

RESOLUT

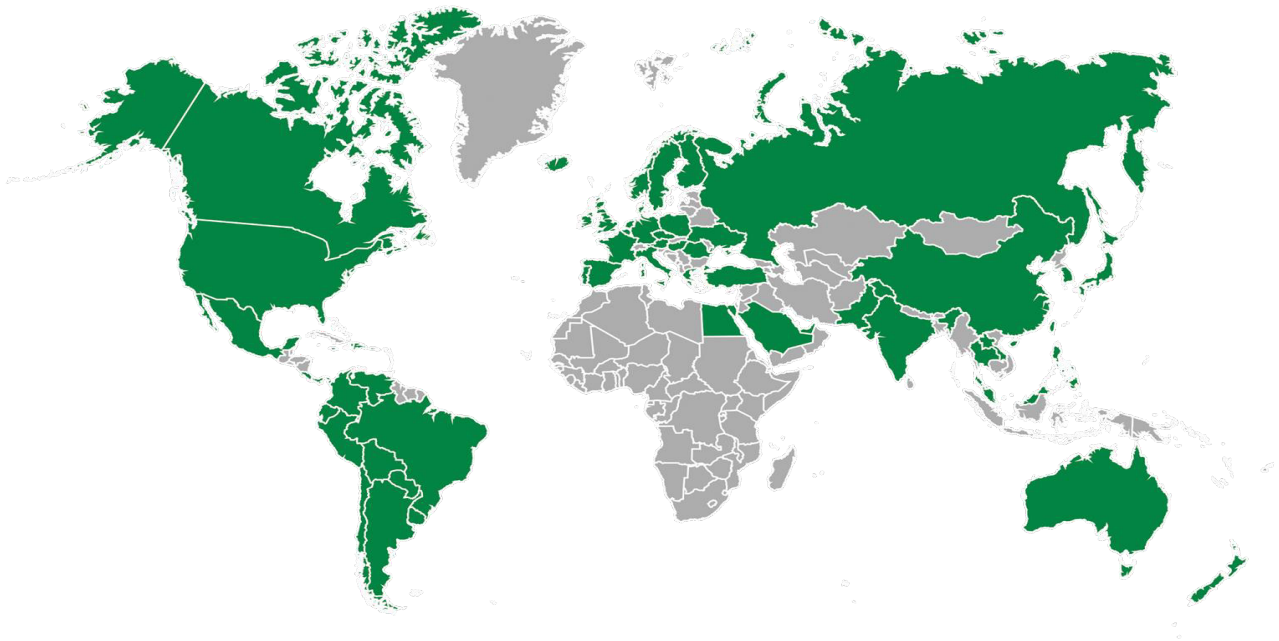


INTERNATIONAL ACCOUNTS PLATFORM

MARKET ANALYTICS PLATFORM



INTERNATIONAL MARKET ANALYTICS REACH - 77 COUNTRIES



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MARKET ANALYTICS AND SITE SELECTION SERVICES

RETAIL COMPASS



RETAIL BUILDER



CITY SKYLINES



FRANCHISE TOOLBOX



RETAIL SCORECARD



The primary goals of these tools:

- Identifying the **target customer**
- Calculating **how many of these customers** are within a defined trade area
- Calculating the **number of units that could open** within a specific market
- Laying out the **strategic blueprint** for the sequencing/order in which the units should open

These reports retail for tens of thousands of dollars with other providers, yet we offer them free of charge, for any trade area in the country.

Then the baton goes to our world class, global Tenant Representation brokers, and they go out and find the real estate! Landlords pay our commissions- **designed so that no fees are charged to our clients. No blanket exclusive representation agreements would be required.** We work on a market by market basis.

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MARKET ANALYTICS PLATFORM

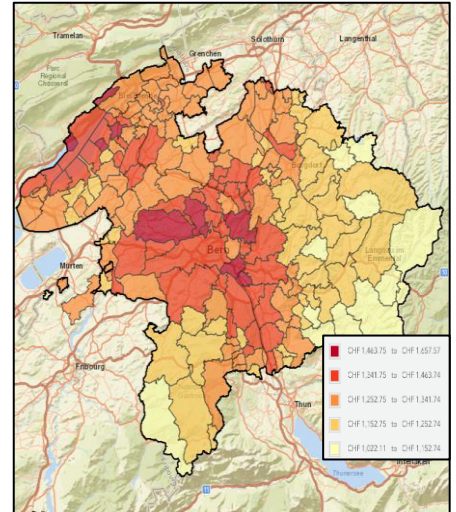


RETAIL COMPASS: IDENTIFYING THE CONSUMER BASE



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?



ENTERTAINMENT



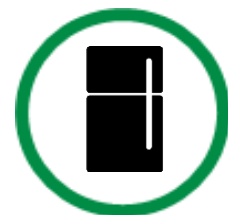
406,382,478 CHF
TOTAL SPENT

CONSUMER ELECTRONICS



264,181,847 CHF
TOTAL SPENT

HOUSEHOLD APPLIANCES



167,111,489 CHF
TOTAL SPENT

FOOD & BEVERAGE



2,629,598,925 CHF
TOTAL SPENT

FURNITURE & FURNISHINGS



386,192,993 CHF
TOTAL SPENT

JEWELRY & PERSONAL EFFECTS



536,337,810 CHF
TOTAL SPENT

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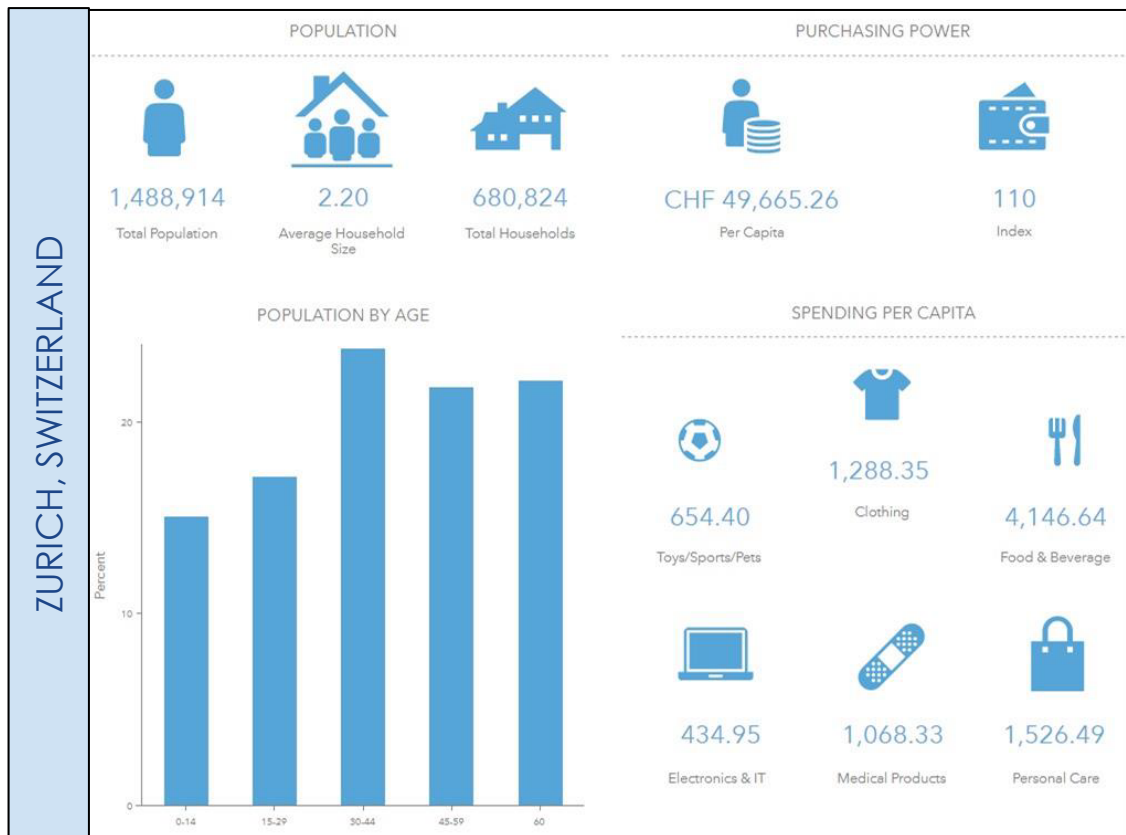


RETAIL COMPASS: IDENTIFYING THE CONSUMER BASE



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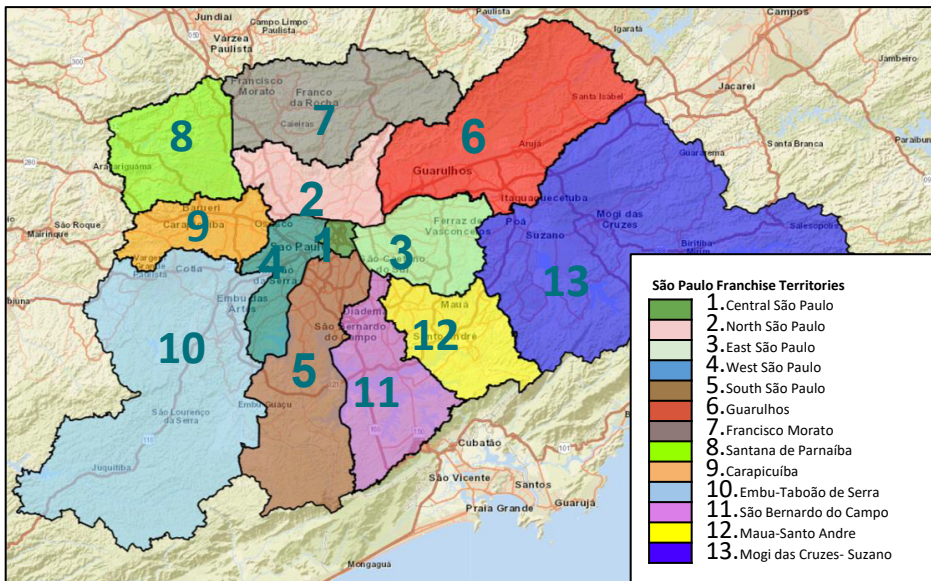
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RETAIL BUILDER INTERNATIONAL: MARKET OPTIMIZATION



THIS PROGRAM ASKS:

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

MARKET ANALYTICS PLATFORM

RESOLUT

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CITY SKYLINES: STRATEGIZING INTERNATIONAL MARKET PENETRATION



KEY FEATURES:




1. In-depth analysis of existing market presence which is used as a benchmark
1. Sweeping the globe and using the scorecard to 'grade' potential international markets
1. Formulate a strategic plan that will provide the client with the highest return on investment

MARKET ANALYTICS PLATFORM



FRANCHISE TOOLBOX: PICK WHICH SPECIFIC TOOLS YOU NEED



QUERÉTARO MARKET COMPETITORS			
			
#1	2	0	1
#2	1	2	1
MARKET PENETRATION STRATEGY			
QUERÉTARO MARKET AREA # OF LOCATIONS			
CONSERVATIVE	4		
MODERATE	5		
AGGRESSIVE	6		

SOLUTIONS MOLDED ON A CASE-BY-CASE BASIS



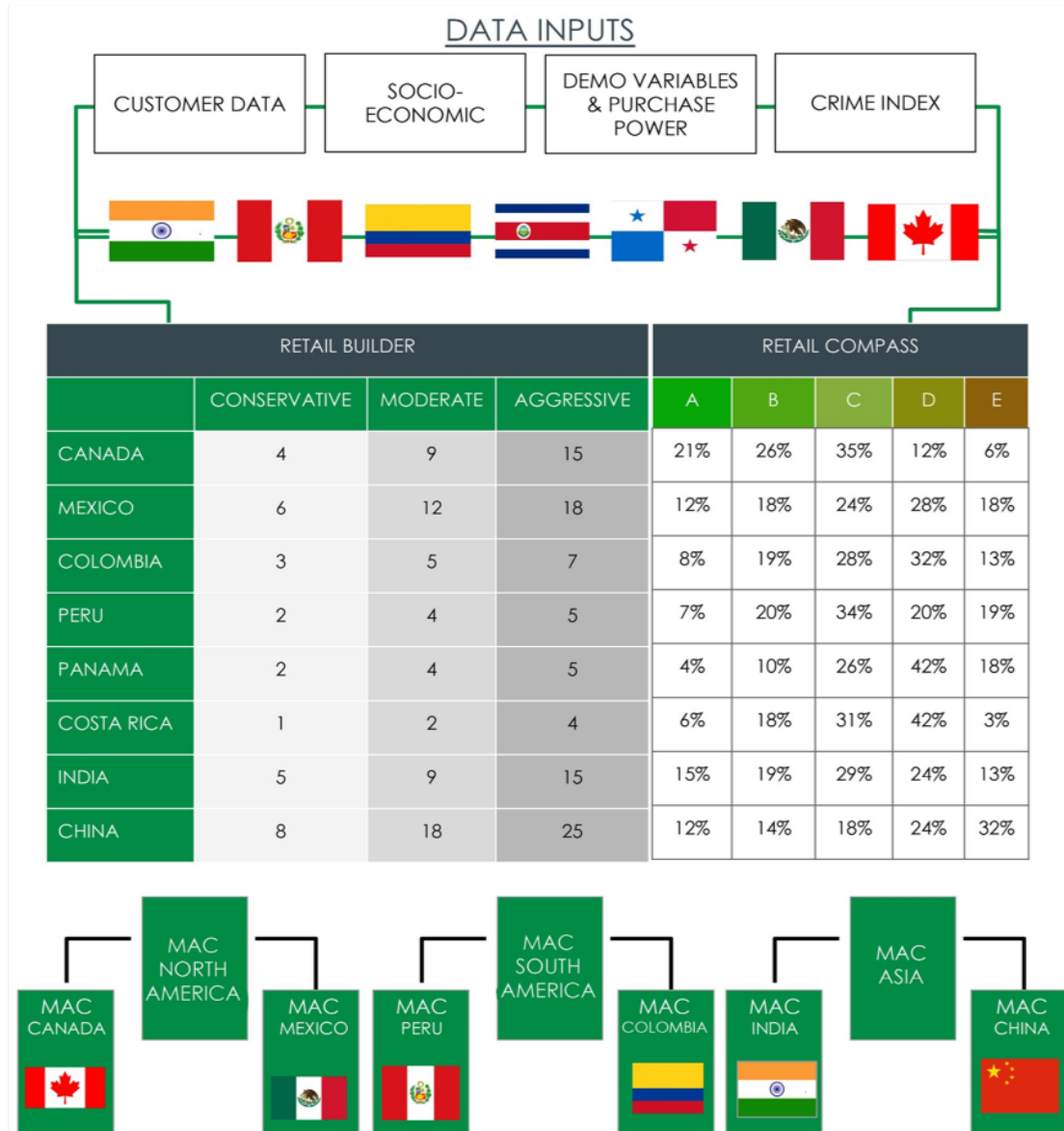
The franchise toolbox is an “a la carte” offering, an affordable platform to gain access to higher end analytics at a reasonable price point.

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

MARKET ANALYTICS PLATFORM



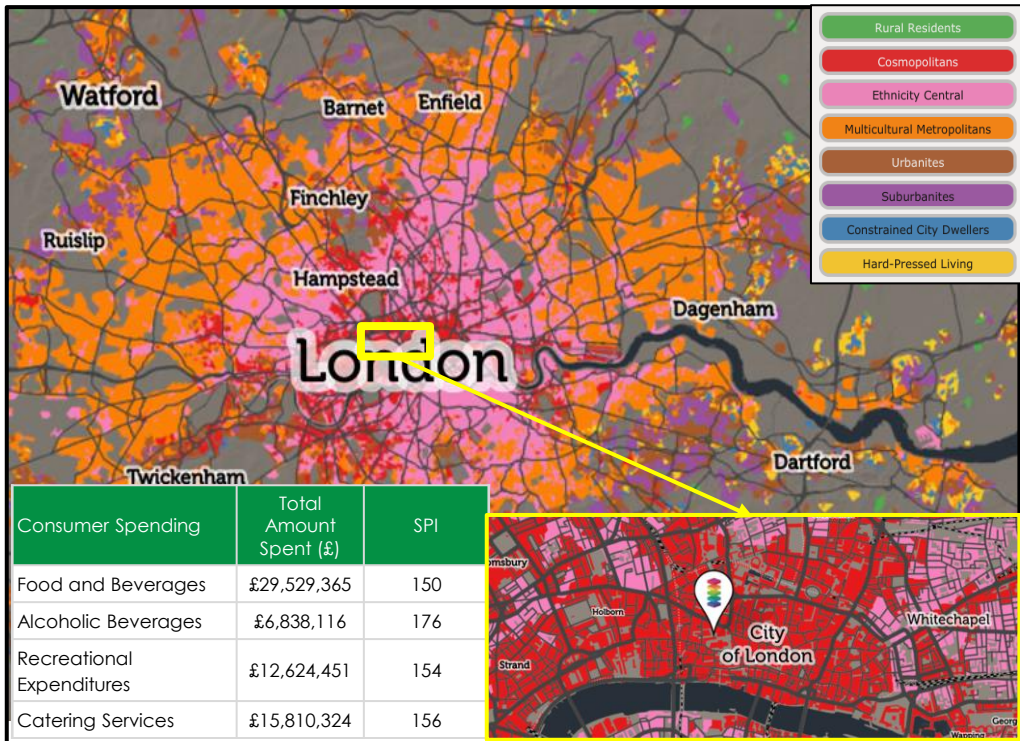
RETAIL SCORECARD INTERNATIONAL



MARKET ANALYTICS PLATFORM



HIGHEST AND BEST USE: CAPTURING THE FULL POTENTIAL OF THE SITE



KEY FEATURES:

- Provides property owners with the most feasible and efficient use of a property
- This program is recommended for clients with an existing greenfield, brownfield, or vacant retail site
- We will analyze zoning classification, surrounding roadways, available utility infrastructure, topography, size, existing surroundings, and more to find which business sector has the highest potential for market penetration

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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.