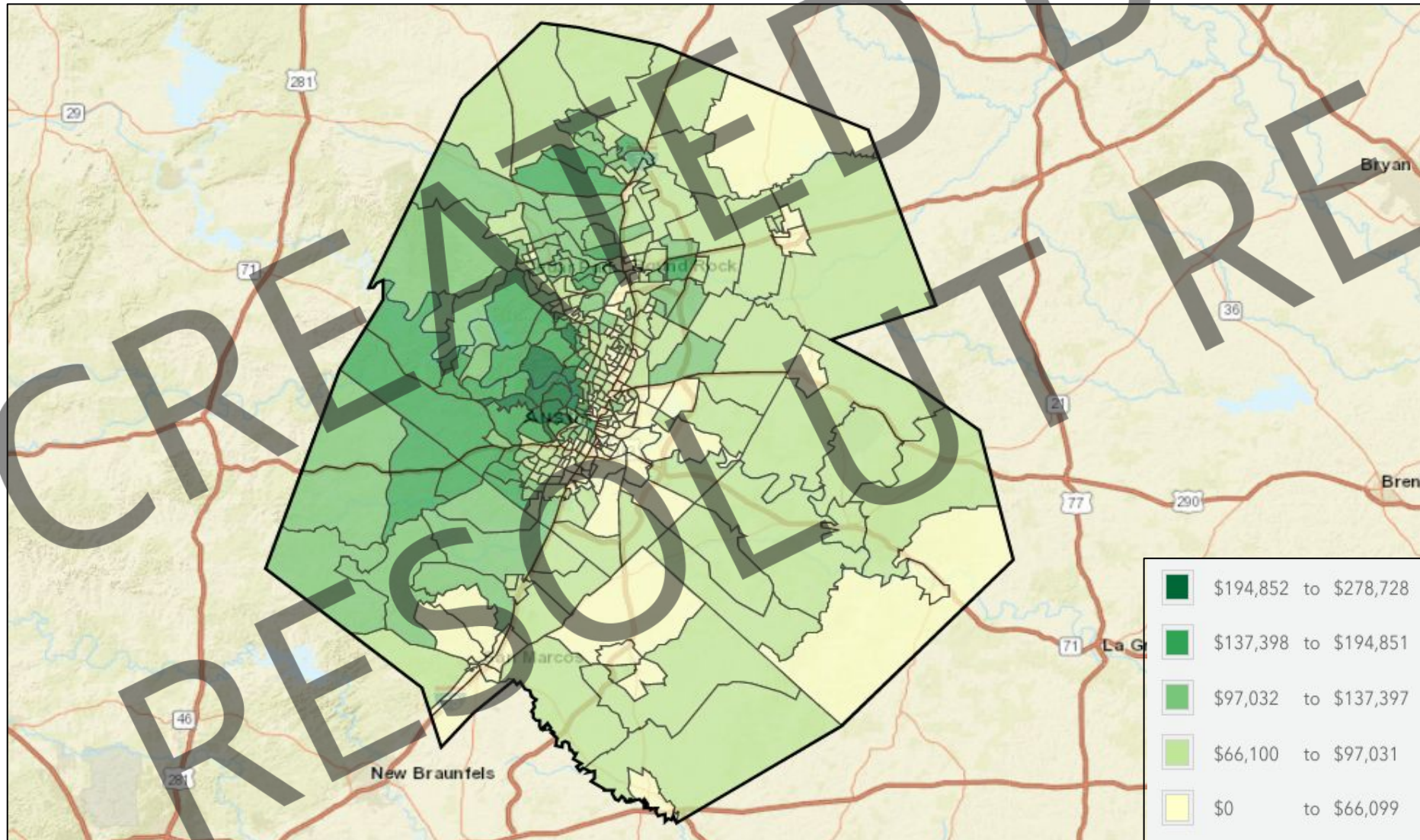
RESOLUTION





# AUSTIN METROPOLITAN AREA 2020 AVERAGE HOUSEHOLD INCOME

RESOLUT

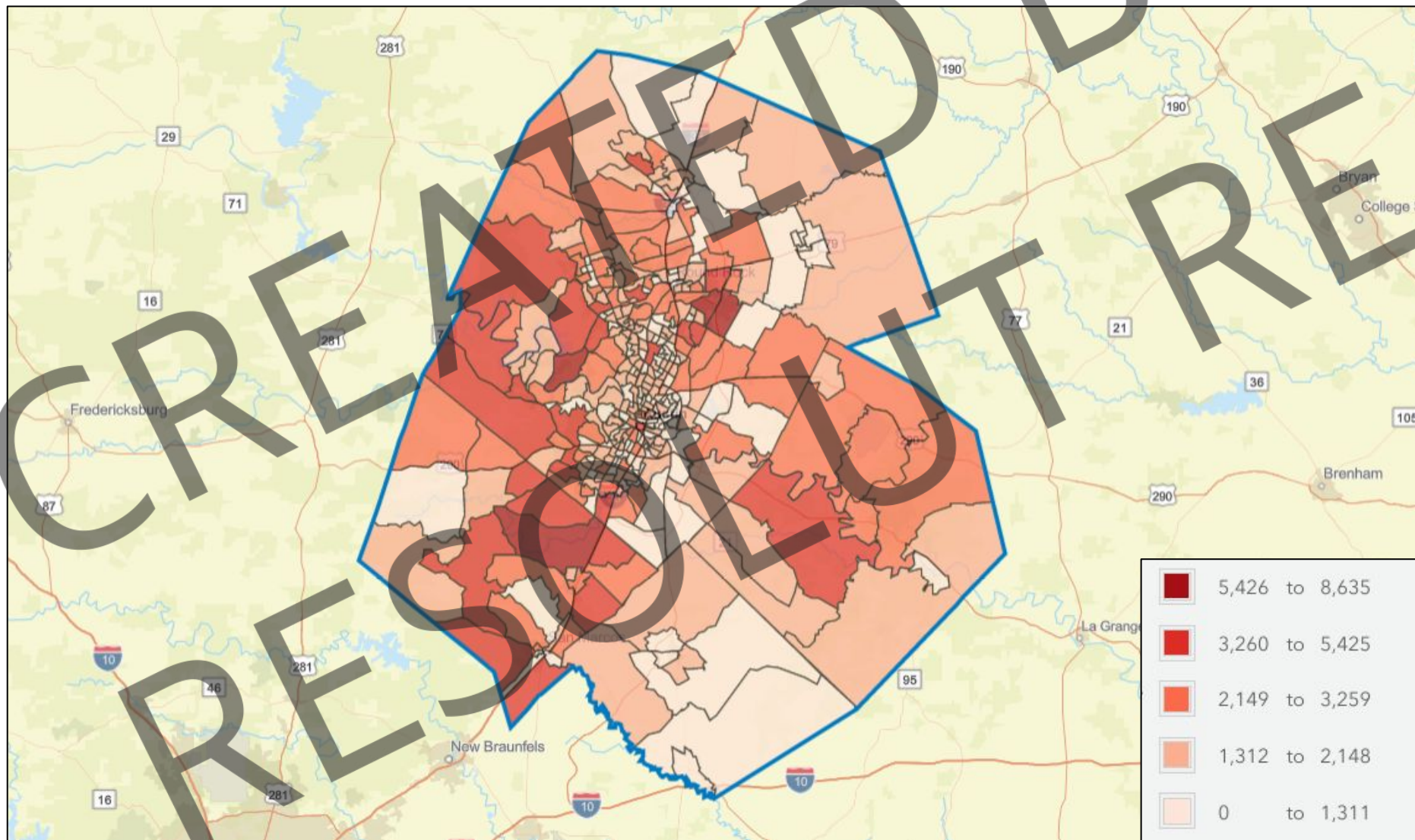




# AUSTIN METROPOLITAN AREA

## # VISITED DENTIST IN LAST 6 MONTHS

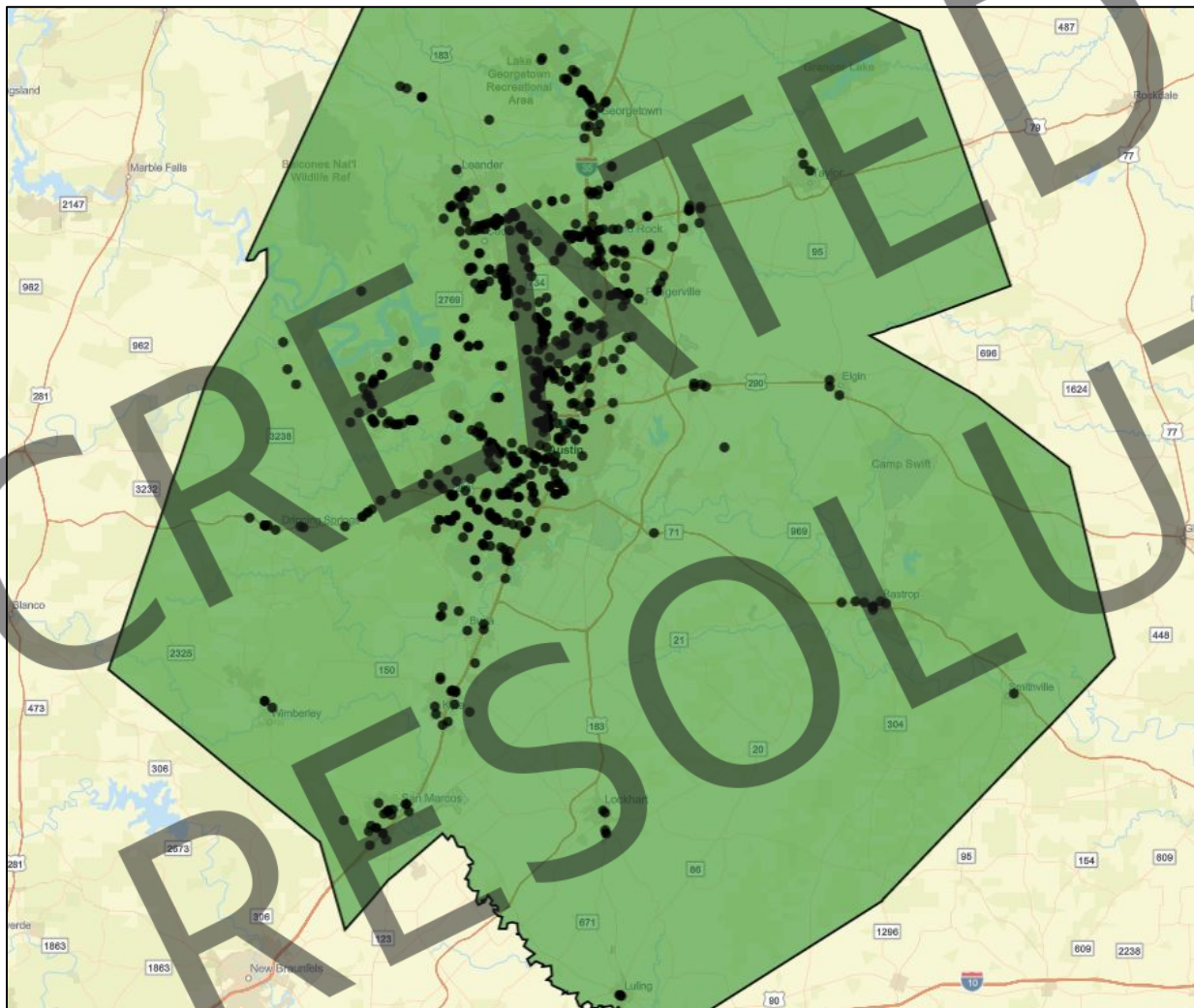
RESOLUTION



# AUSTIN METROPOLITAN AREA

## MEDICAL COMPETITION

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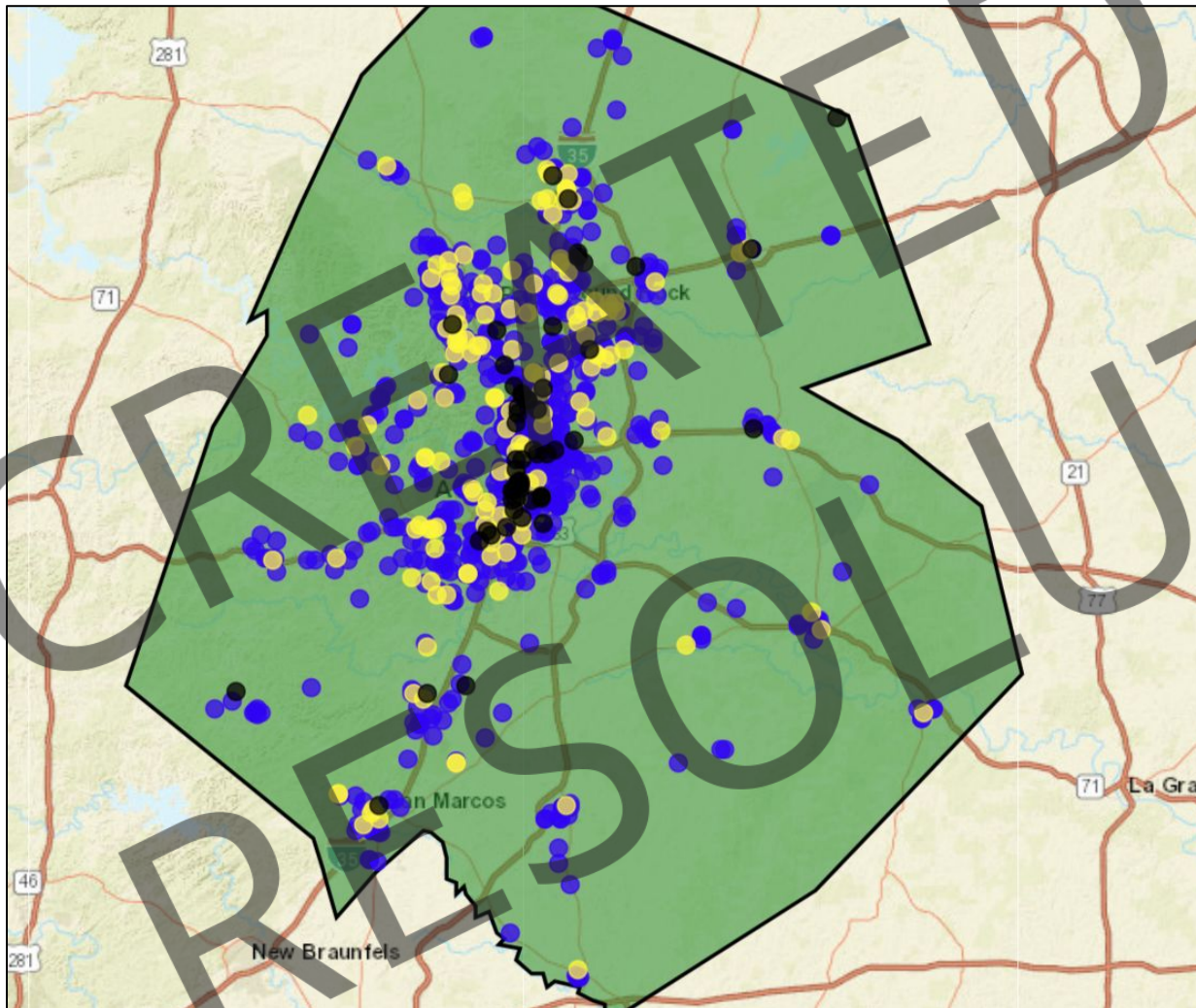
AUSTIN COMPETITION

● DENTISTS: 795



# AUSTIN METROPOLITAN AREA BUSINESS SYNERGY

RESOLUT



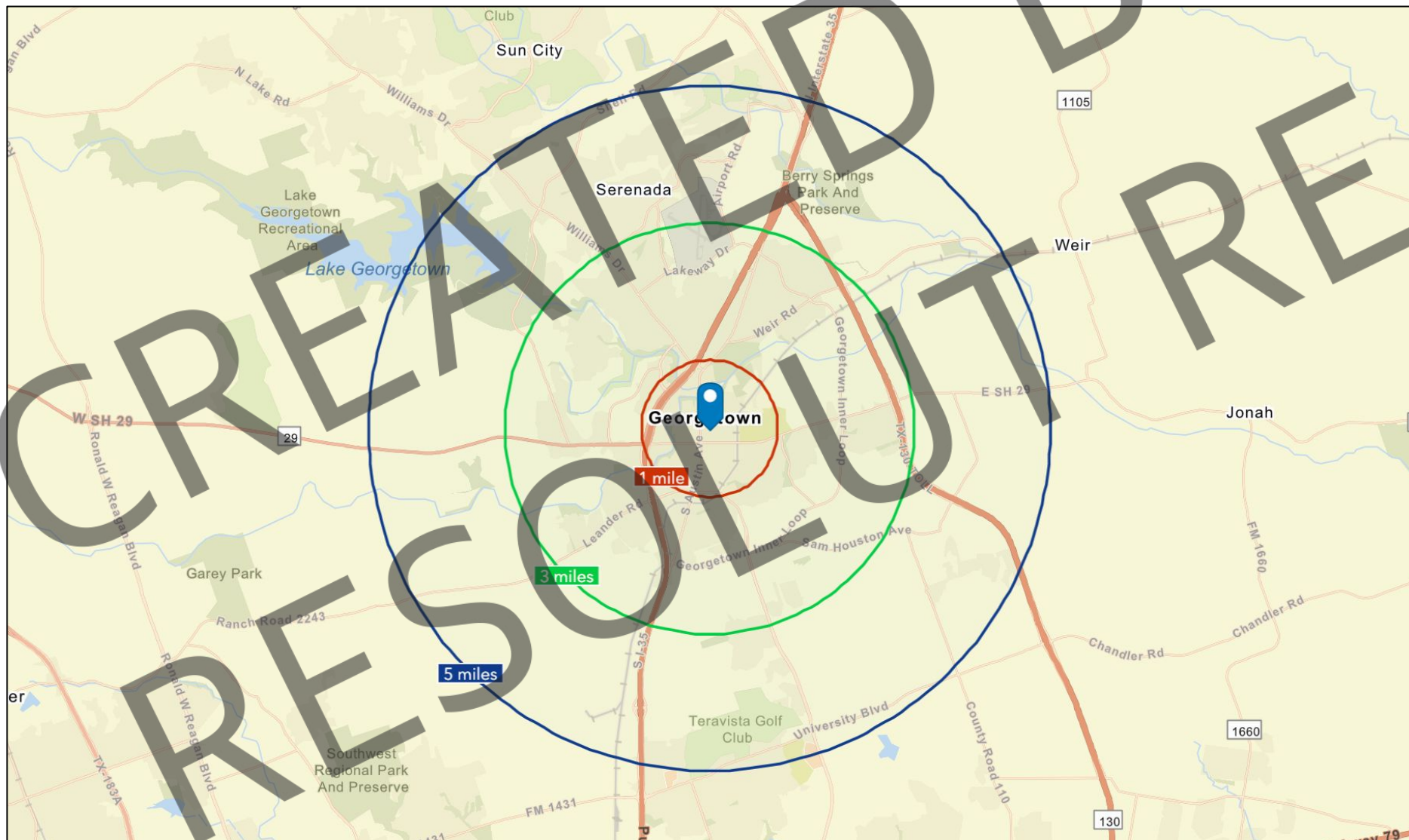
## BUSINESS SYNERGY

-  SYNERGY 1: 151
-  SYNERGY 2: 696
-  SYNERGY 3: 60

# SITE FOR ANALYSIS - 1, 3 & 5 MILE RADIUS

## AUSTIN METROPOLITAN AREA

RESOLUT

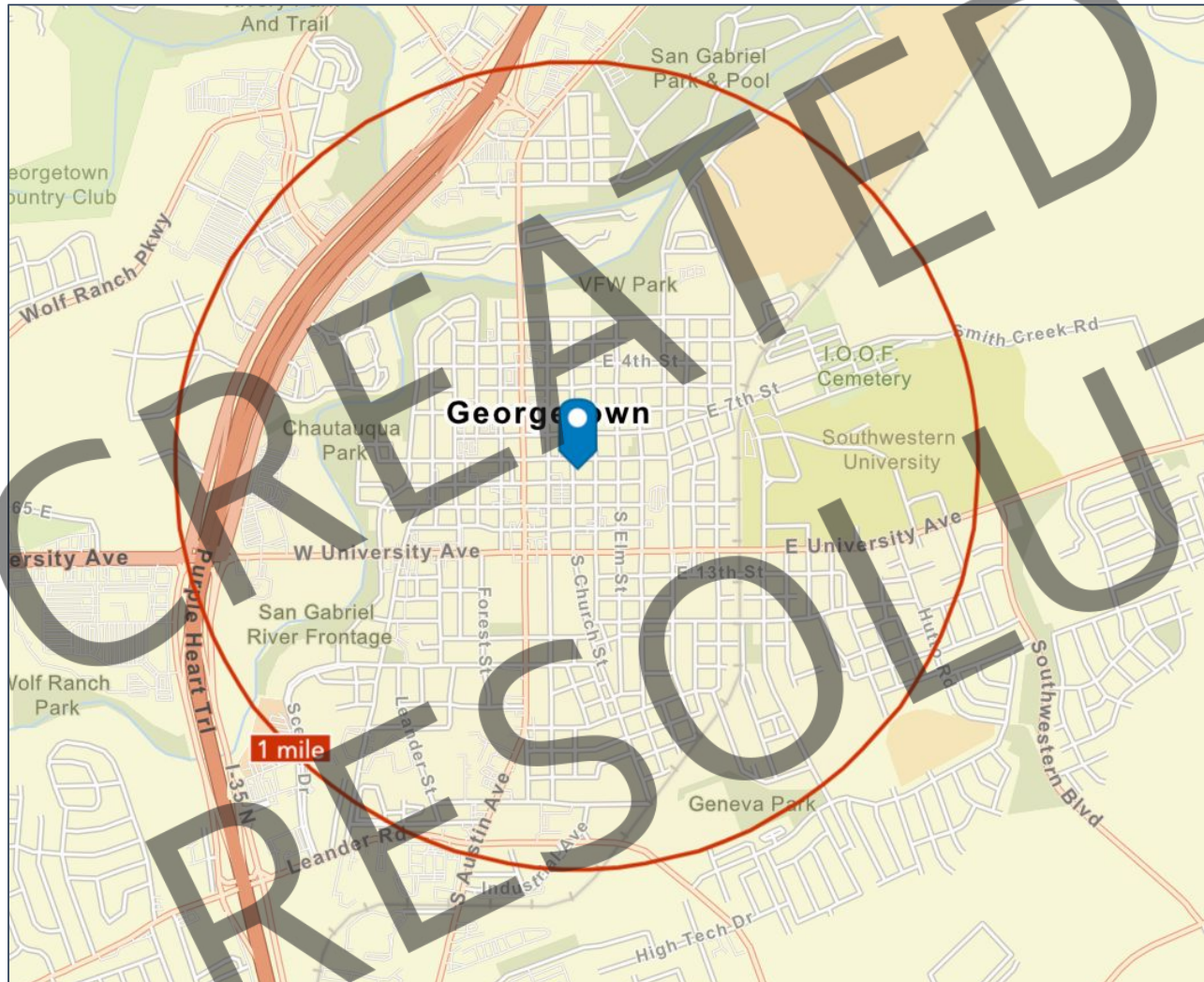




## POTENTIAL SITE - GEORGETOWN, TX - 1 MILE RADIUS

RESOLUT

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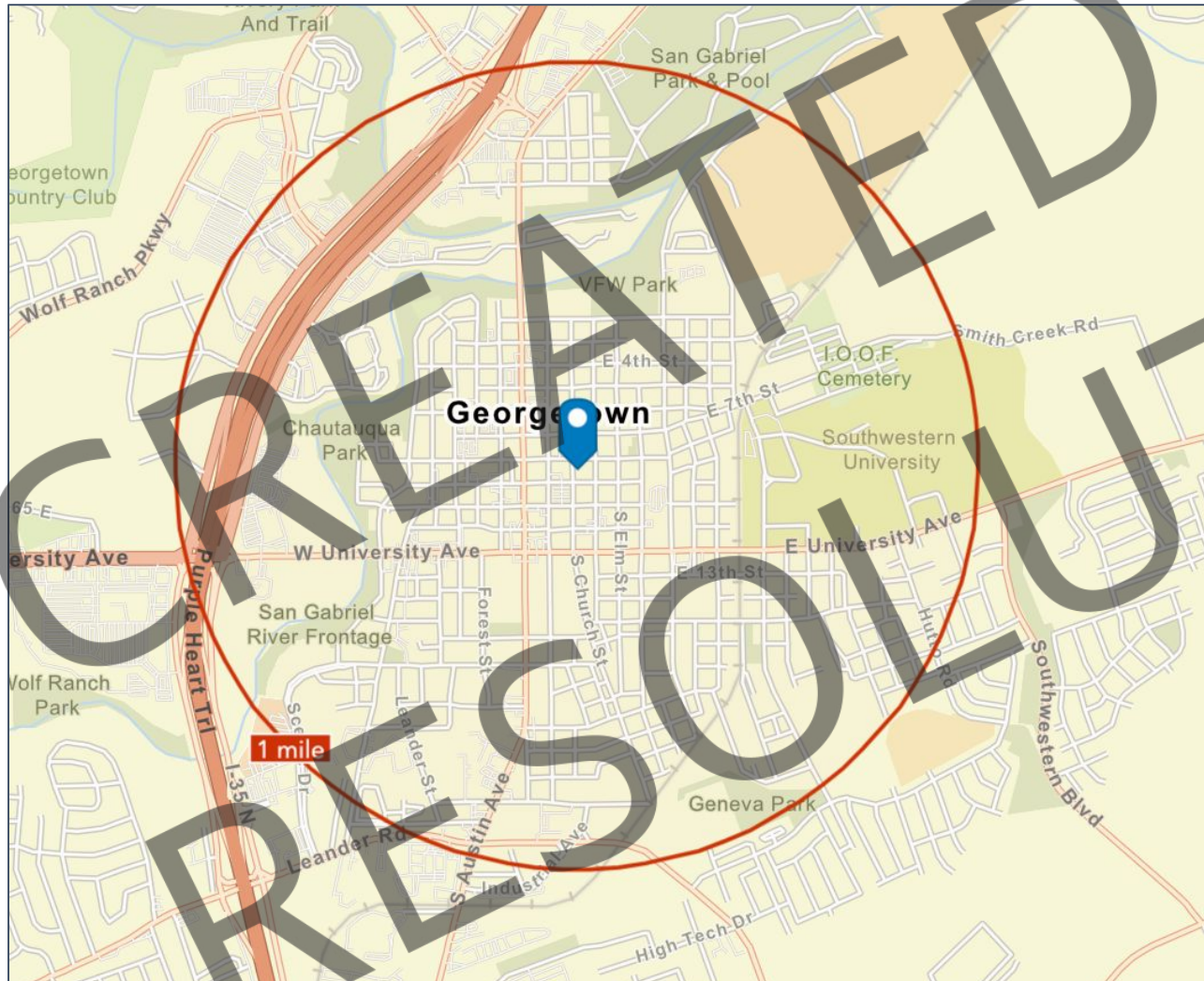
### MARKET FACTS

2020 POPULATION	9,420
2025 POPULATION	10,369
2020 DAYTIME POPULATION	9,913
ANN. POPULATION GROWTH RATE	1.94%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$52,142
2020 AVERAGE HOUSEHOLD INCOME	\$68,461
MEDIAN AGE	31
2020 TOTAL HOUSEHOLDS	2,991
2020 CHILDREN AGED 0-14 (%)	1,402 (14.8%)

# POTENTIAL SITE - GEORGETOWN, TX - 1 MILE RADIUS

## POPULATION AGE BREAKDOWN

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### POPULATION AGE BREAKDOWN

POPULATION AGED 0-14 (%)	1,402 (14.8%)
POPULATION AGED 15-24 (%)	1,322 (24.7%)
POPULATION AGED 25-34 (%)	1,532 (16.3%)
POPULATION AGED 35-44 (%)	1,042 (11.1%)
POPULATION AGED 45-54 (%)	941 (10%)
POPULATION AGED 55-64 (%)	848 (9%)
POPULATION AGED 65-74 (%)	633 (6.7%)
POPULATION AGED 75-84 (%)	391 (4.2%)
POPULATION AGED 85+ (%)	308 (3.3%)



# POTENTIAL SITE - GEORGETOWN, TX - 1 MILE RADIUS

## MARKET POTENTIAL INDEX - MEDICAL INDICES

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Visited doctor in last 12 months: Dentist	2,343	81
Used in last 6 months: Toothache remedy	1,079	131
Used in last 6 months: Dental adhesive or fixative	560	110
Used in last 6 months: Tooth Whitener	920	115
Have medical insurance: PPO	1,319	71
Have Medicaid	1,004	146
Consumer Spending	Average Amount Spent	Spend Potential Index
Health care	\$4,406	77
Dental Care Insurance excluding Blue Cross/Blue Shield	\$110	77
Dental Care Insurance: Blue Cross/Blue Shield	\$11	71
Medical Services - Dental Services	\$291	75
Oral Hygiene Products	\$43	80

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 SITE - GEORGETOWN, TX - 1 MILE RADIUS

## TAPESTRY SEGMENTATION

RESOLUT

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### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
American Dreamers - 7C	22.5%	22.5%
Set to Impress - 11D	22.1%	44.6%
Social Security Set - 9F	18.3%	62.9%

7C

#### American Dreamers



Household  
Married Couples



Housing  
Single Family

32.1

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

#### 11D Set to Impress



Household  
Singles



Housing  
Multi-Unit Rentals;  
Single Family

33.6

Median Age

\$29k

Median Income

Households: 1,677,685

3

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

- Go to rock concerts, nightclubs, zoos
- Manage finances online
- Shop at Walgreens
- Download latest music online
- Own used, imported vehicles

#### 9F Social Security Set



Household  
Singles



Housing  
Multi-Unit Rentals

44.8

Median Age

\$17k

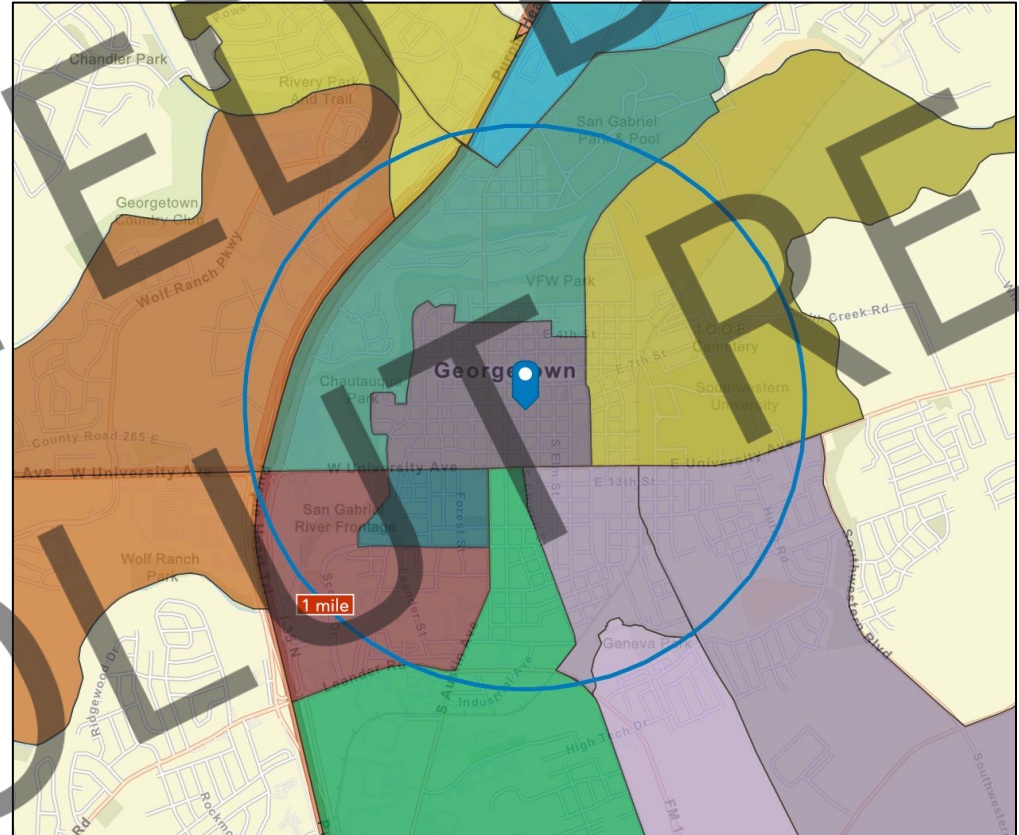
Median Income

Households: 976,761

3

**Retired/Svcs/Prof  
HS Diploma Only  
White/Black**

- Prefer to cook, eat at home
- Pay bills in person
- Play bingo
- Subscribe to basic cable TV
- Take public transportation



AMERICAN  
DREAMERS

SET TO IMPRESS

SOCIAL SECURITY SET

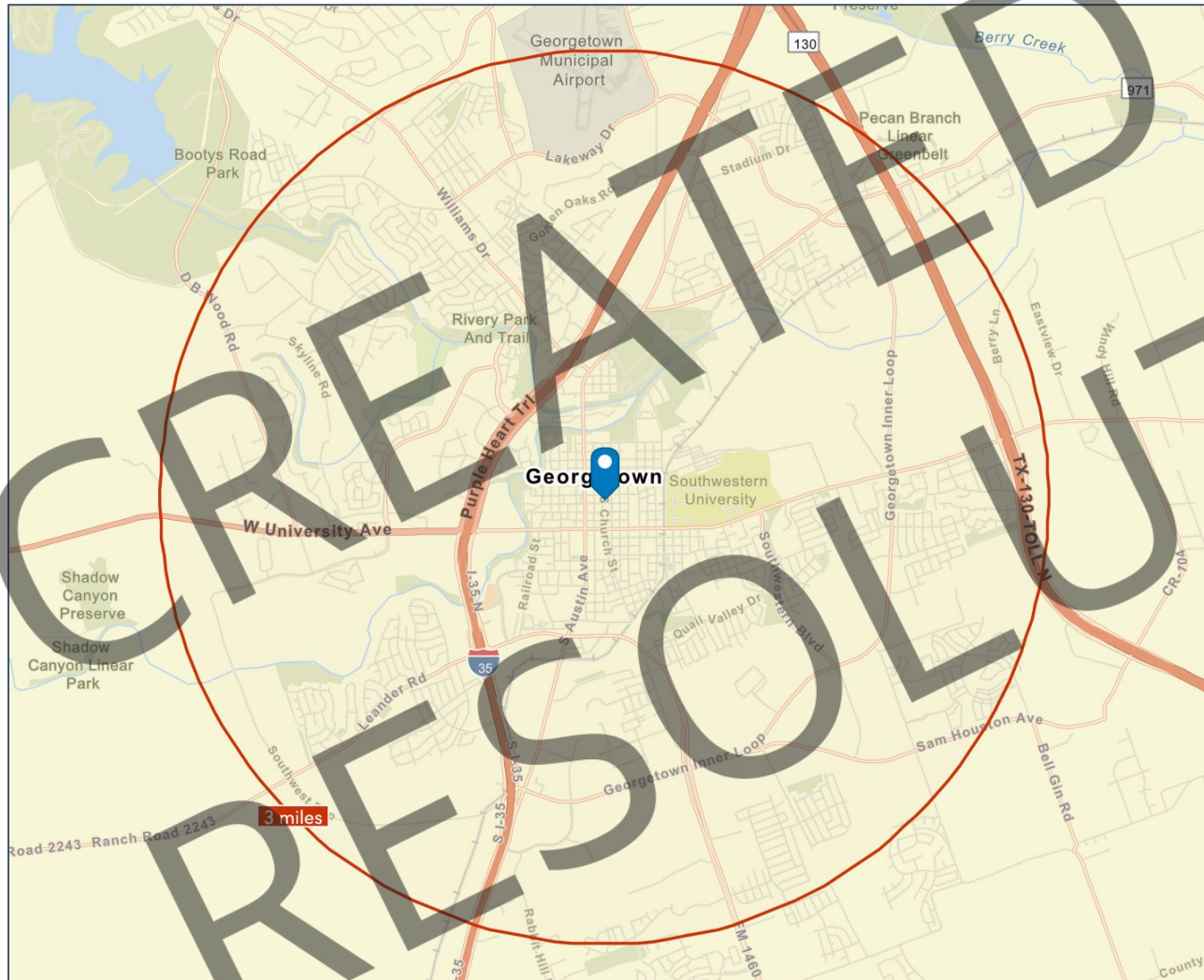
Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e 1A, 1B) will be different shades of their LifeMode color to allow differentiation.



## POTENTIAL SITE - GEORGETOWN, TX - 3 MILE RADIUS

RESOLUT

RE



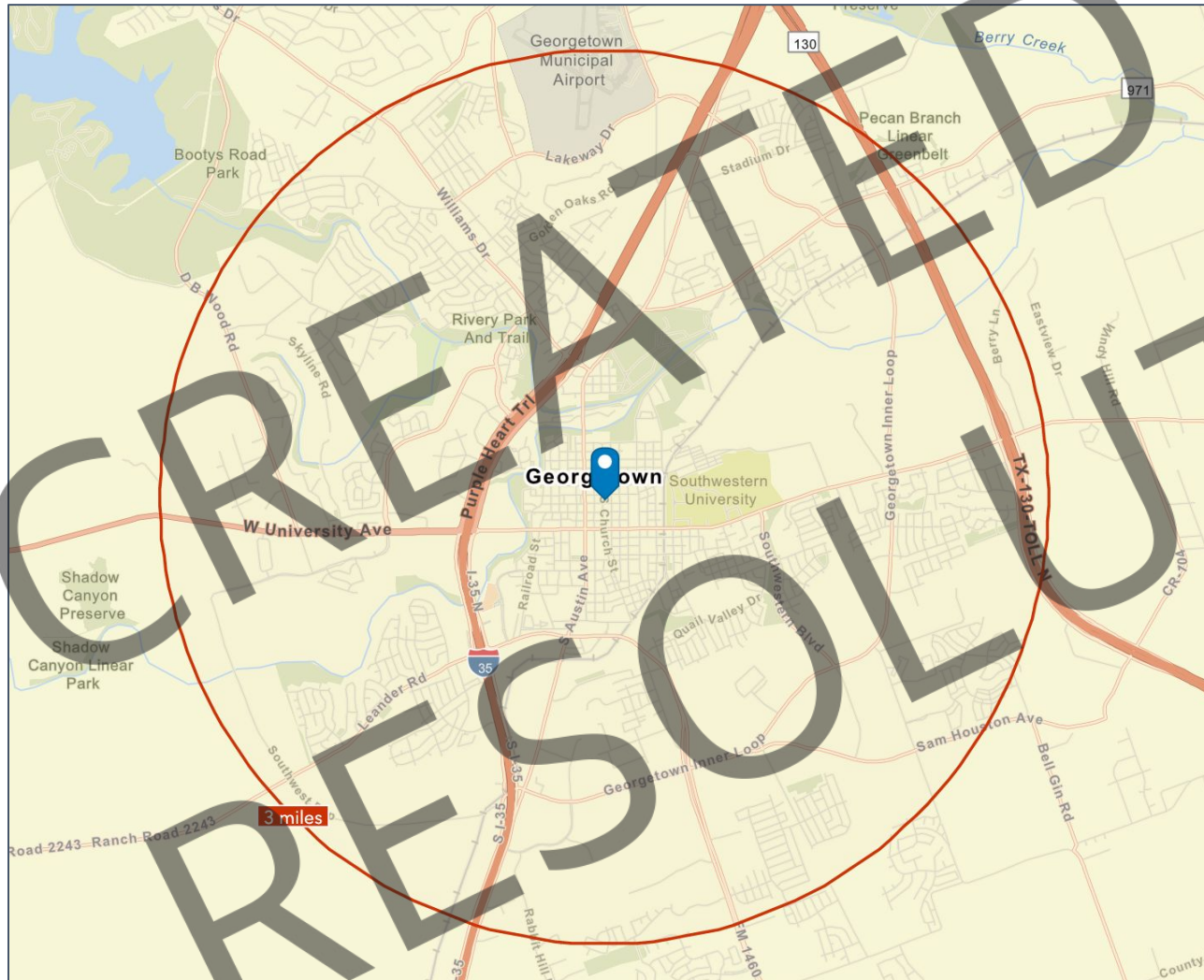
### MARKET FACTS

2020 POPULATION	50,155
2025 POPULATION	58,266
2020 DAYTIME POPULATION	48,396
ANN. POPULATION GROWTH RATE	3.04%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$75,067
2020 AVERAGE HOUSEHOLD INCOME	\$95,680
MEDIAN AGE	35
2020 TOTAL HOUSEHOLDS	17,185
2020 CHILDREN AGED 0-14 (%)	10,388 (20.7%)

# POTENTIAL SITE - GEORGETOWN, TX - 3 MILE RADIUS

## POPULATION AGE BREAKDOWN

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### POPULATION AGE BREAKDOWN

POPULATION AGED 0-14 (%)	10,388 (20.7%)
POPULATION AGED 15-24 (%)	7,606 (15.2%)
POPULATION AGED 25-34 (%)	7,453 (14.9%)
POPULATION AGED 35-44 (%)	6,386 (12.7%)
POPULATION AGED 45-54 (%)	5,953 (11.9%)
POPULATION AGED 55-64 (%)	5,633 (11.2%)
POPULATION AGED 65-74 (%)	3,911 (7.8%)
POPULATION AGED 75-84 (%)	1,912 (3.8%)
POPULATION AGED 85+ (%)	915 (1.8%)



## POTENTIAL SITE - GEORGETOWN, TX - 3 MILE RADIUS

### MARKET POTENTIAL INDEX - MEDICAL INDICES

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Visited doctor in last 12 months: Dentist	13,170	98
Used in last 6 months: Toothache remedy	3,730	93
Used in last 6 months: Dental adhesive or fixative	2,088	84
Used in last 6 months: Tooth Whitener	4,068	104
Have medical insurance: PPO	9,411	103
Have Medicaid	3,099	93
Consumer Spending	Average Amount Spent	Spend Potential Index
Health care	\$6,113	106
Dental Care Insurance excluding Blue Cross/Blue Shield	\$157	111
Dental Care Insurance: Blue Cross/Blue Shield	\$16	106
Medical Services - Dental Services	\$417	107
Oral Hygiene Products	\$57	106

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 SITE - GEORGETOWN, TX - 3 MILE RADIUS

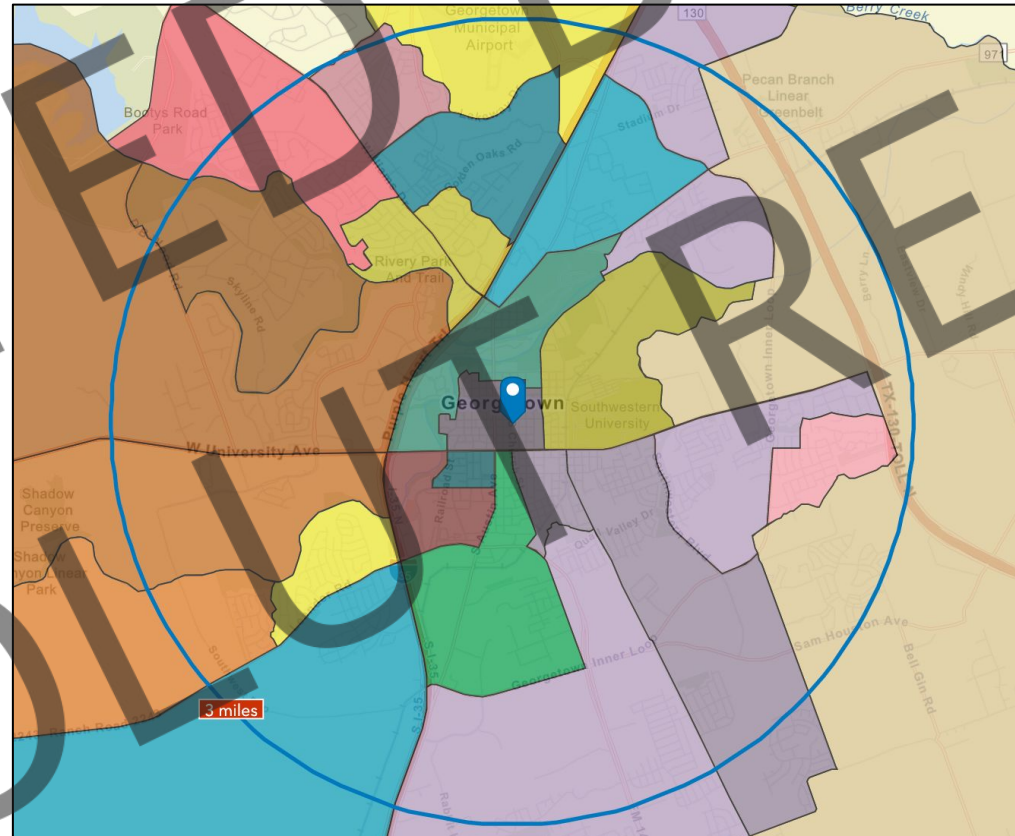
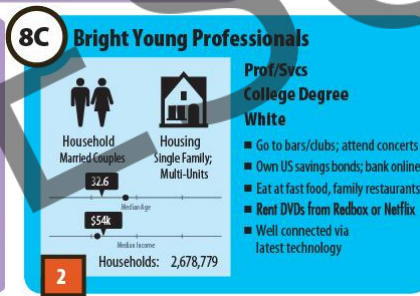
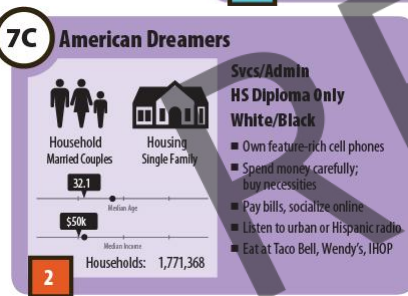
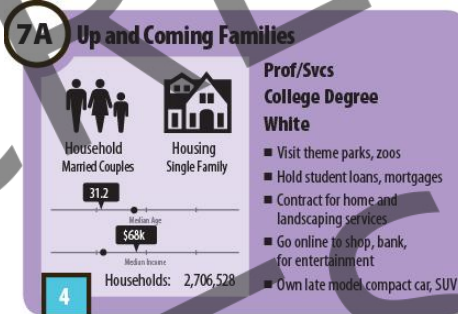
## TAPESTRY SEGMENTATION

RESOLUT



### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Up & Coming Families - 7A	24.3%	24.3%
American Dreamers - 7C	10.4%	34.6%
Bright Young Professionals - 8C	8.9%	43.6%



UP & COMING FAMILIES AMERICAN DREAMERS BRIGHT YOUNG PROFESSIONALS

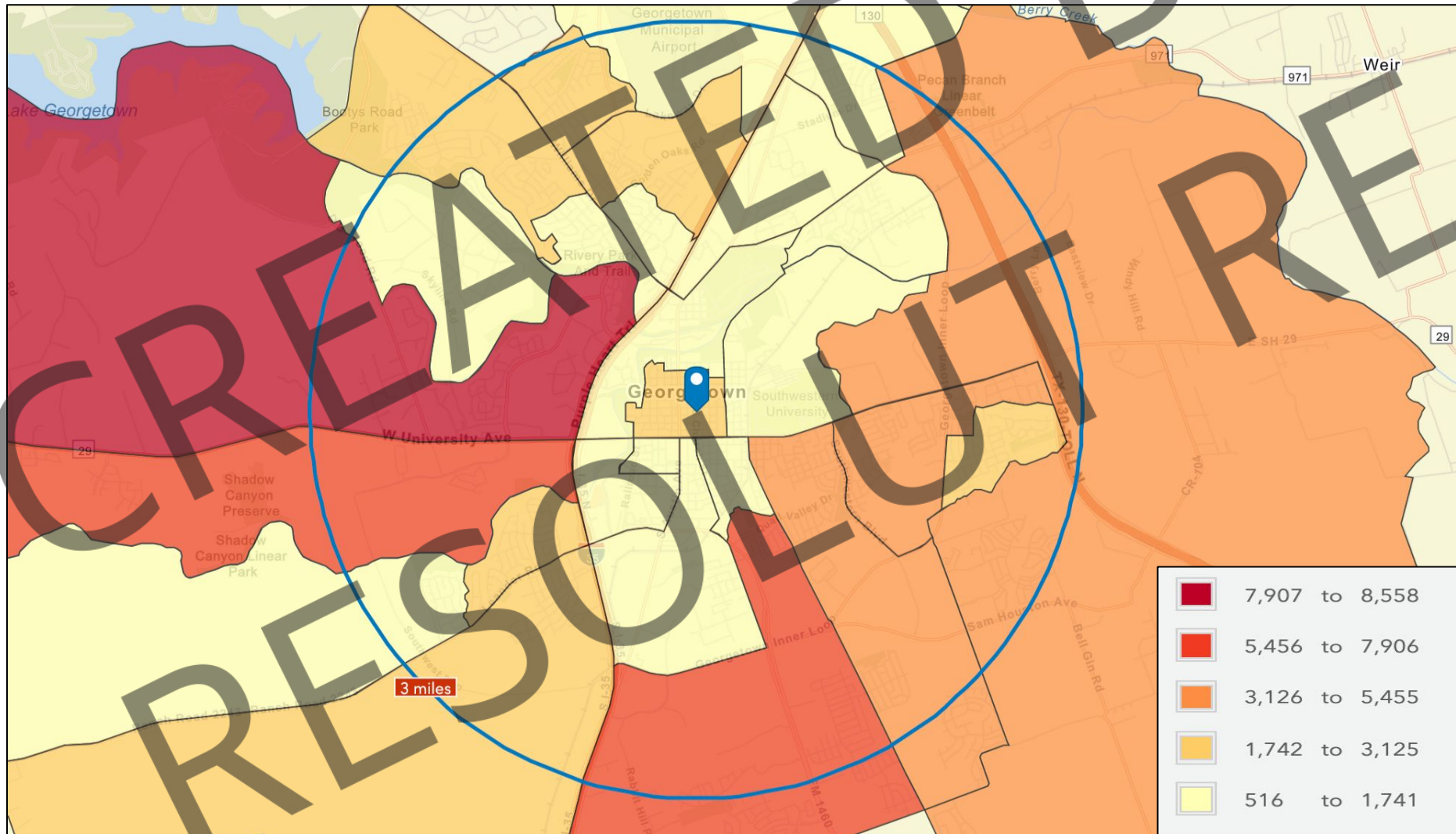
Note: While the Tapestry bricks (see left) have one color per LifeMode Group (i.e. 1A-1E are orange), in the Tapestry map above, Tapestry segments within the same LifeMode group (i.e. 1A, 1B) will be different shades of their LifeMode color to allow differentiation.



# POTENTIAL SITE - GEORGETOWN, TX - 3 MILE RADIUS

## 2020 POPULATION DENSITY

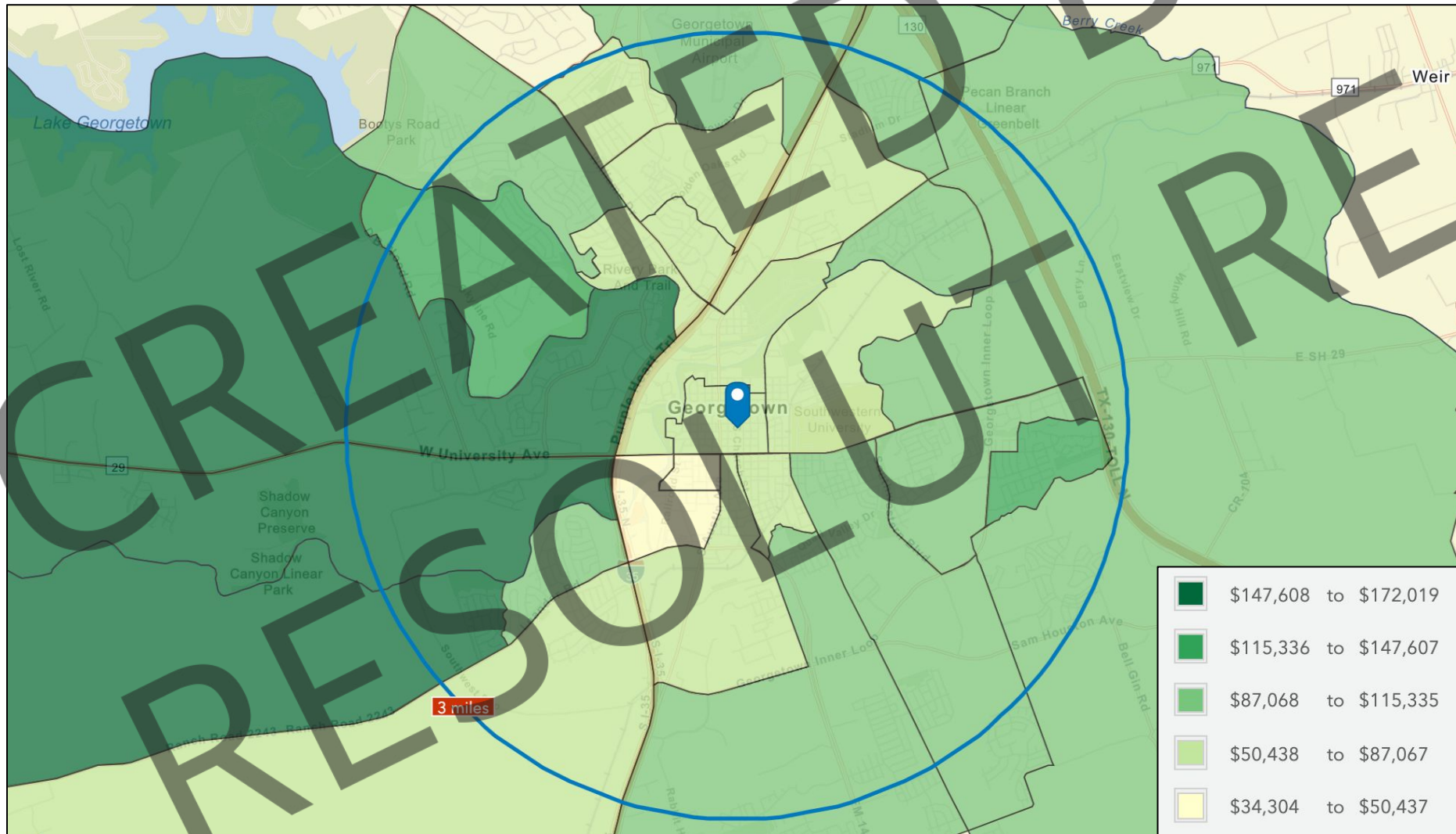
RESOLUT



# POTENTIAL SITE - GEORGETOWN, TX - 3 MILE RADIUS

## 2020 AVERAGE HOUSEHOLD INCOME

RESOLUT

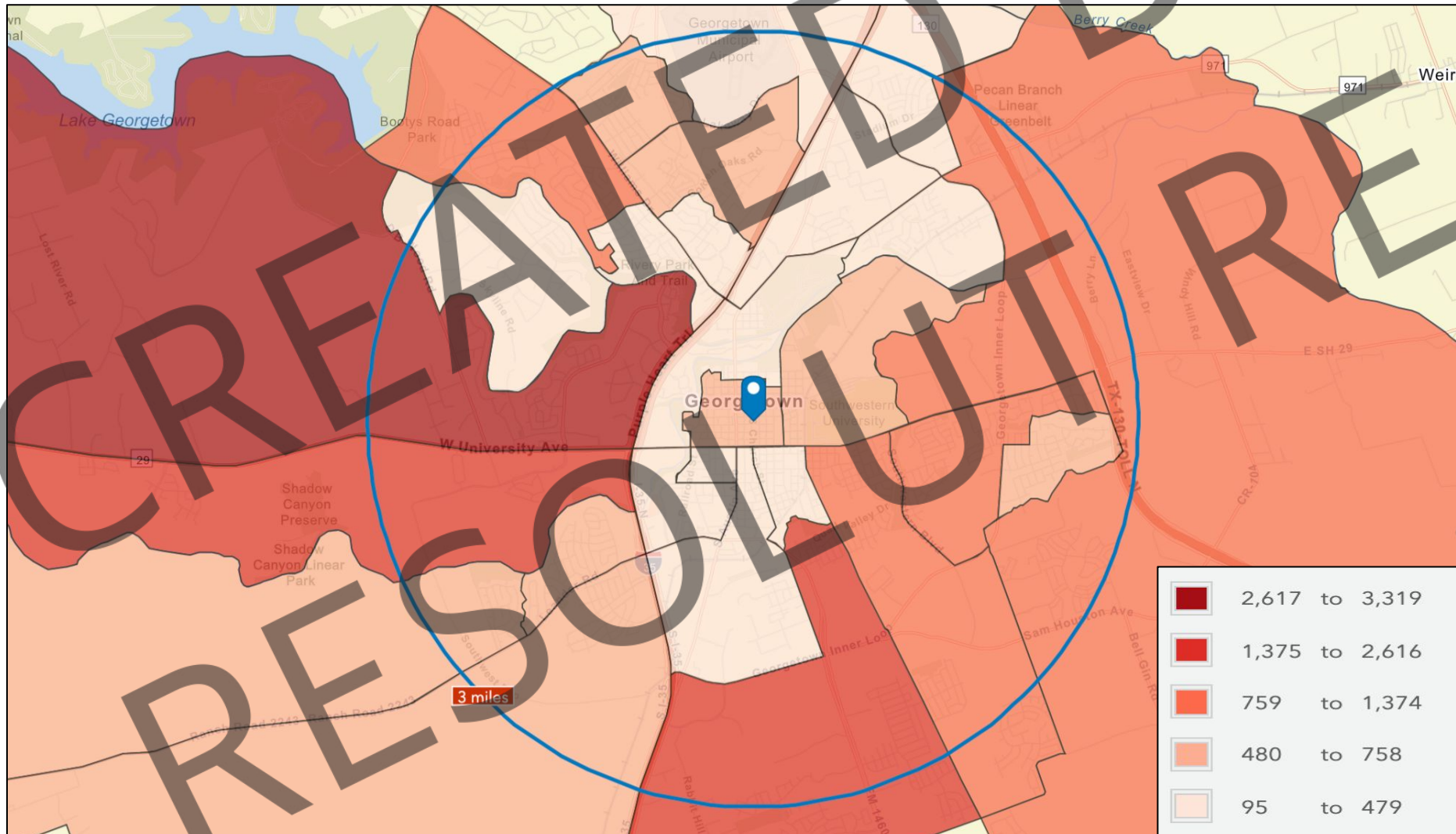




# POTENTIAL SITE - GEORGETOWN, TX - 3 MILE RADIUS

# VISITED DENTIST IN LAST 6 MONTHS

RESOLUT



# POTENTIAL SITE - GEORGETOWN, TX - 3 MILE RADIUS

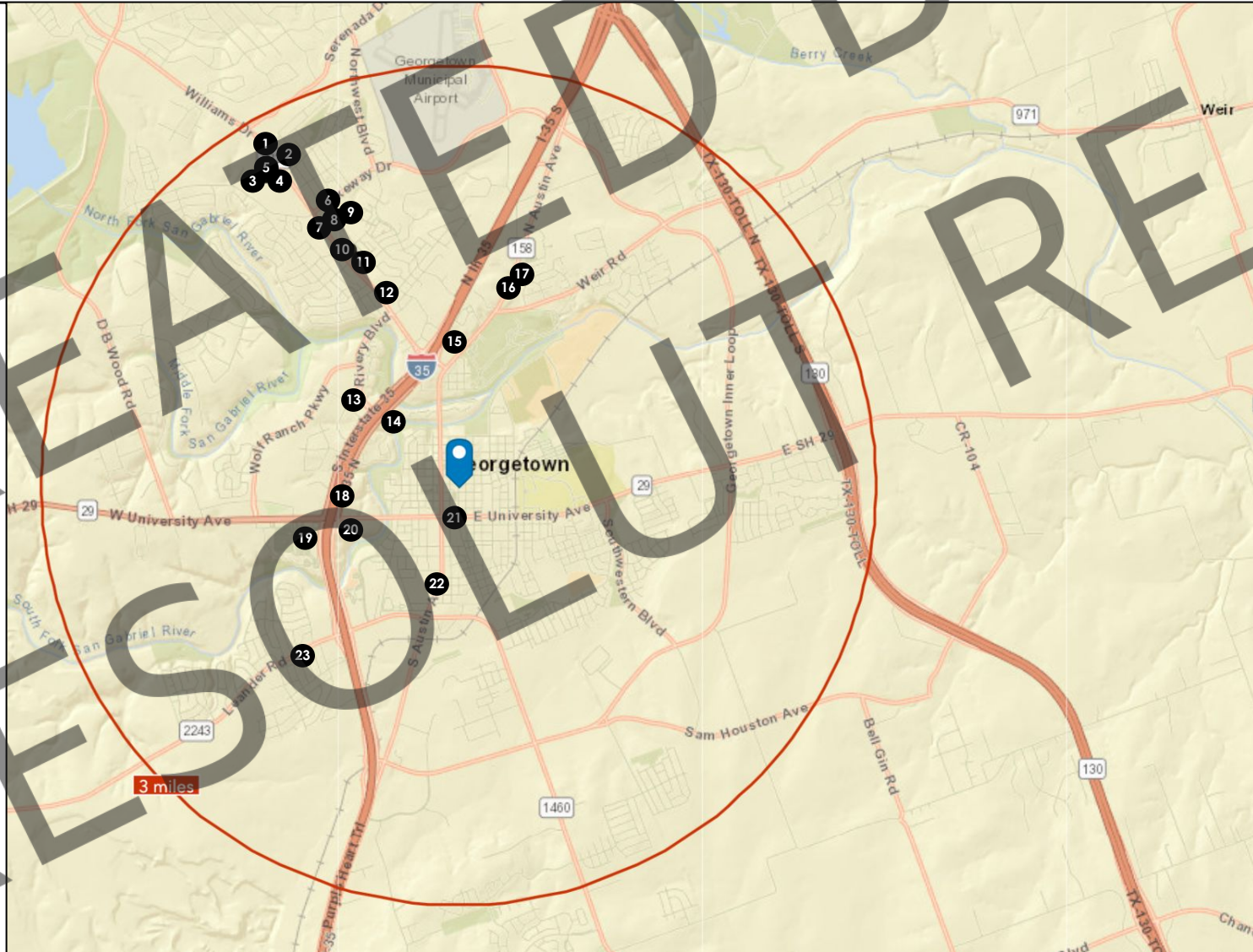
## DENTAL COMPETITION

RESOLUT



### DENTIST COMPETITION

- 1.Dentist 1
- 2.Dentist 2
- 3.Dentist 3
- 4.Dentist 4
- 5.Dentist 5
- 6.Dentist 6
- 7.Dentist 7
- 8.Dentist 8
- 9.Dentist 9
- 10.Dentist 10
- 11.Dentist 11
- 12.Dentist 12
- 13.Dentist 13
- 14.Dentist 14
- 15.Dentist 15
- 16.Dentist 16
- 17.Dentist 17
- 18.Dentist 18
- 19.Dentist 19
- 20.Dentist 20
- 21.Dentist 21
- 22.Dentist 22
- 23.Dentist 23





# POTENTIAL SITE - GEORGETOWN, TX - 3 MILE RADIUS

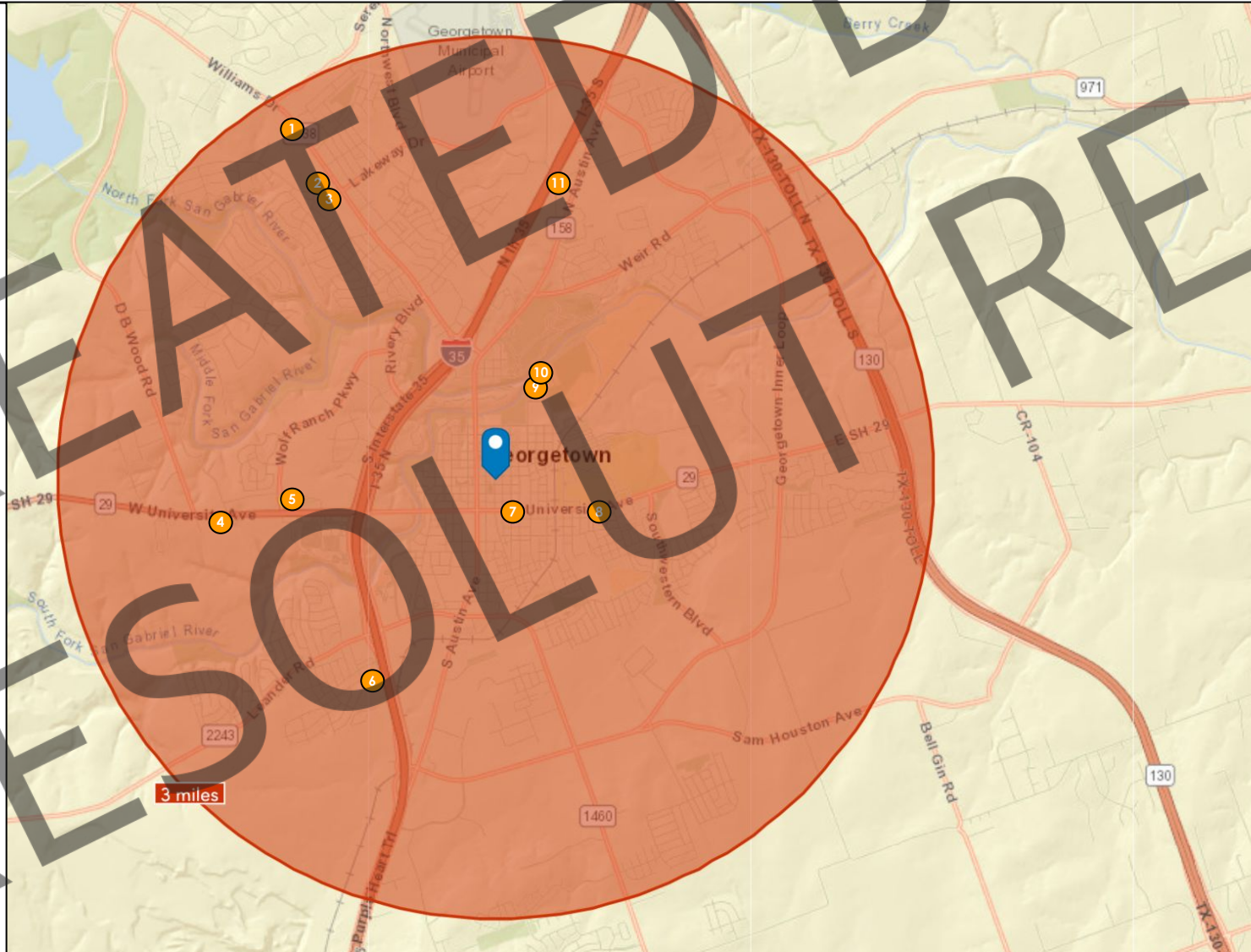
BUSINESS SYNERGY - SYNERGY 1

RESOLUT



## SYNERGY 1

- 1.Synergy 1
- 2.Synergy 2
- 3.Synergy 3
- 4.Synergy 4
- 5.Synergy 5
- 6.Synergy 6
- 7.Synergy 7
- 8.Synergy 8
- 9.Synergy 9
- 10.Synergy 10
- 11.Synergy 11



# POTENTIAL SITE - GEORGETOWN, TX - 3 MILE RADIUS

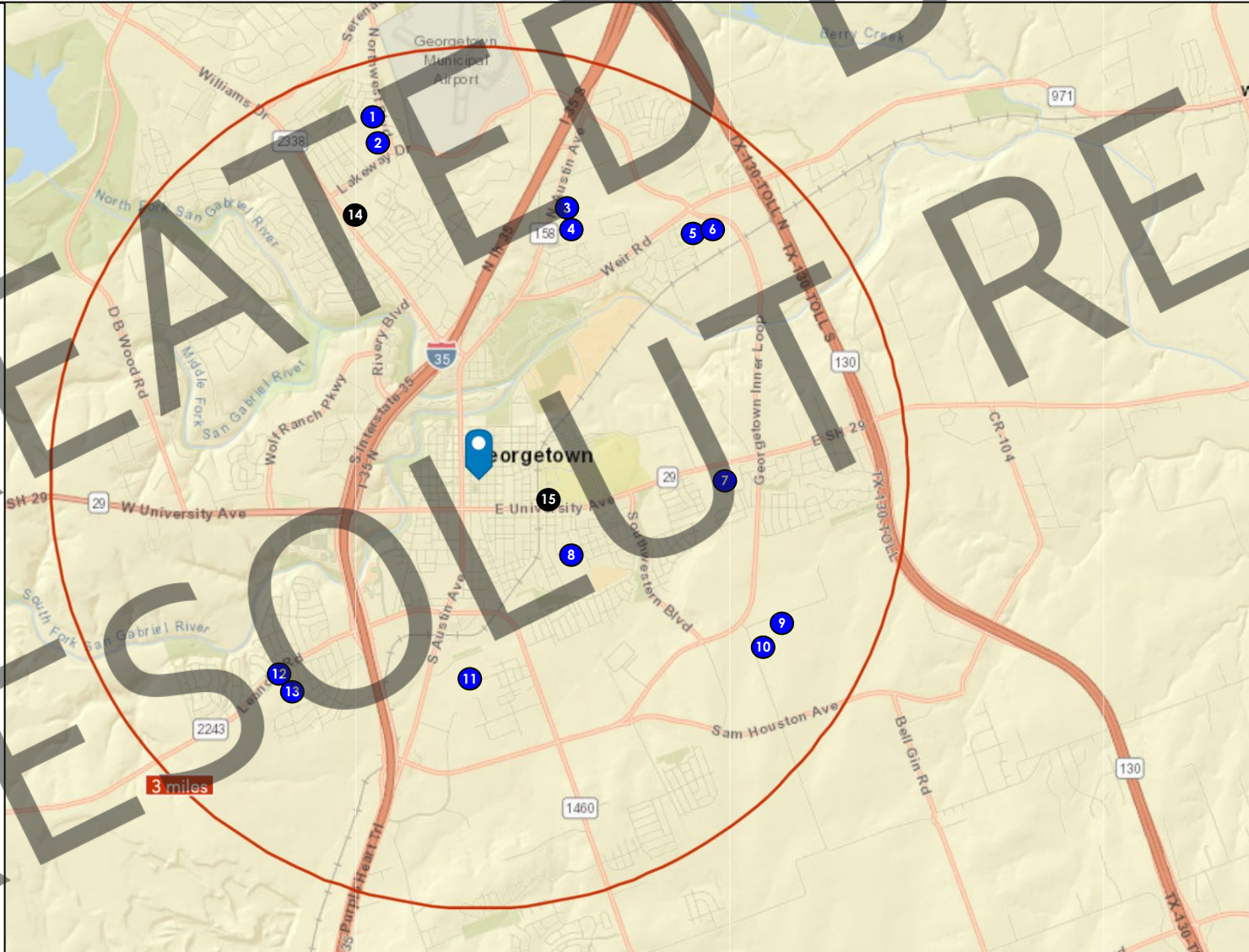
BUSINESS SYNERGY - SYNERGY 2 & SYNERGY 3

RESOLUT



## SYNERGY 2 & 3

- 1.Synergy 1
- 2.Synergy 2
- 3.Synergy 3
- 4.Synergy 4
- 5.Synergy 5
- 6.Synergy 6
- 7.Synergy 7
- 8.Synergy 8
- 9.Synergy 9
- 10.Synergy 10
- 11.Synergy 11
- 12.Synergy 12
- 13.Synergy 13
- 14.Synergy 14
- 15.Synergy 15





## POTENTIAL SITE - GEORGETOWN, TX - 3 MILE RADIUS

RESOLUTION

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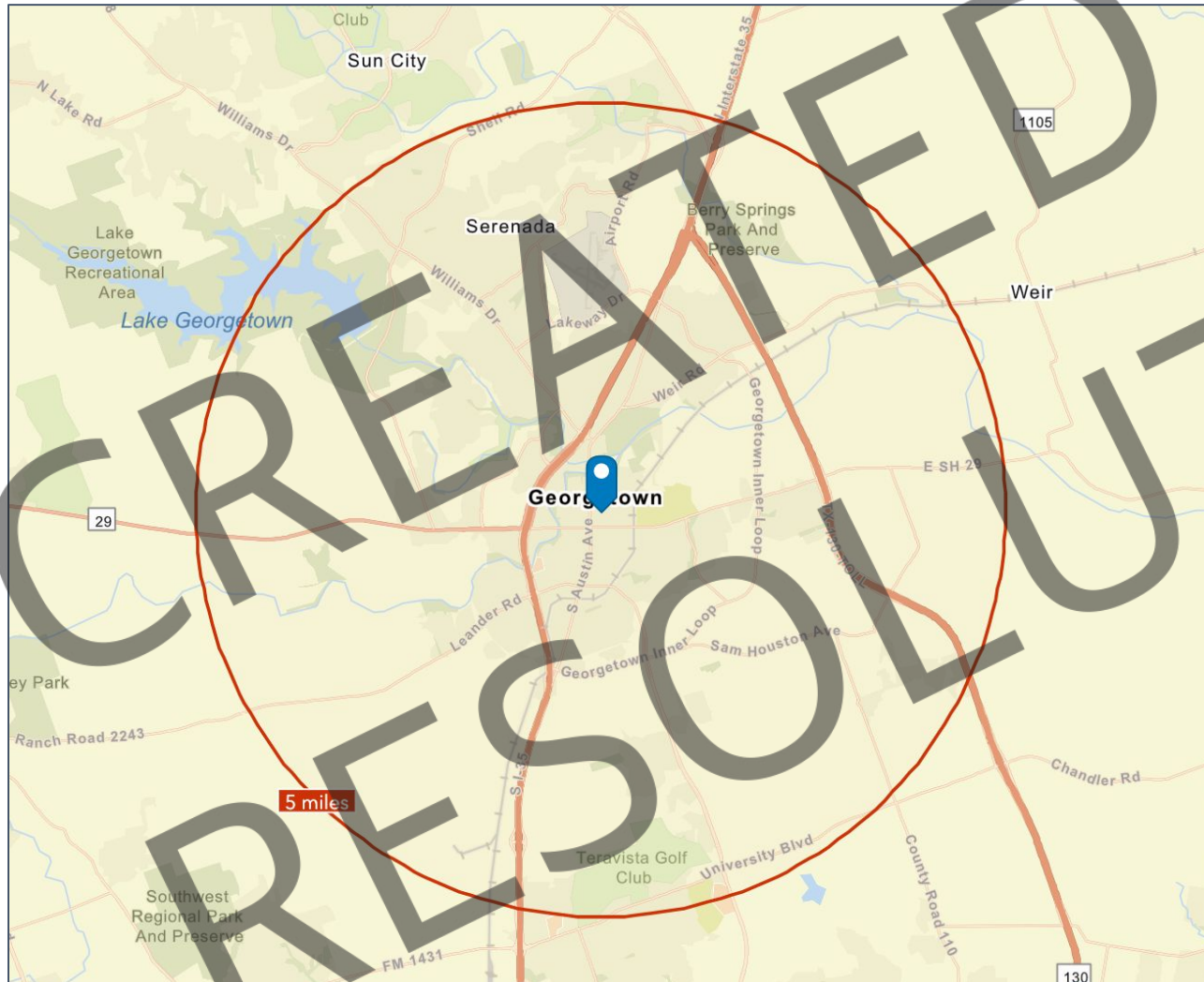


### TRAFFIC COUNTS

THOROUGHFARE NAME	VEHICLES PER DAY [VPD]
Street 1	7,900
Street 2	16,840

## POTENTIAL SITE - GEORGETOWN, TX - 5 MILE RADIUS

RESOLUT



### MARKET FACTS

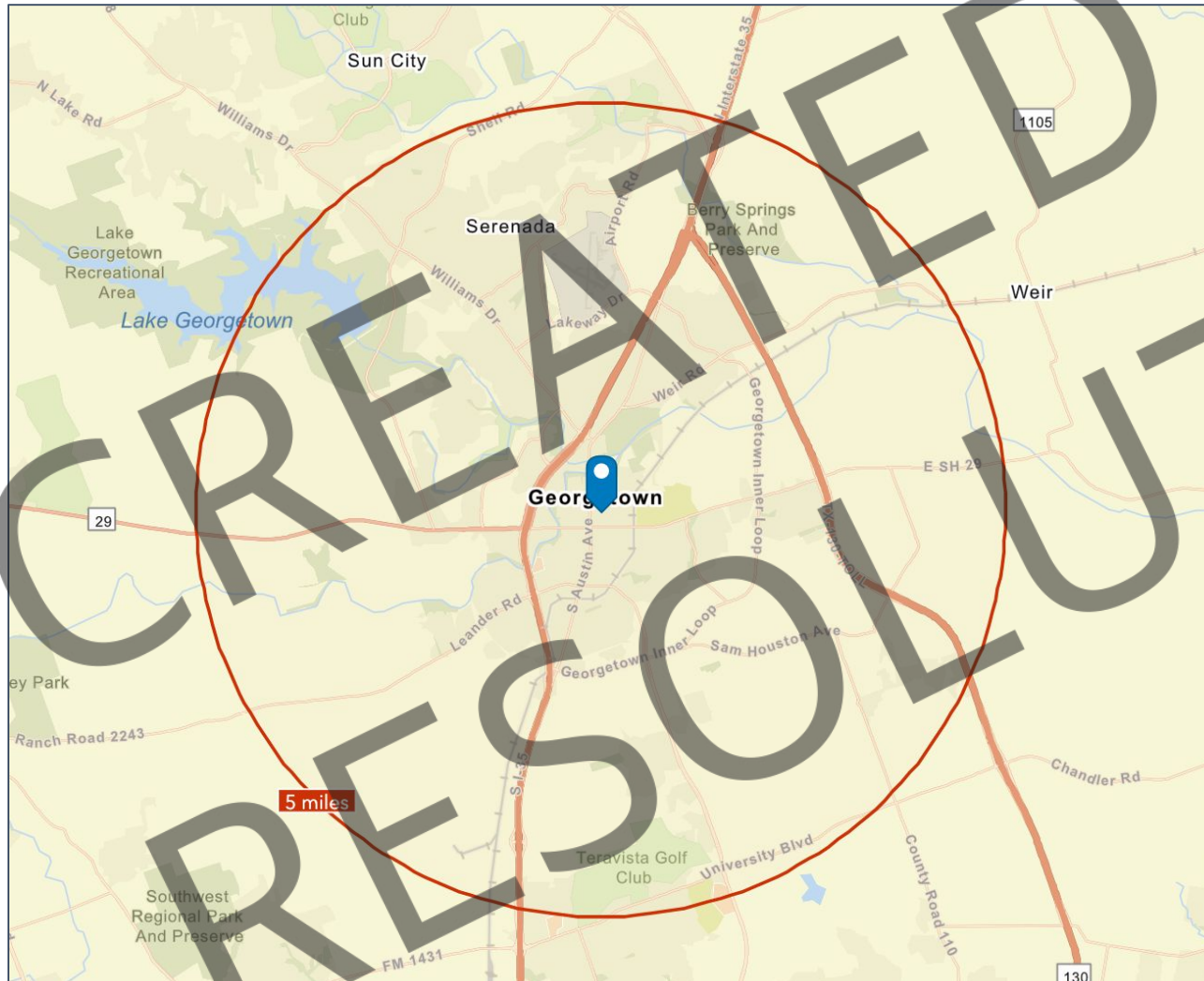
2020 POPULATION	75,983
2025 POPULATION	90,302
2020 DAYTIME POPULATION	72,343
ANN. POPULATION GROWTH RATE	3.51%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$84,439
2020 AVERAGE HOUSEHOLD INCOME	\$106,899
MEDIAN AGE	36
2020 TOTAL HOUSEHOLDS	26,597
2020 CHILDREN AGED 0-14 (%)	16,303 (21.5%)



# POTENTIAL SITE - GEORGETOWN, TX - 5 MILE RADIUS

## POPULATION AGE BREAKDOWN

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### POPULATION AGE BREAKDOWN

POPULATION AGED 0-14 (%)	16,303 (21.5%)
POPULATION AGED 15-24 (%)	10,399 (13.6%)
POPULATION AGED 25-34 (%)	10,078 (13.3%)
POPULATION AGED 35-44 (%)	10,132 (13.3%)
POPULATION AGED 45-54 (%)	9,590 (12.6%)
POPULATION AGED 55-64 (%)	8,601 (11.3%)
POPULATION AGED 65-74 (%)	6,455 (8.5%)
POPULATION AGED 75-84 (%)	3,118 (4.1%)
POPULATION AGED 85+ (%)	1,306 (1.7%)

## POTENTIAL SITE - GEORGETOWN, TX - 5 MILE RADIUS

### MARKET POTENTIAL INDEX - MEDICAL INDICES

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Visited doctor in last 12 months: Dentist	22,075	105
Used in last 6 months: Toothache remedy	5,235	87
Used in last 6 months: Dental adhesive or fixative	2,806	76
Used in last 6 months: Tooth Whitener	6,087	104
Have medical insurance: PPO	15,552	114
Have Medicaid	4,033	80
Consumer Spending	Average Amount Spent	Spend Potential Index
Health care	\$6,792	118
Dental Care Insurance excluding Blue Cross/Blue Shield	\$174	123
Dental Care Insurance: Blue Cross/Blue Shield	\$18	118
Medical Services - Dental Services	\$465	120
Oral Hygiene Products	\$63	117

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 SITE - GEORGETOWN, TX - 5 MILE RADIUS

## TAPESTRY SEGMENTATION

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### TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Up & Coming Families - 7A	18.2%	18.2%
Boomburbs - 1C	14.7%	32.9%
American Dreamers - 7C	6.7%	39.7%

#### 7A Up and Coming Families



Household Married Couples

31.2



Housing Single Family

Median Age

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

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

#### 7C American Dreamers



Household Married Couples

32.1



Housing Single Family

Median Age

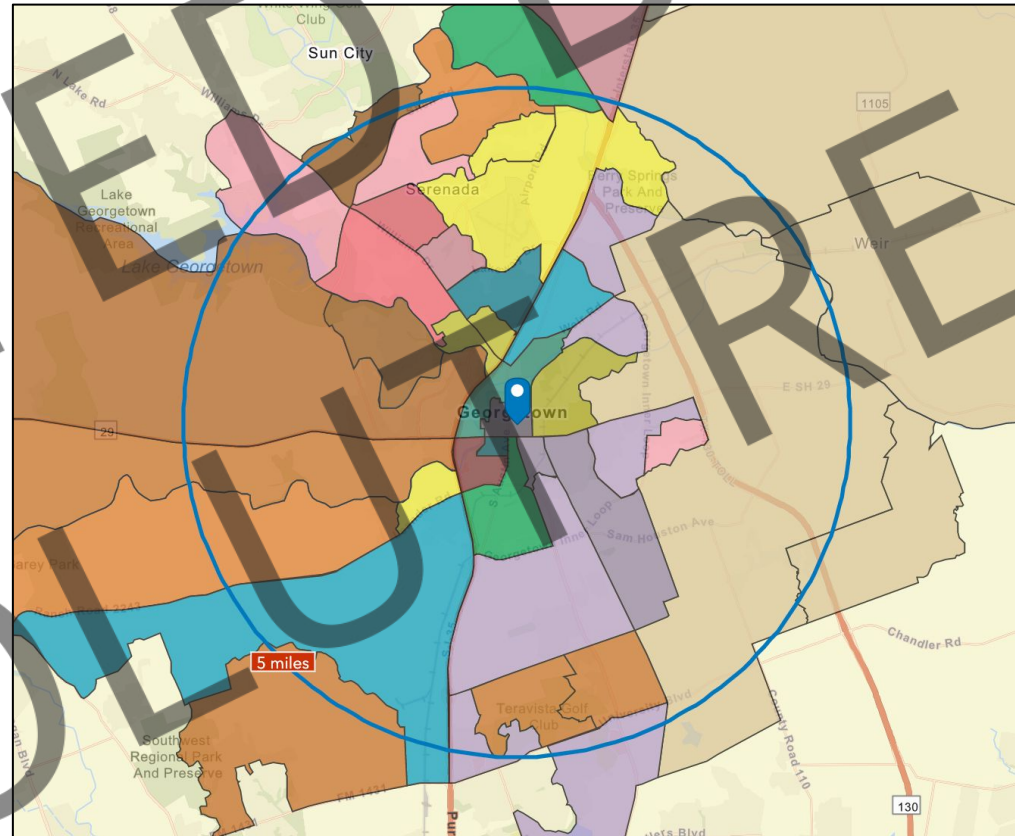
Median Income

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



UP & COMING  
FAMILIES

BOOMBURBS

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.

RESOLUT

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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/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>



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