

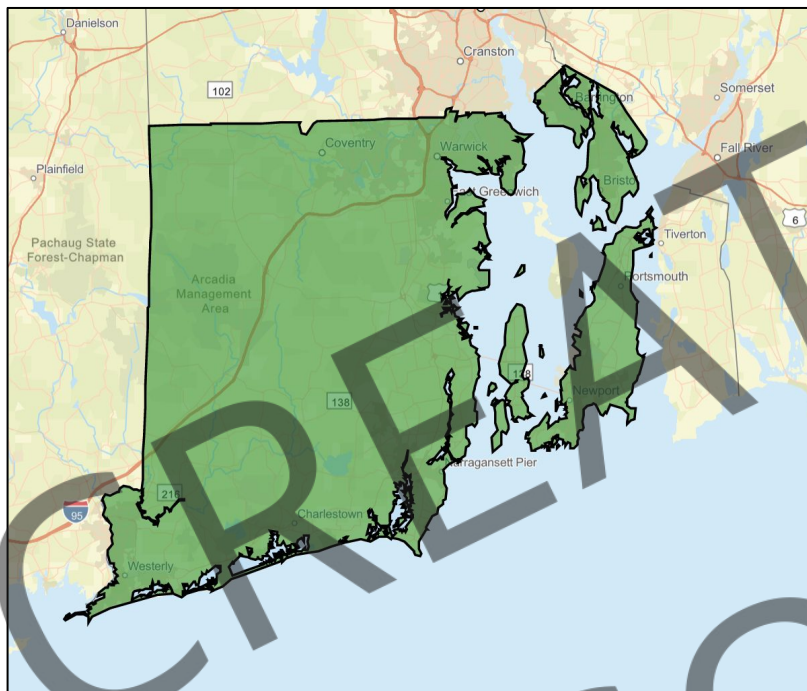
RESOLUT

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NEWPORT-WARWICK, RI MARKET ASSESSMENT

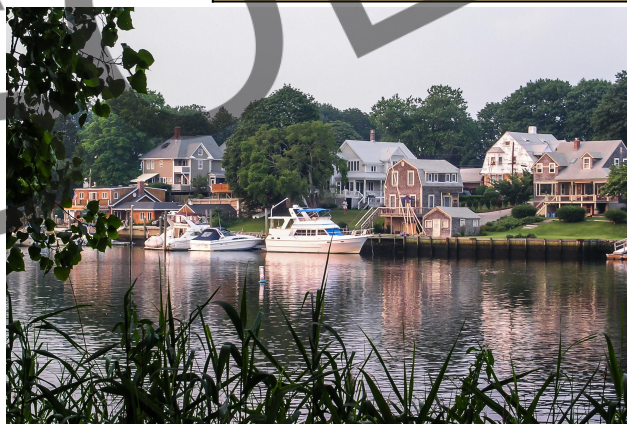
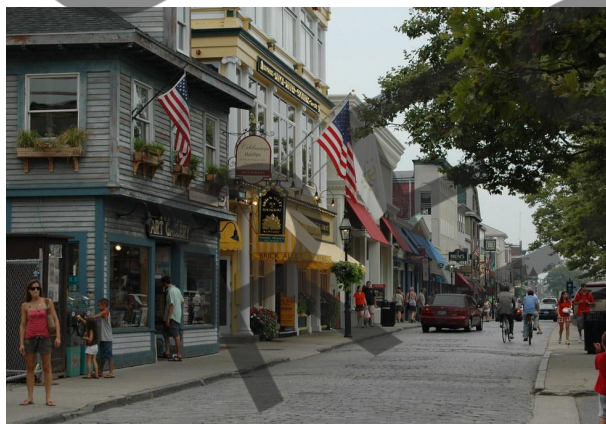


NEWPORT-WARWICK ZIP TERRITORY



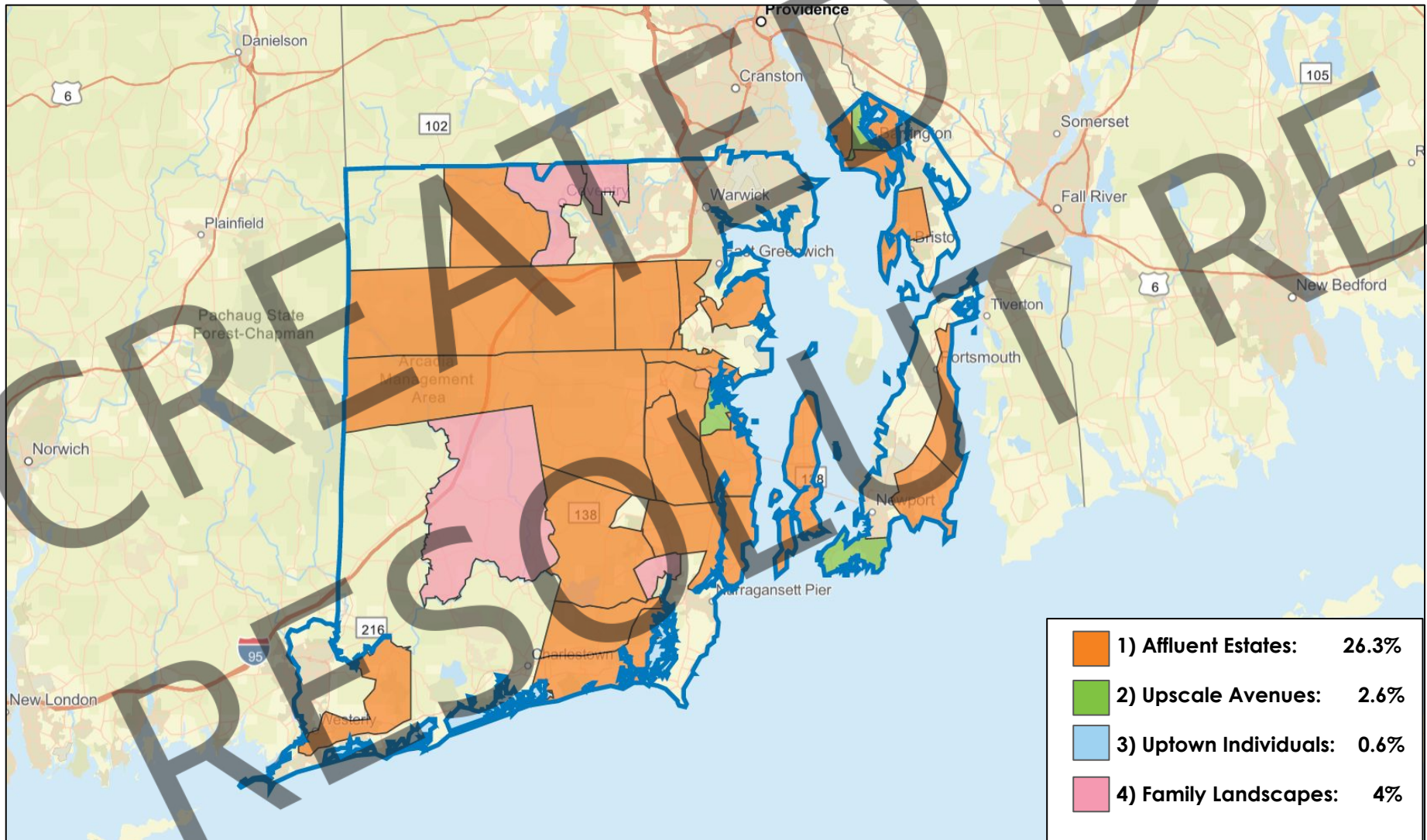
MARKET FACTS

2020 POPULATION	390,458
2025 POPULATION	394,032
ANN. POPULATION GROWTH RATE	0.18%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 AVERAGE HOUSEHOLD INCOME	\$106,235
2020 MEDIAN AGE	45
2020 TOTAL HOUSEHOLDS	159,058
POPULATION AGED 54-72 (%)	27%
POPULATION GENDER BREAKDOWN (%)	M:48% F:52%
WHITE COLLAR WORKERS (%)	68%
MEDIAN AGE OF HOMES	49
MEDIAN HOME VALUE	\$324,116
AVERAGE RETAIL RENT PSF	\$18.60



NEWPORT-WARWICK ZIP TERRITORY TAPESTRY SEGMENTATION

RESOLUT



NEWPORT-WARWICK ZIP TERRITORY

MARKET POTENTIAL INDEX

RESOLUT



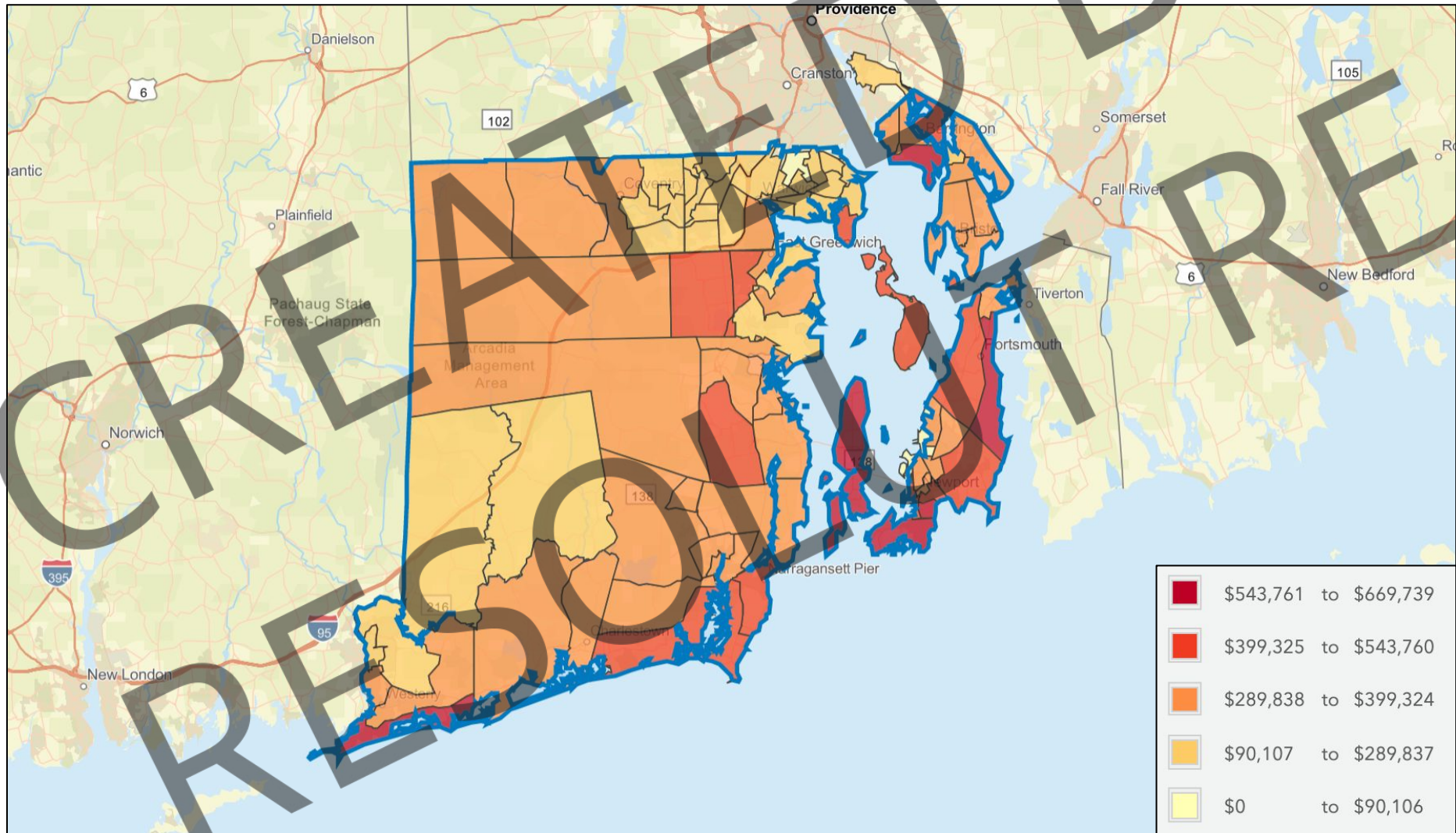
Consumer Behavior	Market Potential Index
Household did any home remodeling in last 12 months	117
Household spent on home remodeling in last 12 months: \$1-\$499	100
Household spent on home remodeling in last 12 months: \$500-\$2,499	100
Household spent on home remodeling in last 12 months: \$2,500-\$4,999	127
Household spent on home remodeling in last 12 months: \$5,000+	130
Home remodeling done by outside contractor in last 12 months	129
Bathroom remodeling done in last 12 months	117
Kitchen remodeling done in last 12 months	114
Consumer Spending	Spend Potential Index
Maintenance & Remodeling Services	127
Remodeling Materials	118

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.

NEWPORT-WARWICK ZIP TERRITORY

2020 MEDIAN HOME VALUE

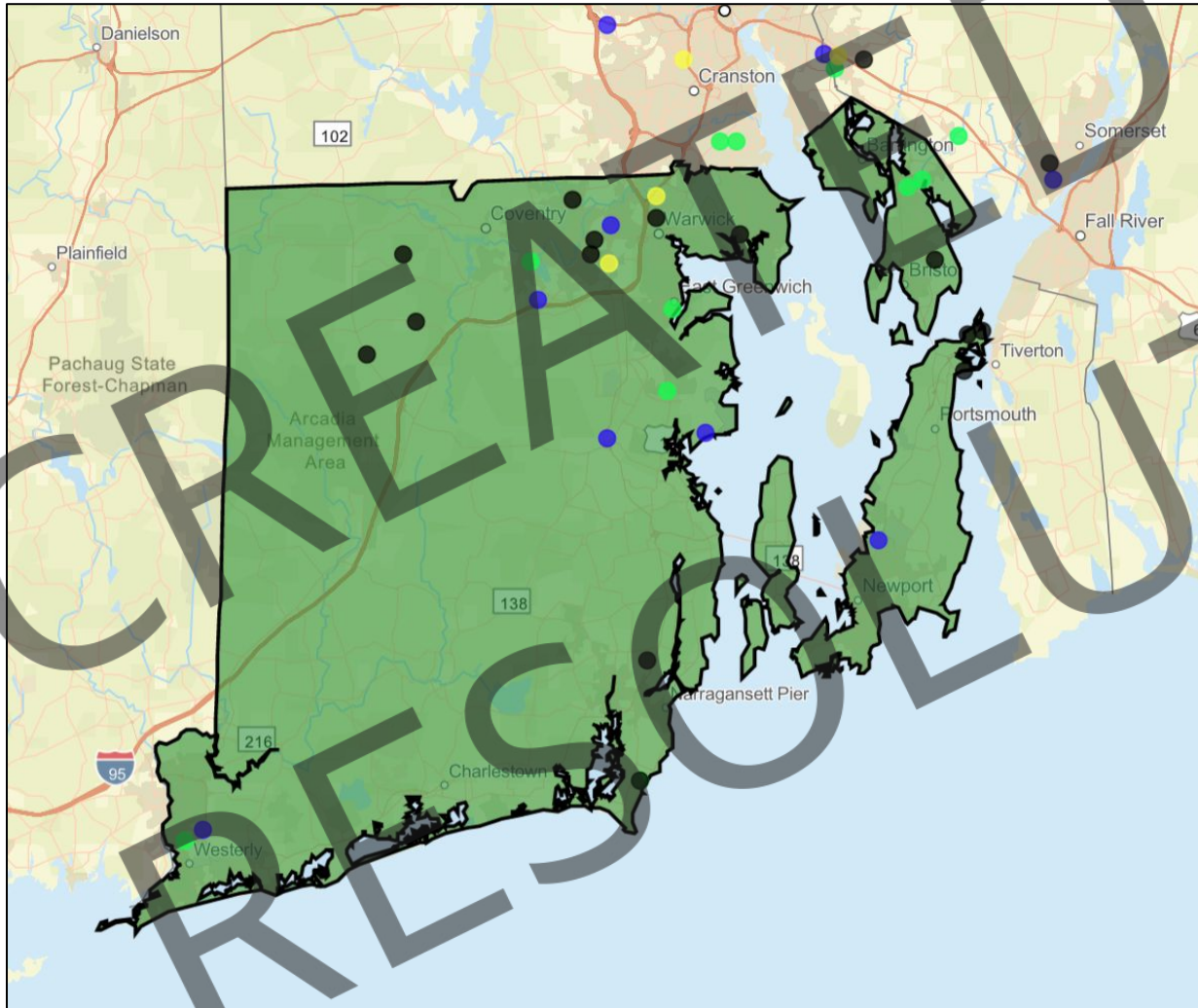
RESOLUTION



NEWPORT-WARWICK ZIP TERRITORY

EXISTING COMPETITION

RESOLUT



COMPETITION

- REMODELING WITH SHOWROOM: 7
- REMODELING WITHOUT SHOWROOM: 14
- BRAND A: 2
- BRAND B: 6

NEWPORT-WARWICK ZIP TERRITORY

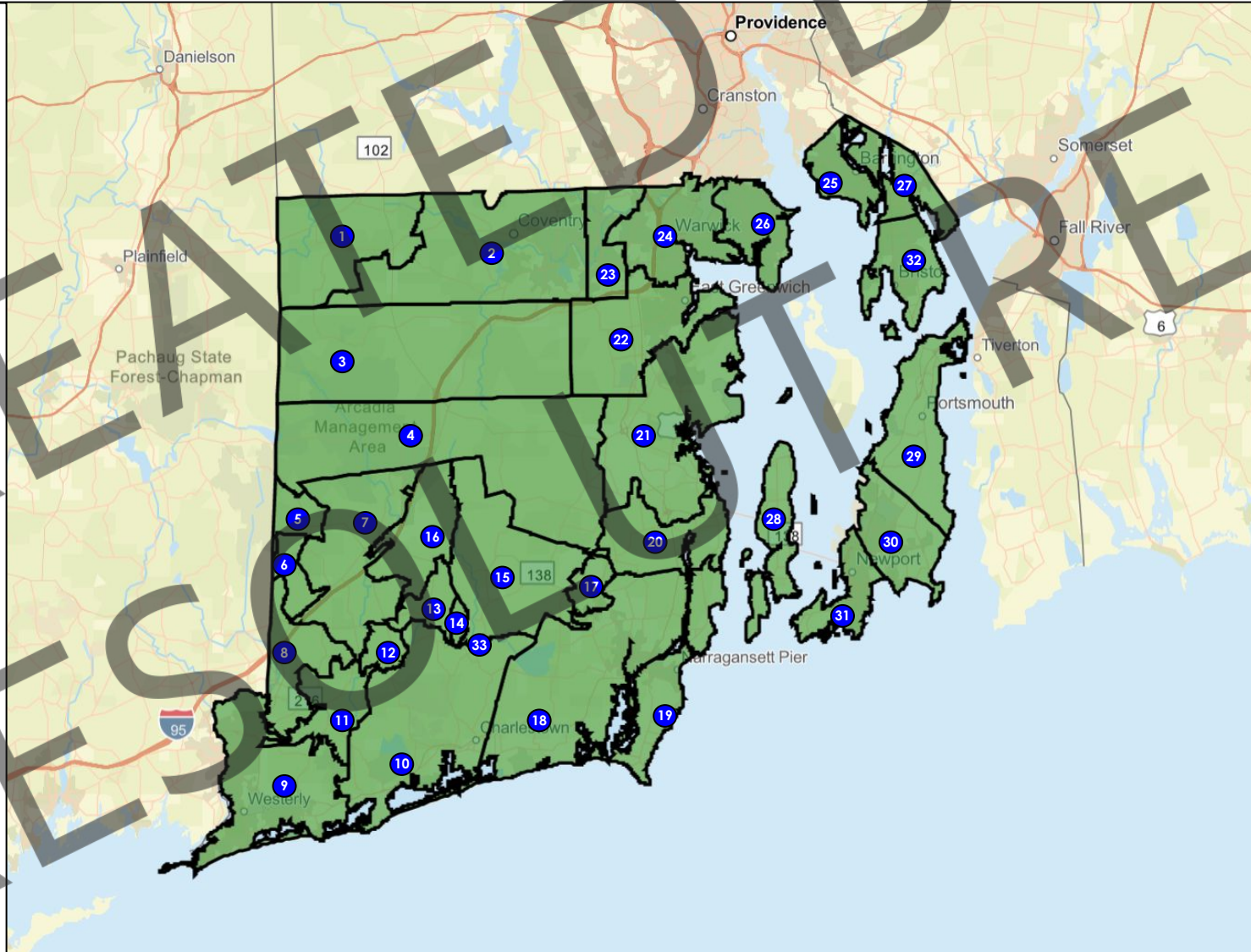
ZIP BREAKDOWN

RESOLUT



Newport-Warwick Territory Zips ZIP-2020 POP-2025 POP

1. **02827** - 2,270 - 2,272
2. **02816** - 33,503 - 33,948
3. **02817** - 6,353 - 6,436
4. **02822** - 6,213 - 6,303
5. **02873** - 242 - 248
6. **02833** - 429 - 439
7. **02832** - 5,000 - 5,099
8. **02804** - 2,930 - 2,939
9. **02891** - 21,752 - 21,917
10. **02813** - 8,324 - 8,550
11. **02808** - 2,354 - 2,379
12. **02894** - 629 - 639
13. **02812** - 1,405 - 1,419
14. **02875** - 274 - 276
15. **02892** - 4,503 - 4,611
16. **02898** - 2,713 - 2,797
17. **02881** - 7,607 - 7,605
18. **02879** - 21,479 - 21,702
19. **02882** - 14,839 - 15,088
20. **02874** - 5,919 - 6,044
21. **02852** - 24,094 - 24,592
22. **02818** - 18,390 - 18,464
23. **02893** - 29,067 - 29,122
24. **02886** - 29,982 - 30,065
25. **02806** - 16,204 - 16,217
26. **02889** - 27,405 - 27,440
27. **02885** - 10,986 - 11,220
28. **02835** - 5,651 - 5,773
29. **02871** - 17,525 - 17,745
30. **02842** - 16,326 - 16,393
31. **02840** - 23,434 - 23,569
32. **02809** - 22,606 - 22,671
33. **02836** - 50 - 50



NEWPORT-WARWICK ZIP TERRITORY

REMODELING SERVICES

RESOLUT



Business Name

Address

Number of Employees

Showroom
Yes/No

Company A

East Greenwich, RI

2

Yes

Company B

Narragansett, RI

3

Yes

Company C

Warren, RI

15

Yes

Company D

Warren, RI

4

Yes

Company E

Coventry, RI

30

Yes

Company F

North Kingston, RI

3

Yes

Company G

Westerly, RI

7

Yes

Company H

West Greenwich, RI

2

No

Company I

Portsmouth, RI

3

No

Company J

Warwick, RI

1

No

NEWPORT-WARWICK ZIP TERRITORY

REMODELING SERVICES

RESOLUT



Business Name

Address

Number of Employees

Showroom Yes/No

Company K

West Warwick, RI

2

No

Company L

Wakefield, RI

6

No

Company M

Portsmouth, RI

3

No

Company N

West Warwick, RI

2

No

Company O

West Warwick, RI

2

No

Company P

West Greenwich, RI

1

No

Company Q

Narragansett, RI

3

No

Company R

Warwick, RI

2

No

Company S

Portsmouth, RI

3

No

Company T

Coventry, RI

2

No

Company U

Bristol, RI

2

No

NEWPORT-WARWICK ZIP HOUSING SUMMARY

RESOLUT



5 MILES

10 MILES

15 MILES

Units In Structure (2020)

Total Units	10,564		64,626		150,805	
1 Detached Unit	8,731	82.6%	48,160	74.5%	109,734	72.8%
1 Attached Unit	322	3.0%	2,170	3.4%	5,677	3.8%
2 Units	446	4.2%	2,903	4.5%	9,948	6.6%
3 to 4 Units	658	6.2%	3,129	4.8%	8,747	5.8%
5 to 9 Units	296	2.8%	2,095	3.2%	4,278	2.8%
10 to 19 Units	329	3.1%	3,611	5.6%	6,958	4.6%
20 to 49 Units	394	3.7%	2,387	3.7%	4,612	3.1%
50 or More Units	50	0.5%	2,486	3.8%	6,137	4.1%
Mobile Home or Trailer	252	2.4%	1,270	2.0%	2,105	1.4%
Other Structure	-	-	1	-	132	-

Homes Built By Year (2020)

Homes Built 2014 or later	219	1.8%	905	1.2%	1,875	1.1%
Homes Built 2010 to 2013	254	2.1%	835	1.1%	1,530	0.9%
Homes Built 2000 to 2009	1,102	9.1%	5,122	7.0%	10,014	5.8%
Homes Built 1990 to 1999	1,579	13.1%	7,413	10.2%	15,139	8.7%
Homes Built 1980 to 1989	1,641	13.6%	10,847	14.9%	22,585	13.0%
Homes Built 1970 to 1979	2,042	16.9%	11,211	15.4%	22,029	12.7%
Homes Built 1960 to 1969	1,313	10.9%	8,689	11.9%	19,716	11.4%
Homes Built 1950 to 1959	1,157	9.6%	8,462	11.6%	22,126	12.8%
Homes Built 1940 to 1949	406	3.4%	2,815	3.9%	8,609	5.0%
Homes Built Before 1939	1,764	14.6%	11,913	16.4%	34,703	20.0%
Median Age of Homes	42.7	yrs	45.6	yrs	48.9	yrs

NEWPORT-WARWICK ZIP HOUSING SUMMARY

RESOLUT



5 MILES

10 MILES

15 MILES

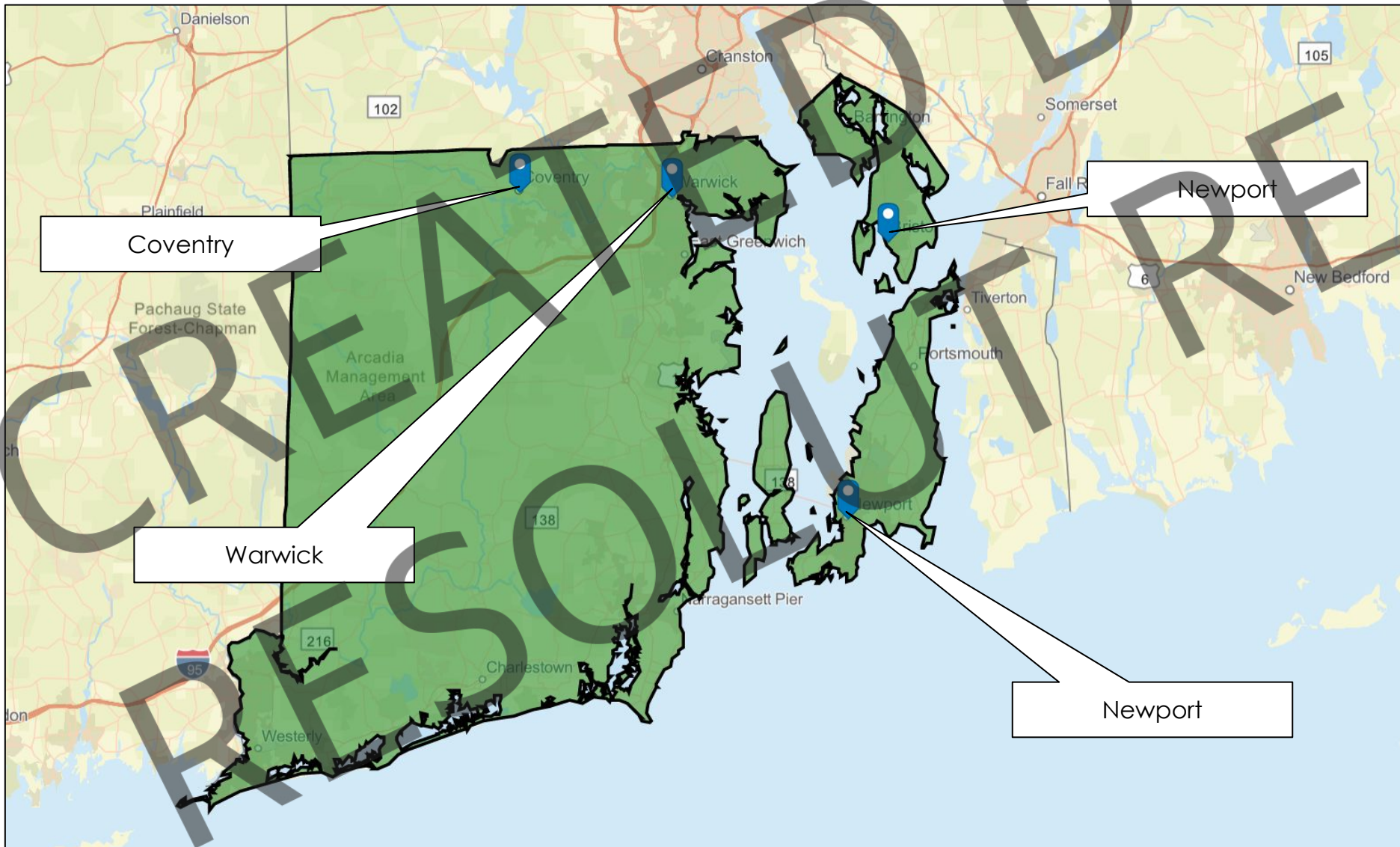
Home Values (2020)

Owner Specified Housing Units	8,918		48,568		110,574	
Home Values \$1,000,000 or More	70	0.8%	709	1.5%	2,003	1.8%
Home Values \$750,000 to \$999,999	417	4.7%	1,260	2.6%	3,117	2.8%
Home Values \$500,000 to \$749,999	1,463	16.4%	4,648	9.6%	9,270	8.4%
Home Values \$400,000 to \$499,999	1,578	17.7%	6,389	13.2%	12,783	11.6%
Home Values \$300,000 to \$399,999	2,443	27.4%	12,122	25.0%	25,037	22.6%
Home Values \$250,000 to \$299,999	1,100	12.3%	7,710	15.9%	17,402	15.7%
Home Values \$200,000 to \$249,999	836	9.4%	7,142	14.7%	18,781	17.0%
Home Values \$175,000 to \$199,999	202	2.3%	1,619	3.3%	5,087	4.6%
Home Values \$150,000 to \$174,999	188	2.1%	2,322	4.8%	6,046	5.5%
Home Values \$125,000 to \$149,999	27	0.3%	1,199	2.5%	3,355	3.0%
Home Values \$100,000 to \$124,999	61	0.7%	654	1.3%	1,827	1.7%
Home Values \$90,000 to \$99,999	11	0.1%	164	0.3%	418	0.4%
Home Values \$80,000 to \$89,999	1	-	221	0.5%	402	0.4%
Home Values \$70,000 to \$79,999	13	0.1%	252	0.5%	525	0.5%
Home Values \$60,000 to \$69,999	7	-	47	-	170	0.2%
Home Values \$50,000 to \$59,999	37	0.4%	145	0.3%	244	0.2%
Home Values \$35,000 to \$49,999	78	0.9%	263	0.5%	549	0.5%
Home Values \$25,000 to \$34,999	12	0.1%	153	0.3%	333	0.3%
Home Values \$10,000 to \$24,999	45	0.5%	594	1.2%	1,125	1.0%
Home Values Under \$10,000	76	0.9%	209	0.4%	610	0.6%
Owner-Occupied Median Home Value	\$385,282		\$333,973		\$324,116	
Renter-Occupied Median Rent	\$909		\$980		\$990	

POTENTIAL MARKET AREAS - 5 & 10 MINUTE DRIVE TIME

NEWPORT-WARWICK ZIP TERRITORY

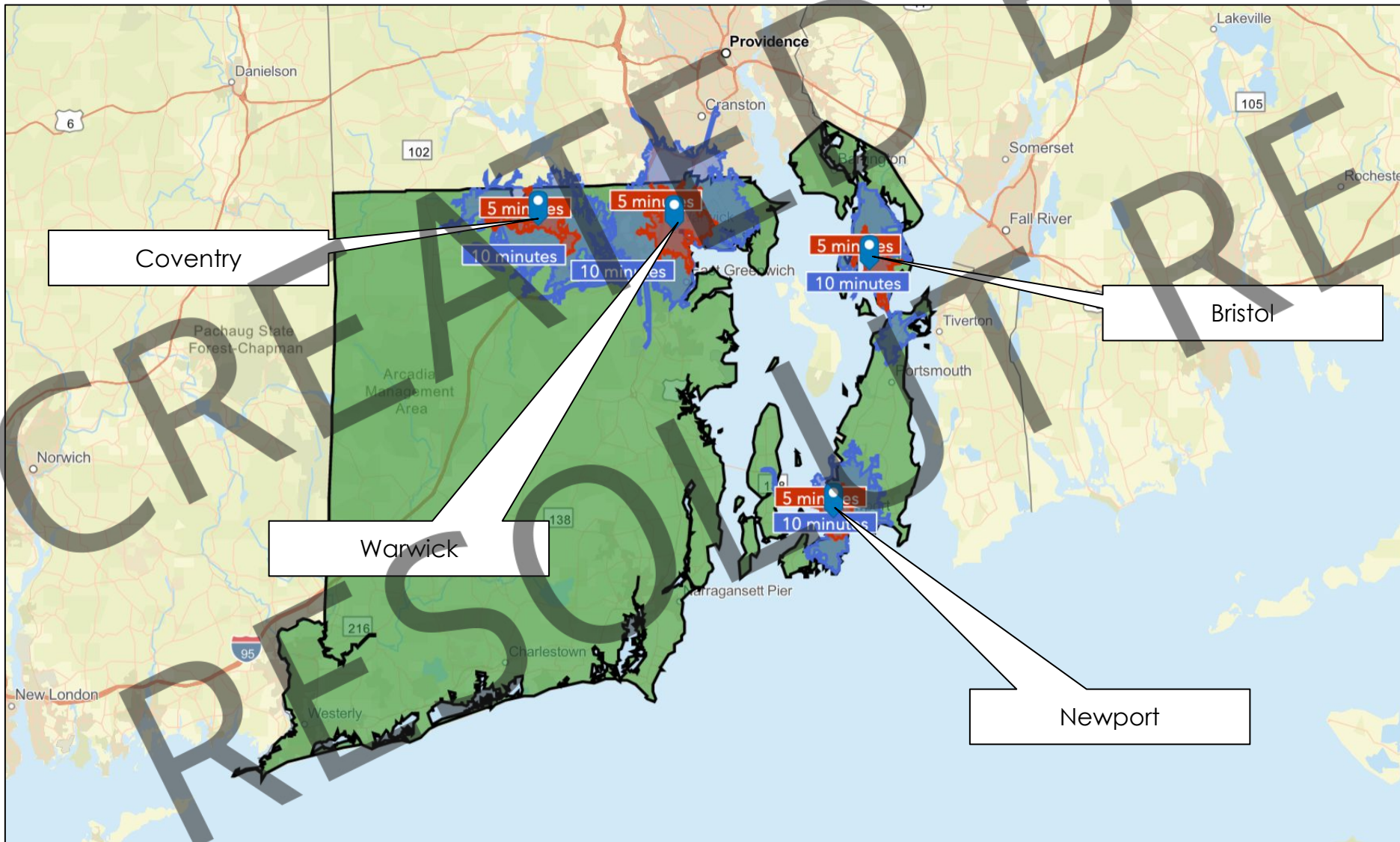
RESOLUT



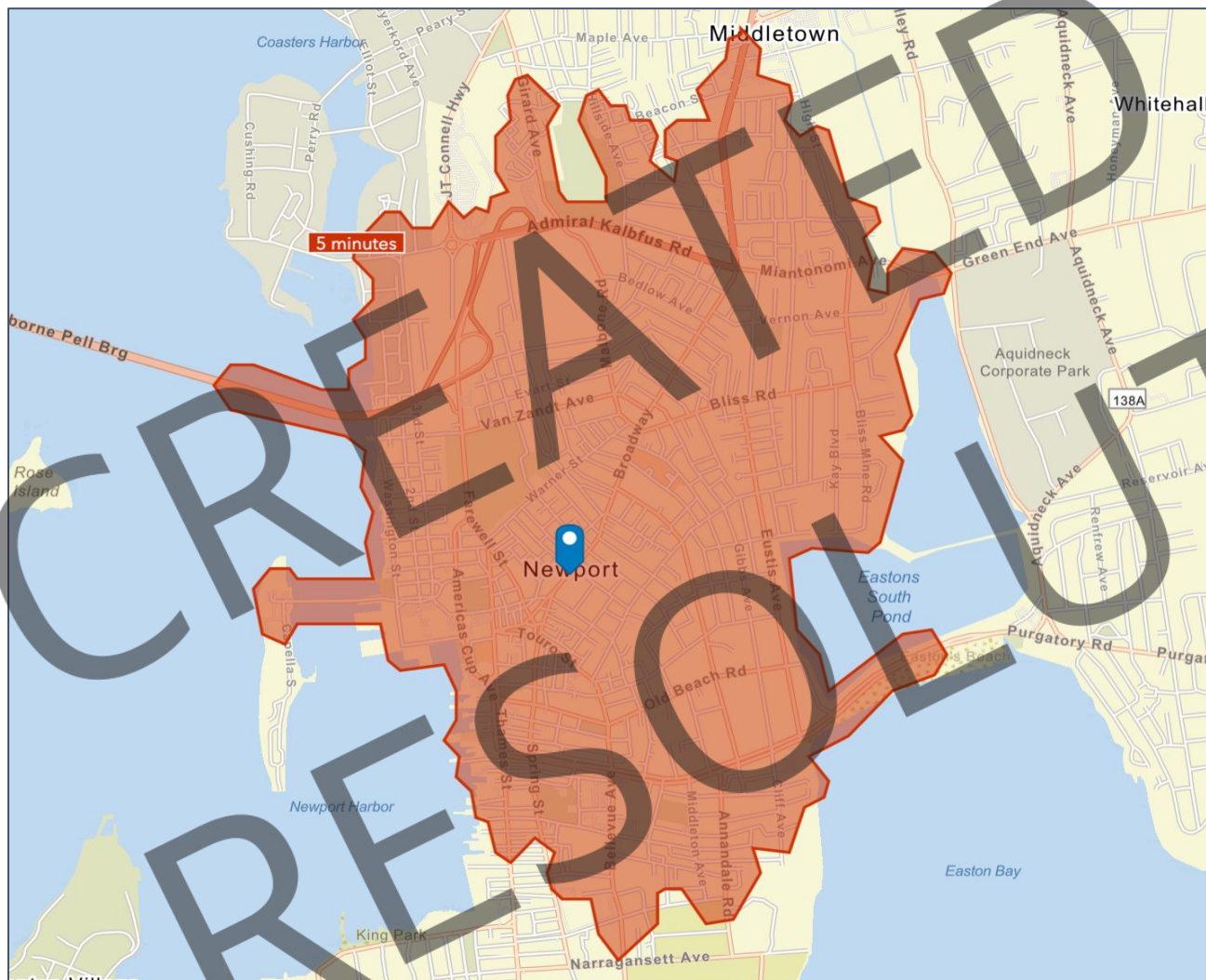
POTENTIAL MARKET AREAS - 5 & 10 MINUTE DRIVE TIME

NEWPORT-WARWICK ZIP TERRITORY

RESOLUT



NEWPORT MARKET AREA - 5 MINUTE DRIVE TIME



MARKET FACTS

2020 POPULATION	16,771
2025 POPULATION	16,850
ANN. POPULATION GROWTH RATE	0.09%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 AVERAGE HOUSEHOLD INCOME	\$97,755
MEDIAN AGE	43
TOTAL HOUSEHOLDS	8,227
POPULATION AGED 54-72 (%)	25%
POPULATION GENDER BREAKDOWN (%)	M:48% F:52%
WHITE COLLAR WORKERS (%)	68.8%
MEDIAN AGE OF HOMES	62
MEDIAN HOME VALUE	\$452,584

NEWPORT MARKET AREA - 5 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

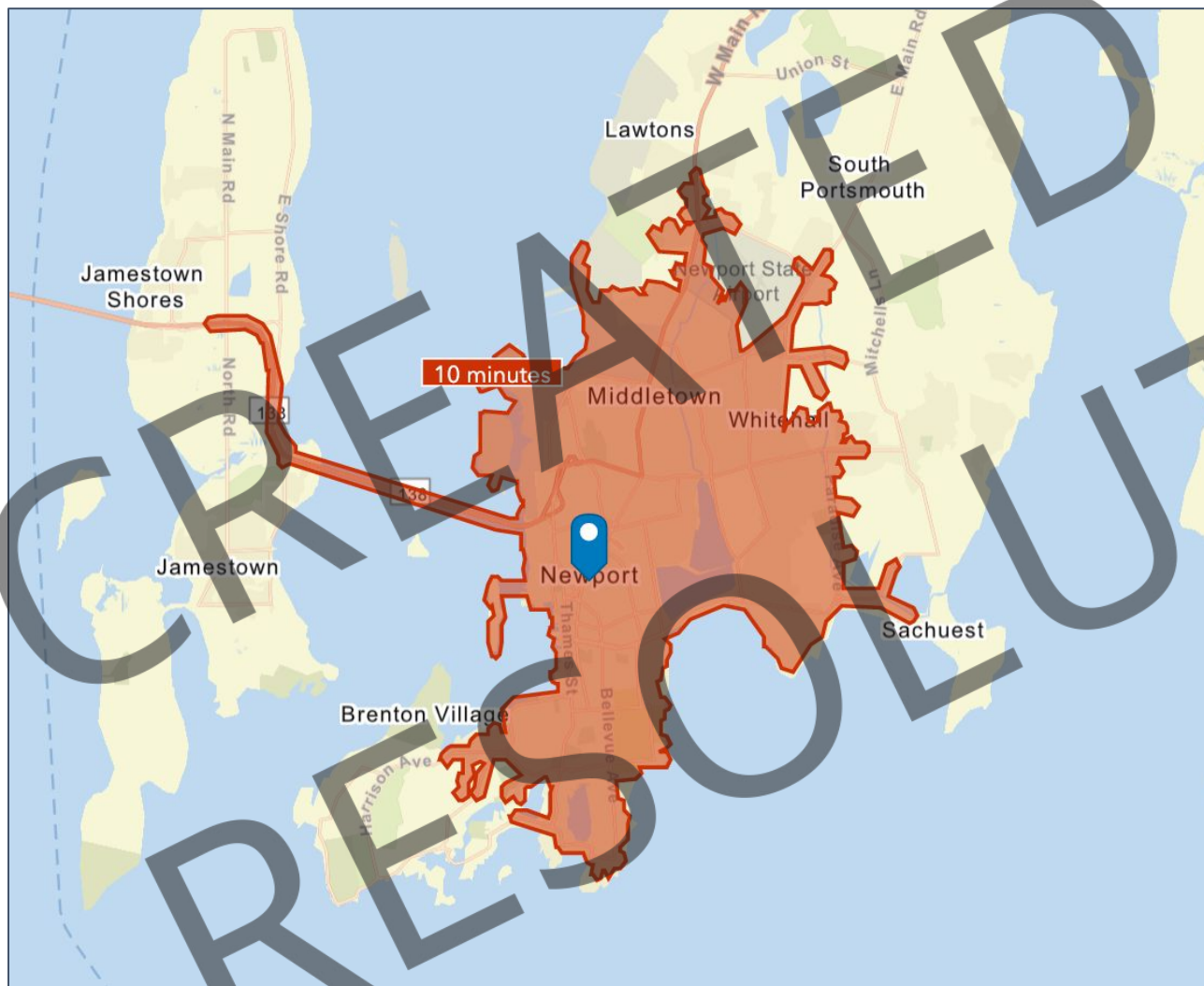
RESOLUT



Consumer Behavior	Market Potential Index
Household did any home remodeling in last 12 months	92
Household spent on home remodeling in last 12 months: \$1-\$499	75
Household spent on home remodeling in last 12 months: \$500-\$2,499	75
Household spent on home remodeling in last 12 months: \$2,500-\$4,999	86
Household spent on home remodeling in last 12 months: \$5,000+	92
Home remodeling done by outside contractor in last 12 months	100
Bathroom remodeling done in last 12 months	111
Kitchen remodeling done in last 12 months	105
Consumer Spending	Spend Potential Index
Maintenance & Remodeling Services	103
Remodeling Materials	97

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.

NEWPORT MARKET AREA - 10 MINUTE DRIVE TIME



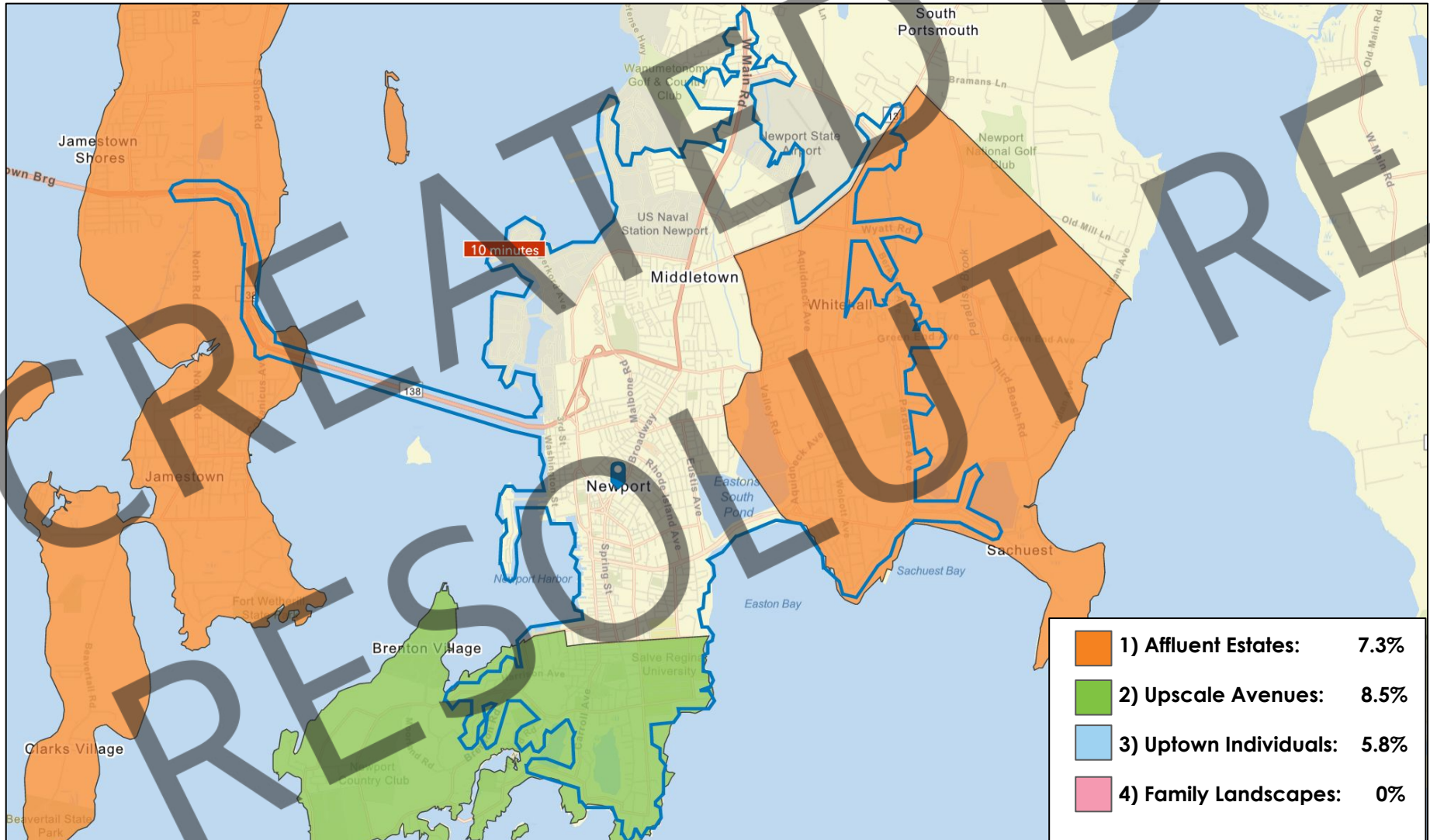
MARKET FACTS

2020 POPULATION	34,753
2025 POPULATION	34,884
ANN. POPULATION GROWTH RATE	0.08%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 AVERAGE HOUSEHOLD INCOME	\$96,017
MEDIAN AGE	39
TOTAL HOUSEHOLDS	15,188
POPULATION AGED 54-72 (%)	23%
POPULATION GENDER BREAKDOWN (%)	M:49% F:51%
WHITE COLLAR WORKERS (%)	67.1%
MEDIAN AGE OF HOMES	58
MEDIAN HOME VALUE	\$471,895

NEWPORT MARKET AREA - 10 MINUTE DRIVE TIME

TAPESTRY SEGMENTATION

RESOLUT



NEWPORT MARKET AREA - 10 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

RESOLUT



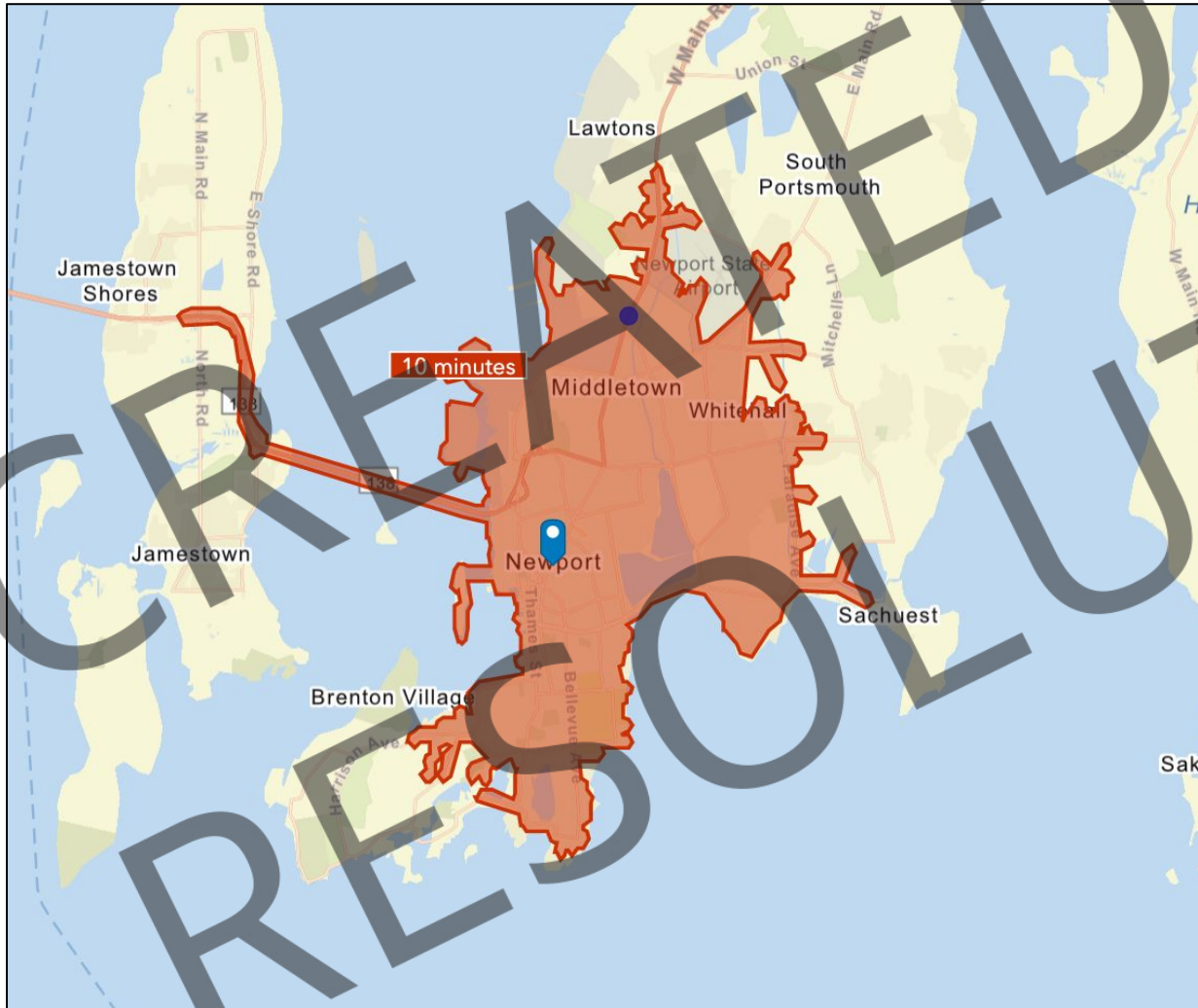
Consumer Behavior	Market Potential Index
Household did any home remodeling in last 12 months	95
Household spent on home remodeling in last 12 months: \$1-\$499	77
Household spent on home remodeling in last 12 months: \$500-\$2,499	77
Household spent on home remodeling in last 12 months: \$2,500-\$4,999	94
Household spent on home remodeling in last 12 months: \$5,000+	96
Home remodeling done by outside contractor in last 12 months	106
Bathroom remodeling done in last 12 months	113
Kitchen remodeling done in last 12 months	106
Consumer Spending	Spend Potential Index
Maintenance & Remodeling Services	102
Remodeling Materials	96

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.

NEWPORT MARKET AREA - 10 MINUTE DRIVE TIME

EXISTING COMPETITION

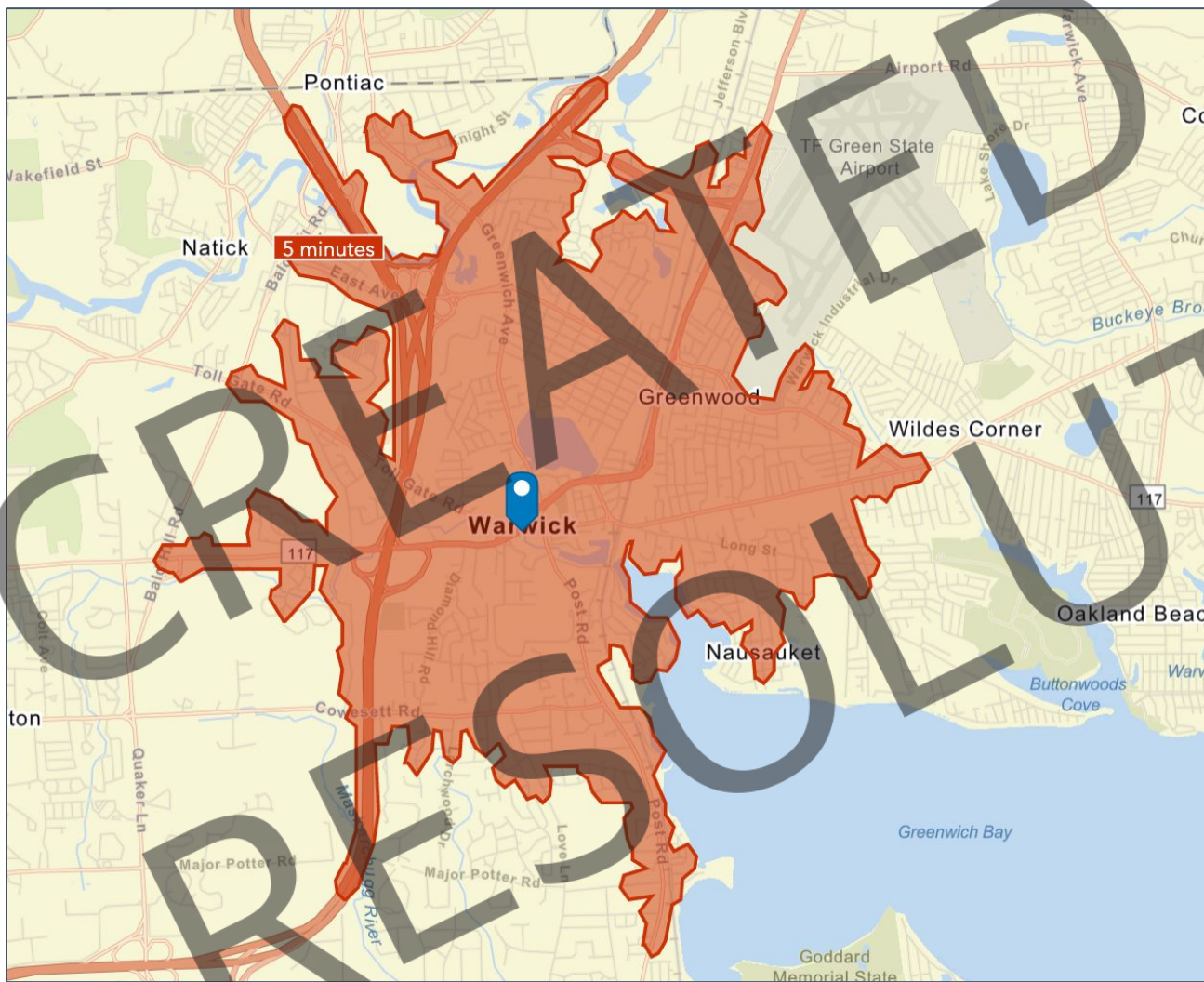
RESOLUT



COMPETITION

- REMODELING WITH SHOWROOM: 0
- REMODELING WITHOUT SHOWROOM: 0
- BRAND A: 0
- BRAND B: 1

WARWICK MARKET AREA - 5 MINUTE DRIVE TIME



MARKET FACTS

2020 POPULATION	17,664
2025 POPULATION	17,682
ANN. POPULATION GROWTH RATE	0.02%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 AVERAGE HOUSEHOLD INCOME	\$87,601
MEDIAN AGE	46
TOTAL HOUSEHOLDS	8,016
POPULATION AGED 54-72 (%)	26%
POPULATION GENDER BREAKDOWN (%)	M:48% F:52%
WHITE COLLAR WORKERS (%)	65.8%
MEDIAN AGE OF HOMES	52
MEDIAN HOME VALUE	\$983

WARWICK MARKET AREA - 5 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

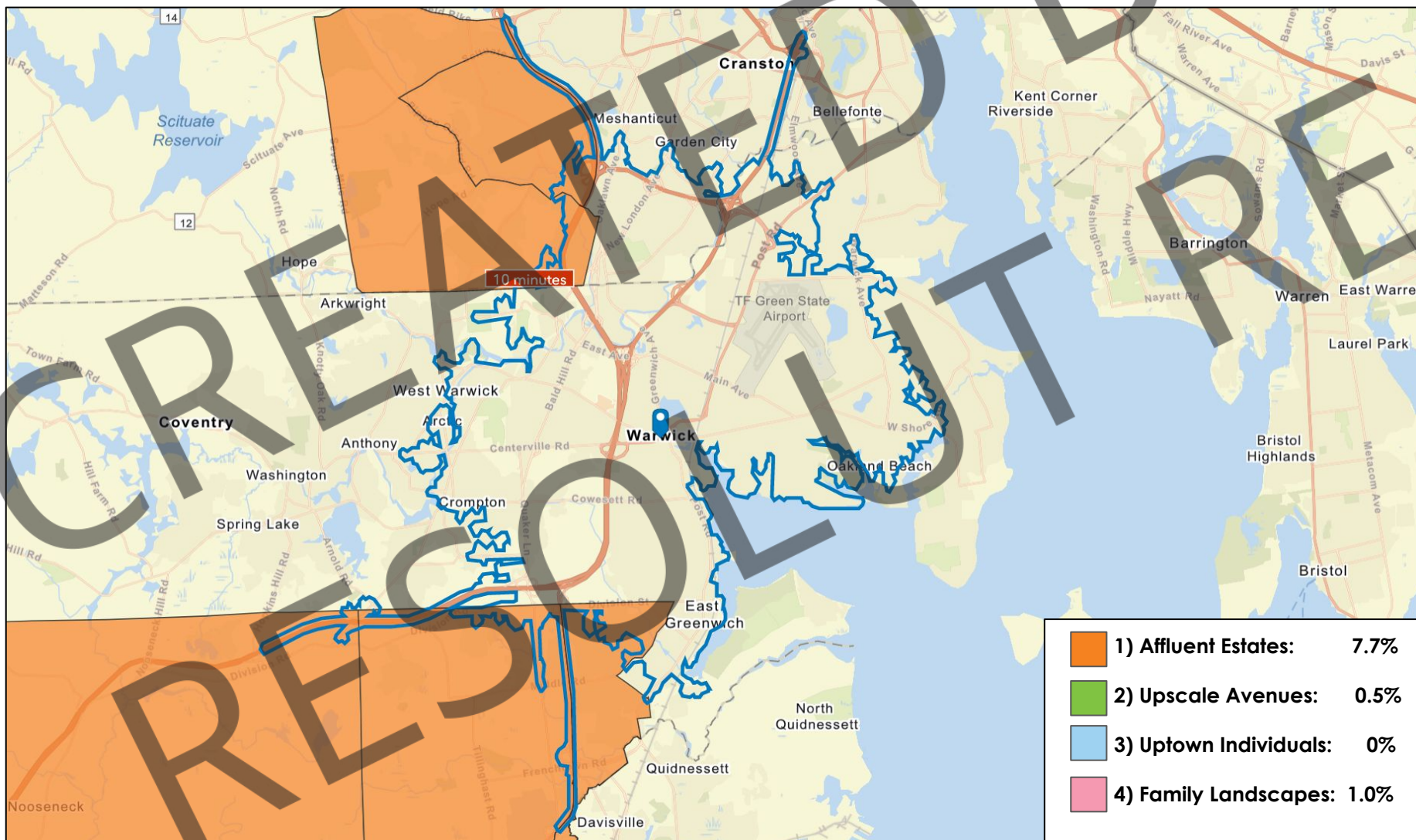
Consumer Behavior	Market Potential Index
Household did any home remodeling in last 12 months	105
Household spent on home remodeling in last 12 months: \$1-\$499	95
Household spent on home remodeling in last 12 months: \$500-\$2,499	95
Household spent on home remodeling in last 12 months: \$2,500-\$4,999	106
Household spent on home remodeling in last 12 months: \$5,000+	111
Home remodeling done by outside contractor in last 12 months	112
Bathroom remodeling done in last 12 months	100
Kitchen remodeling done in last 12 months	103
Consumer Spending	Spend Potential Index
Maintenance & Remodeling Services	97
Remodeling Materials	91

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.

MARKET FACTS	
2020 POPULATION	80,600
2025 POPULATION	80,788
ANN. POPULATION GROWTH RATE	0.05%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 AVERAGE HOUSEHOLD INCOME	\$89,407
MEDIAN AGE	45
TOTAL HOUSEHOLDS	34,118
POPULATION AGED 54-72 (%)	26%
POPULATION GENDER BREAKDOWN (%)	M:50% F:50%
WHITE COLLAR WORKERS (%)	65.6%
MEDIAN AGE OF HOMES	54
MEDIAN HOME VALUE	\$235,192

RESOLUT

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WARWICK MARKET AREA - 10 MINUTE DRIVE TIME

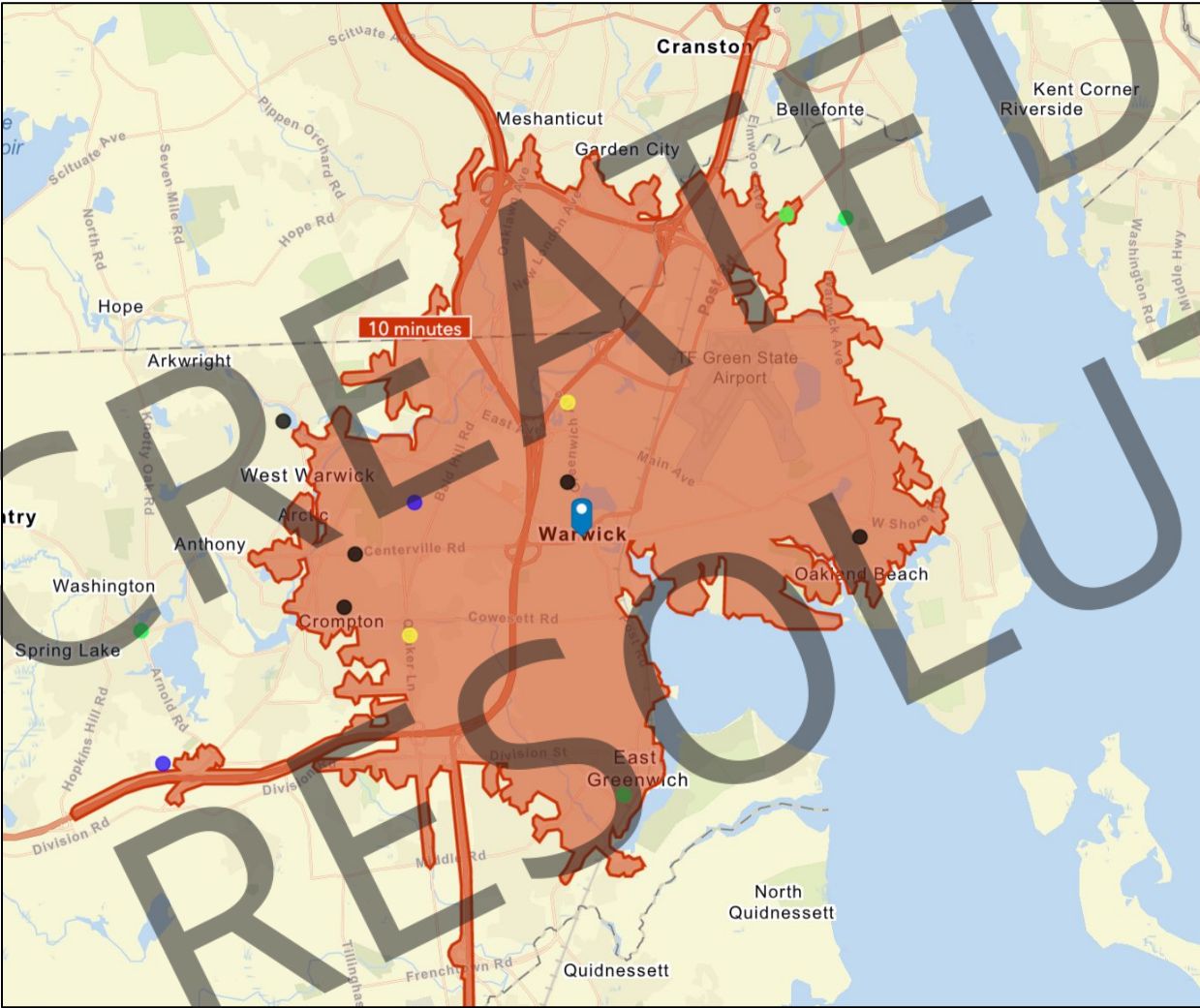
MARKET POTENTIAL INDEX

Consumer Behavior	Market Potential Index
Household did any home remodeling in last 12 months	109
Household spent on home remodeling in last 12 months: \$1-\$499	96
Household spent on home remodeling in last 12 months: \$500-\$2,499	96
Household spent on home remodeling in last 12 months: \$2,500-\$4,999	112
Household spent on home remodeling in last 12 months: \$5,000+	119
Home remodeling done by outside contractor in last 12 months	118
Bathroom remodeling done in last 12 months	104
Kitchen remodeling done in last 12 months	112
Consumer Spending	Spend Potential Index
Maintenance & Remodeling Services	104
Remodeling Materials	95

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.

WARWICK MARKET AREA - 10 MINUTE DRIVE TIME

EXISTING COMPETITION



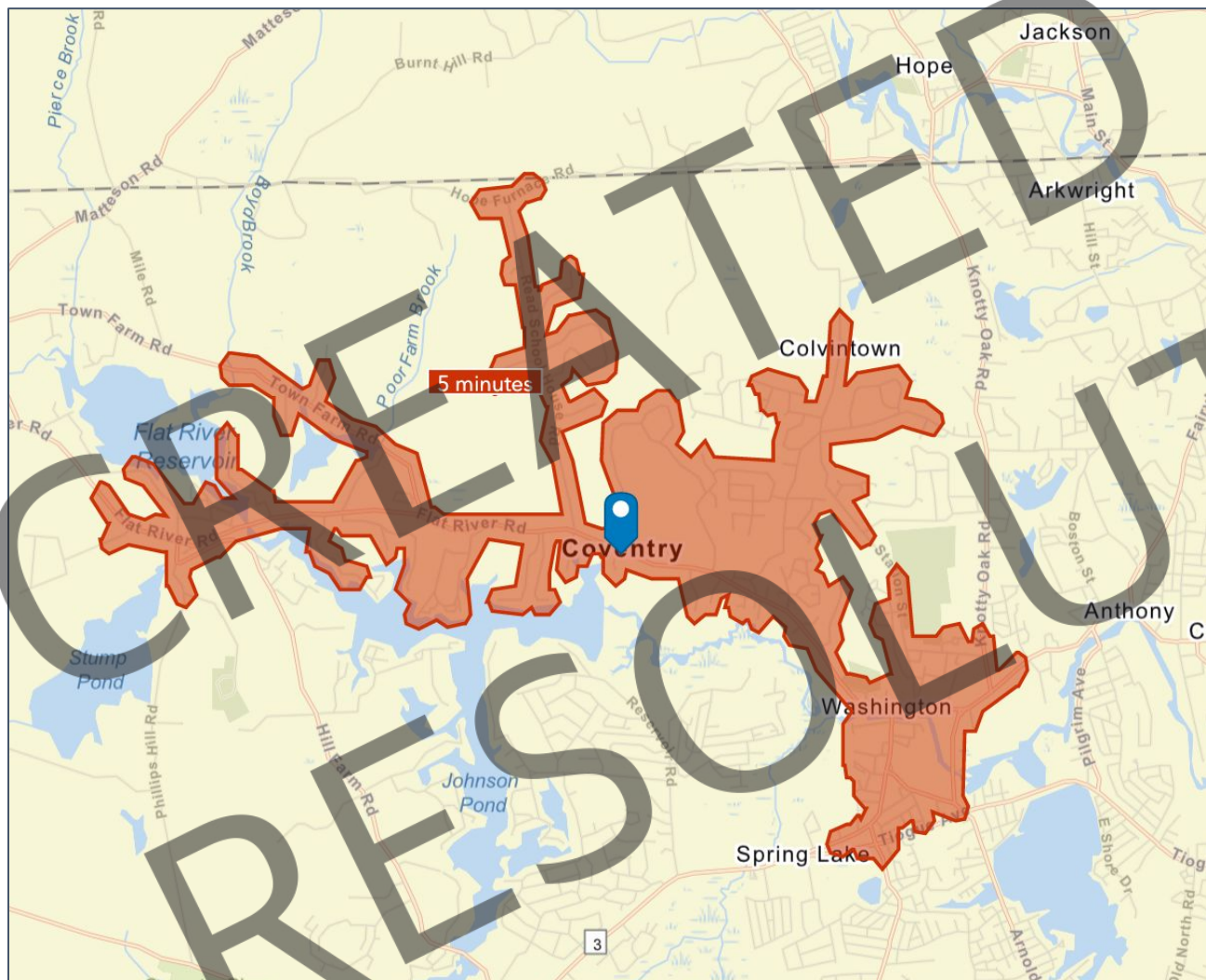
COMPETITION

- REMODELING WITH SHOWROOM: 2
- REMODELING WITHOUT SHOWROOM: 4
- BRAND A: 2
- BRAND B: 1

COVENTRY MARKET AREA - 5 MINUTE DRIVE TIME

RESOLUT

RE



MARKET FACTS

2020 POPULATION	3,599
2025 POPULATION	3,613
ANN. POPULATION GROWTH RATE	0.08%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 AVERAGE HOUSEHOLD INCOME	\$90,825
MEDIAN AGE	45
TOTAL HOUSEHOLDS	1,395
POPULATION AGED 54-72 (%)	27%
POPULATION GENDER BREAKDOWN (%)	M:48% F:52%
WHITE COLLAR WORKERS (%)	65.7%
MEDIAN AGE OF HOMES	47
MEDIAN HOME VALUE	\$232,020

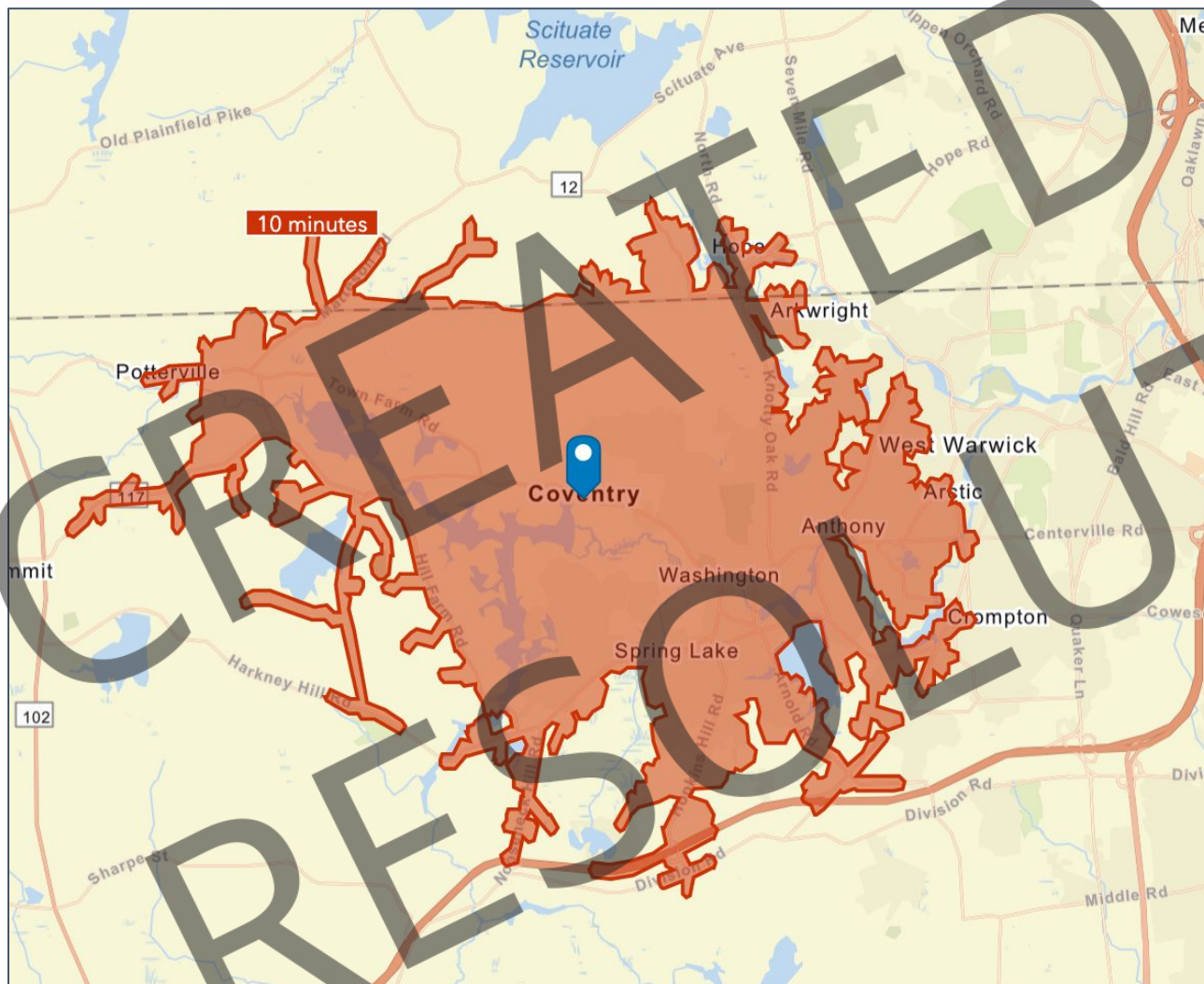
COVENTRY MARKET AREA - 5 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

Consumer Behavior	Market Potential Index
Household did any home remodeling in last 12 months	121
Household spent on home remodeling in last 12 months: \$1-\$499	109
Household spent on home remodeling in last 12 months: \$500-\$2,499	109
Household spent on home remodeling in last 12 months: \$2,500-\$4,999	133
Household spent on home remodeling in last 12 months: \$5,000+	129
Home remodeling done by outside contractor in last 12 months	129
Bathroom remodeling done in last 12 months	111
Kitchen remodeling done in last 12 months	121
Consumer Spending	Spend Potential Index
Maintenance & Remodeling Services	113
Remodeling Materials	107

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.

COVENTRY MARKET AREA - 10 MINUTE DRIVE TIME

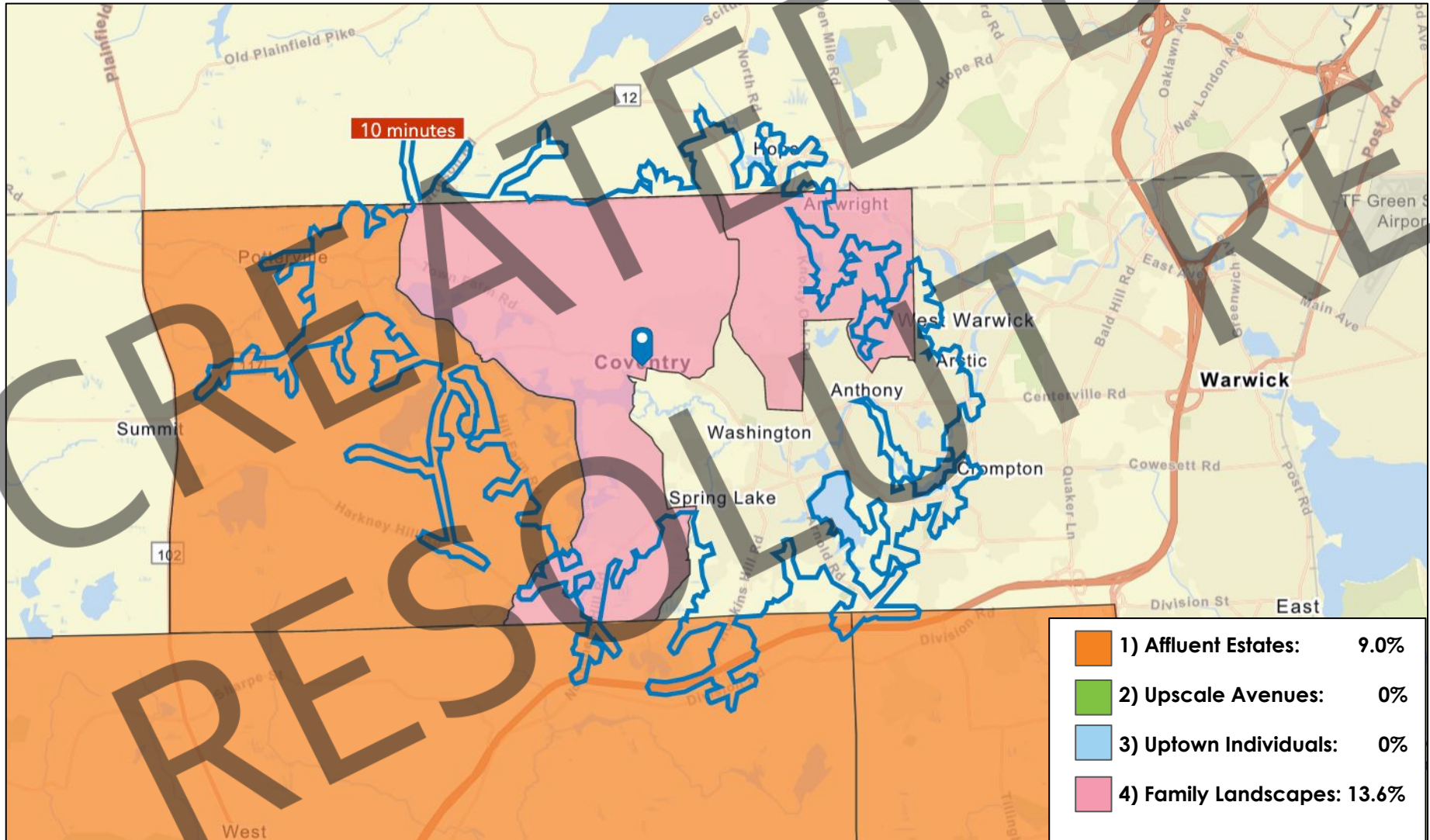


MARKET FACTS

2020 POPULATION	32,564
2025 POPULATION	32,874
ANN. POPULATION GROWTH RATE	0.19%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 AVERAGE HOUSEHOLD INCOME	\$83,722
MEDIAN AGE	44
TOTAL HOUSEHOLDS	13,065
POPULATION AGED 54-72 (%)	27%
POPULATION GENDER BREAKDOWN (%)	M:48% F:52%
WHITE COLLAR WORKERS (%)	63.2%
MEDIAN AGE OF HOMES	49
MEDIAN HOME VALUE	\$241,107

COVENTRY MARKET AREA - 10 MINUTE DRIVE TIME TAPESTRY SEGMENTATION

RESOLUT



COVENTRY MARKET AREA - 10 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

RESOLUT



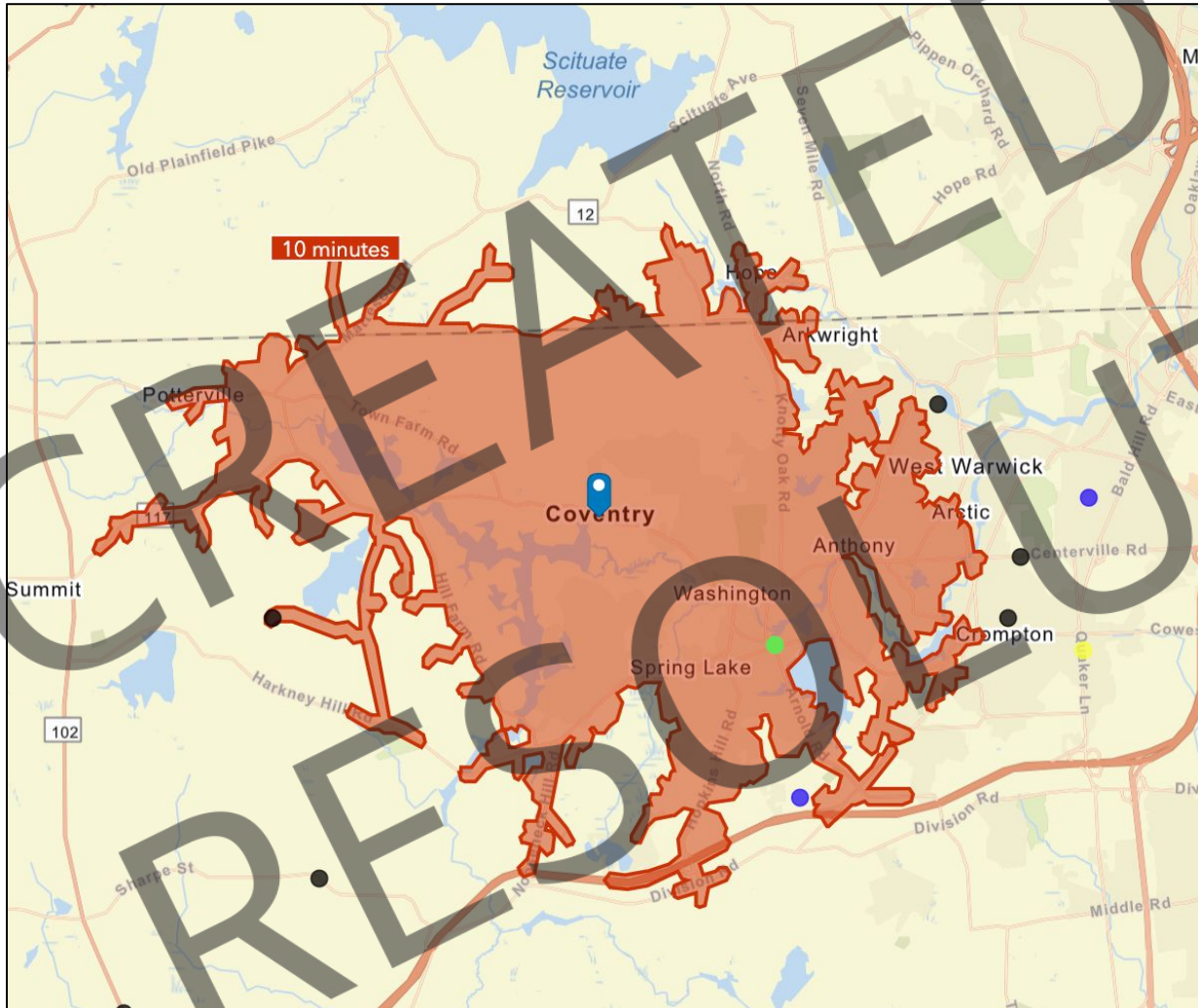
Consumer Behavior	Market Potential Index
Household did any home remodeling in last 12 months	113
Household spent on home remodeling in last 12 months: \$1-\$499	104
Household spent on home remodeling in last 12 months: \$500-\$2,499	104
Household spent on home remodeling in last 12 months: \$2,500-\$4,999	119
Household spent on home remodeling in last 12 months: \$5,000+	119
Home remodeling done by outside contractor in last 12 months	115
Bathroom remodeling done in last 12 months	108
Kitchen remodeling done in last 12 months	110
Consumer Spending	Spend Potential Index
Maintenance & Remodeling Services	100
Remodeling Materials	99

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.

COVENTRY MARKET AREA - 10 MINUTE DRIVE TIME

EXISTING COMPETITION

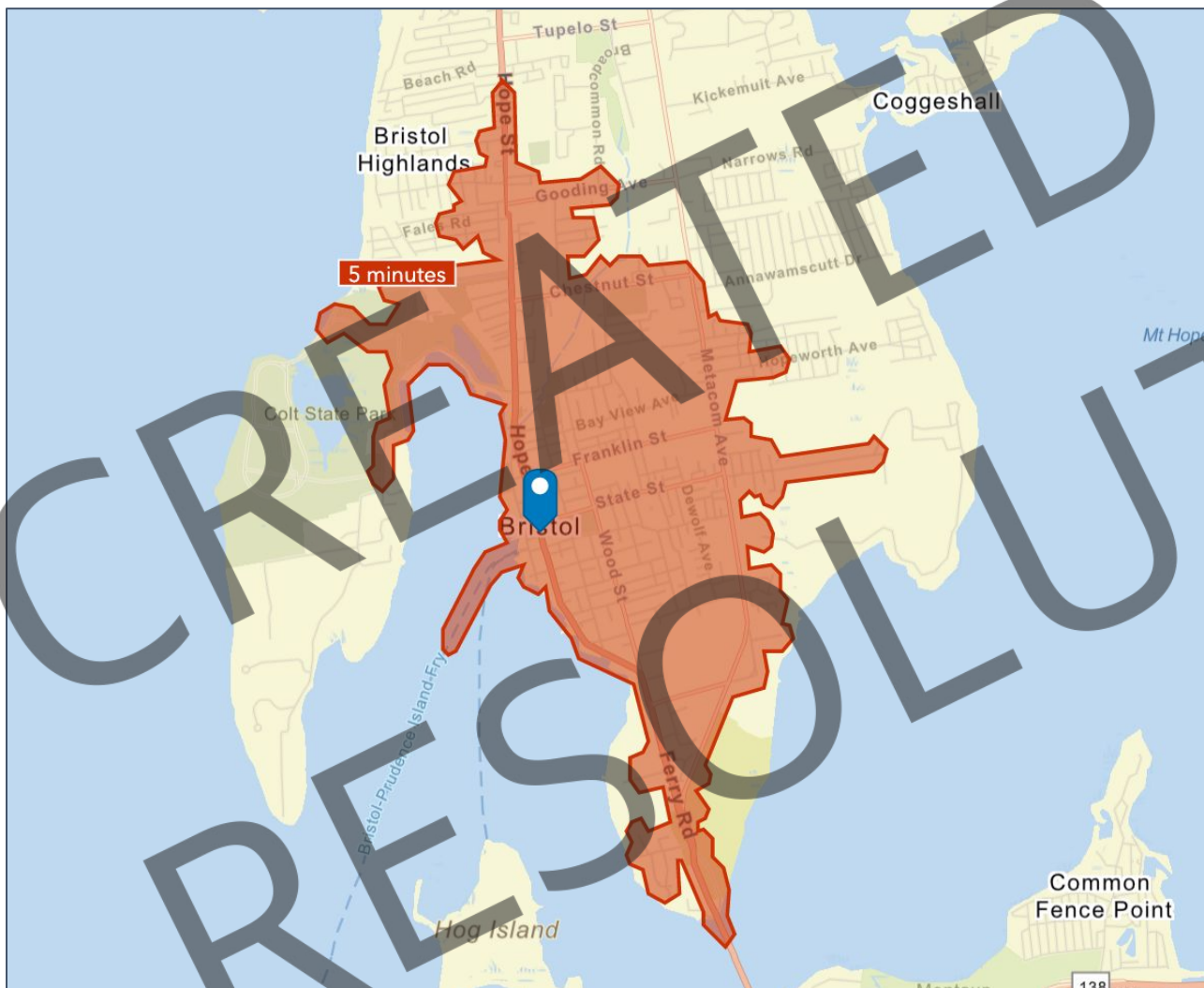
RESOLUT



COMPETITION

- REMODELING WITH SHOWROOM: 1
- REMODELING WITHOUT SHOWROOM: 1
- BRAND A: 0
- BRAND B: 0

BRISTOL MARKET AREA - 5 MINUTE DRIVE TIME



MARKET FACTS

2020 POPULATION	12,029
2025 POPULATION	12,069
ANN. POPULATION GROWTH RATE	0.07%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 AVERAGE HOUSEHOLD INCOME	\$77,386
MEDIAN AGE	39
TOTAL HOUSEHOLDS	4,775
POPULATION AGED 54-72 (%)	22%
POPULATION GENDER BREAKDOWN (%)	M:48% F:52%
WHITE COLLAR WORKERS (%)	62.9%
MEDIAN AGE OF HOMES	53
MEDIAN HOME VALUE	\$324,682

BRISTOL MARKET AREA - 5 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

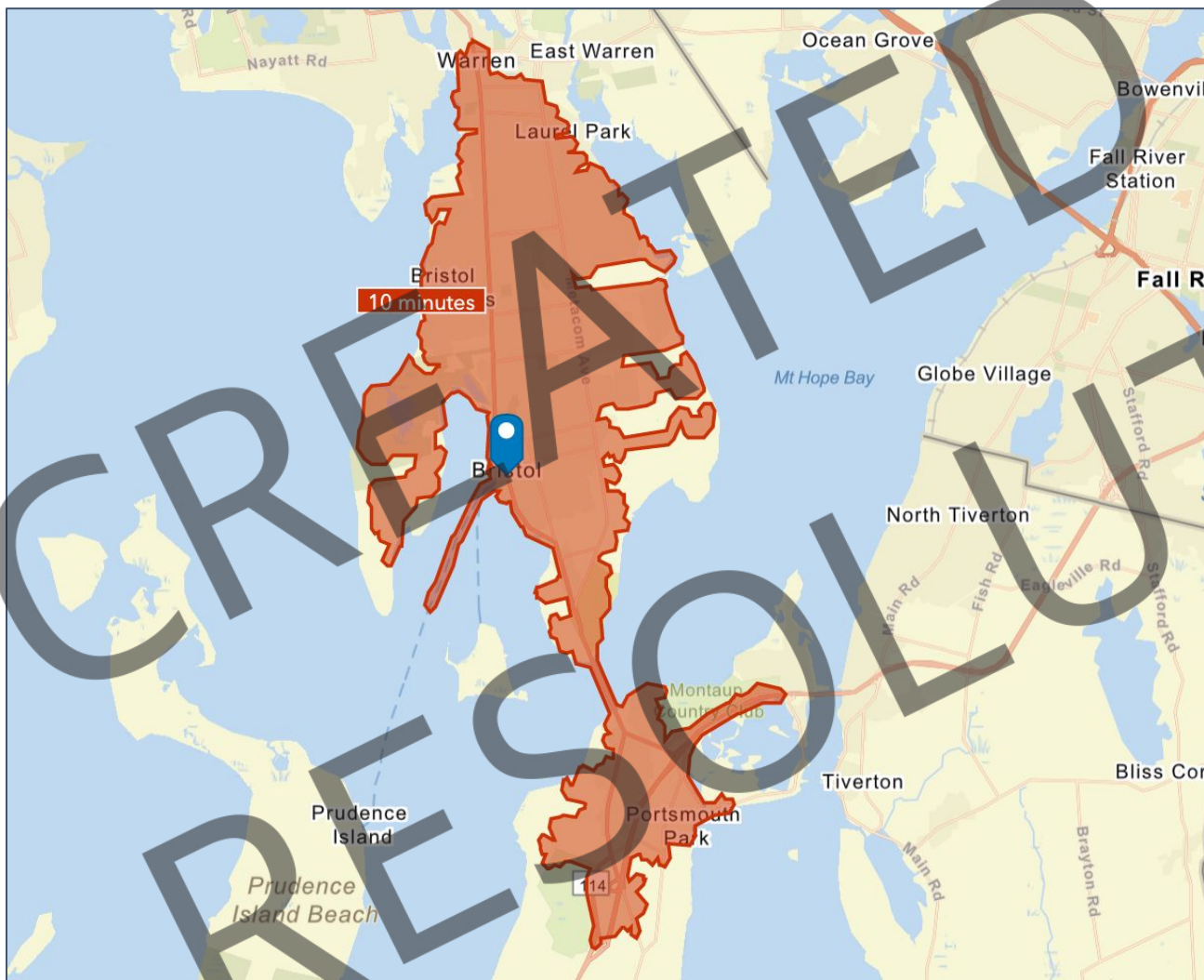
RESOLUT



Consumer Behavior	Market Potential Index
Household did any home remodeling in last 12 months	79
Household spent on home remodeling in last 12 months: \$1-\$499	69
Household spent on home remodeling in last 12 months: \$500-\$2,499	69
Household spent on home remodeling in last 12 months: \$2,500-\$4,999	89
Household spent on home remodeling in last 12 months: \$5,000+	84
Home remodeling done by outside contractor in last 12 months	99
Bathroom remodeling done in last 12 months	95
Kitchen remodeling done in last 12 months	96
Consumer Spending	Spend Potential Index
Maintenance & Remodeling Services	81
Remodeling Materials	75

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.

BRISTOL MARKET AREA - 10 MINUTE DRIVE TIME



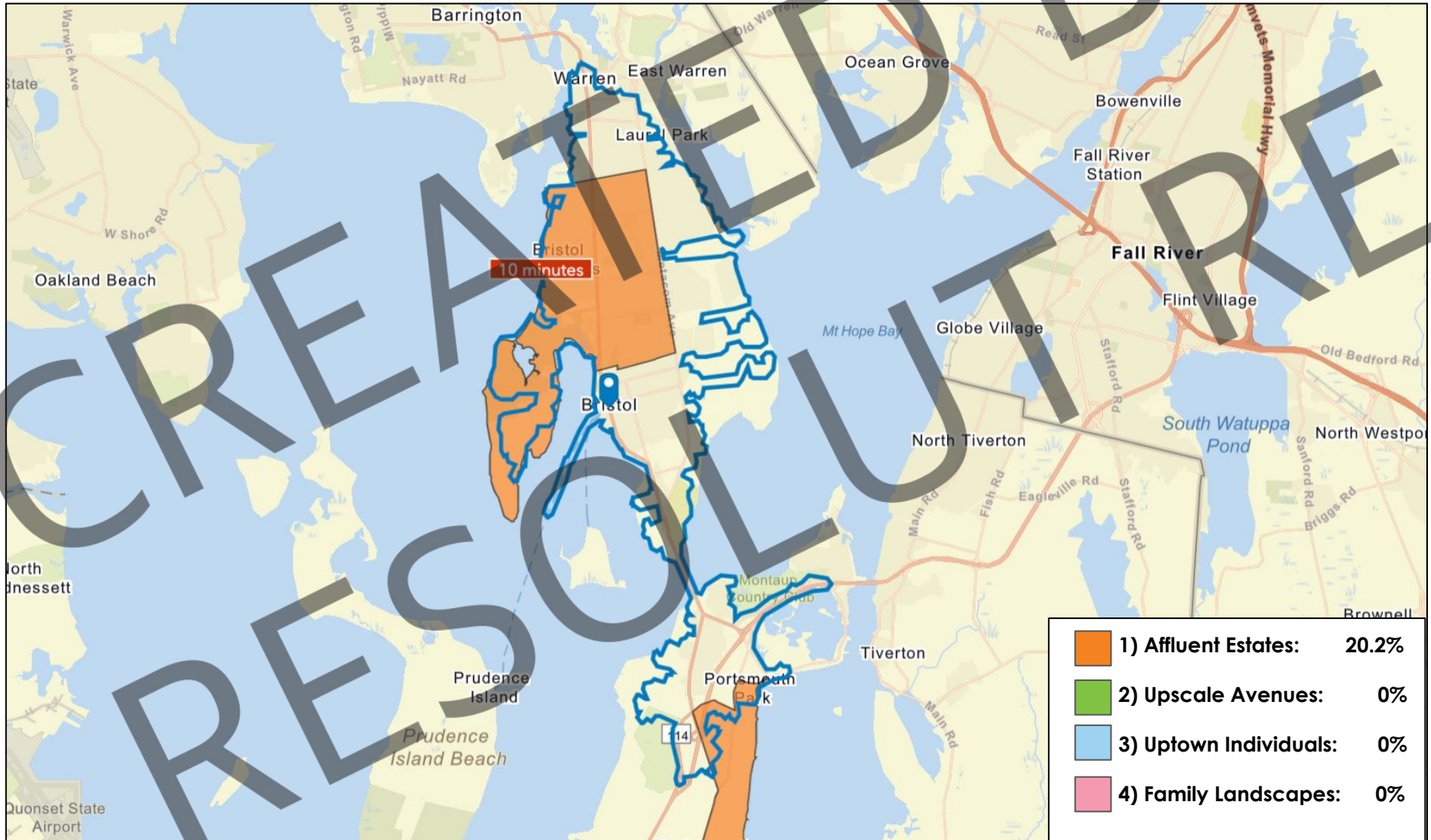
MARKET FACTS

2020 POPULATION	29,037
2025 POPULATION	29,256
ANN. POPULATION GROWTH RATE	0.15%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 AVERAGE HOUSEHOLD INCOME	\$91,553
MEDIAN AGE	44
TOTAL HOUSEHOLDS	11,449
POPULATION AGED 54-72 (%)	26%
POPULATION GENDER BREAKDOWN (%)	M:48% F:52%
WHITE COLLAR WORKERS (%)	66.0%
MEDIAN AGE OF HOMES	52
MEDIAN HOME VALUE	\$324,548

BRISTOL MARKET AREA - 10 MINUTE DRIVE TIME

TAPESTRY SEGMENTATION

RESOLUT



BRISTOL MARKET AREA - 10 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

RESOLUT



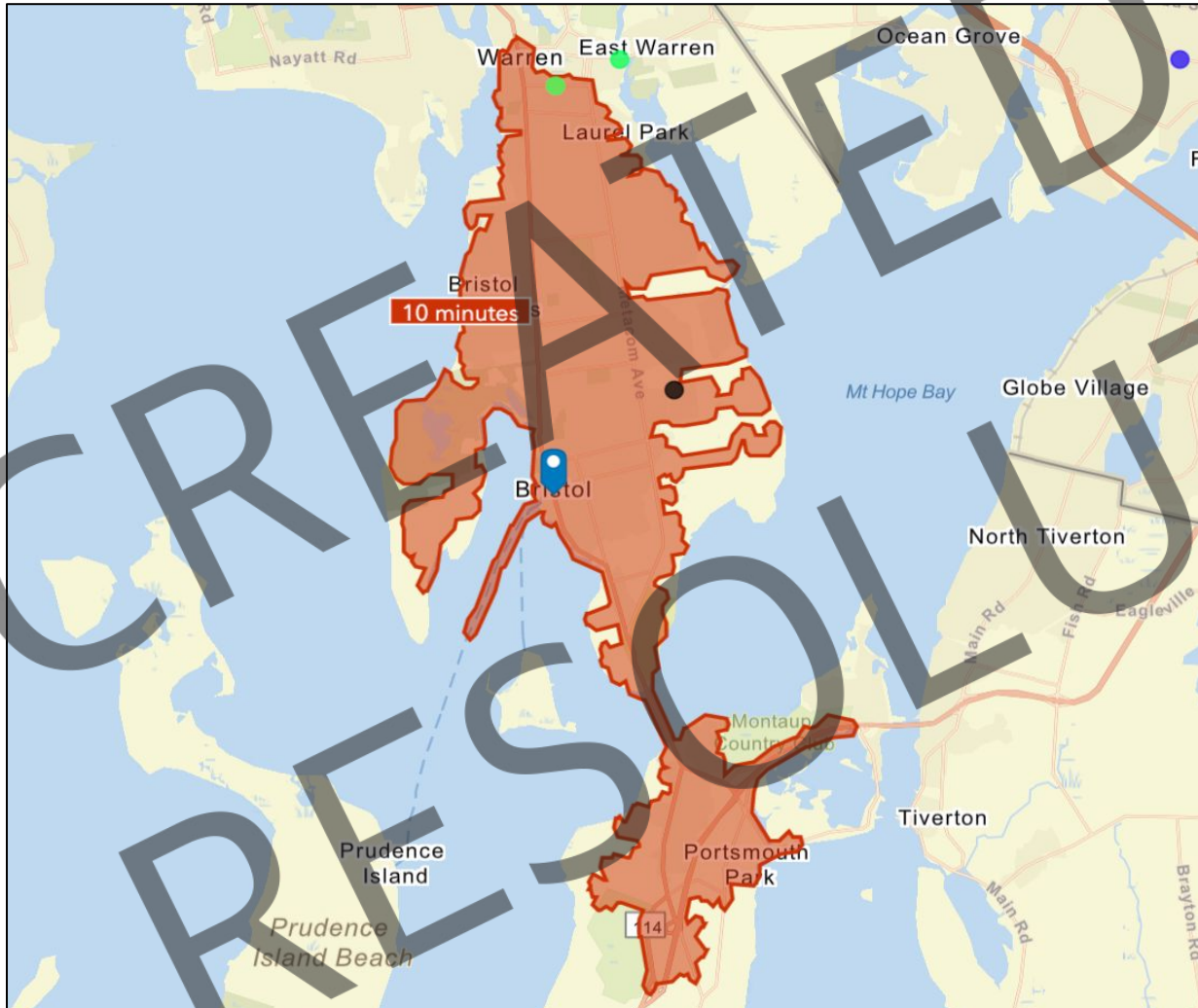
Consumer Behavior	Market Potential Index
Household did any home remodeling in last 12 months	105
Household spent on home remodeling in last 12 months: \$1-\$499	90
Household spent on home remodeling in last 12 months: \$500-\$2,499	90
Household spent on home remodeling in last 12 months: \$2,500-\$4,999	116
Household spent on home remodeling in last 12 months: \$5,000+	116
Home remodeling done by outside contractor in last 12 months	122
Bathroom remodeling done in last 12 months	113
Kitchen remodeling done in last 12 months	109
Consumer Spending	Spend Potential Index
Maintenance & Remodeling Services	104
Remodeling Materials	97

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.

BRISTOL MARKET AREA - 10 MINUTE DRIVE TIME

EXISTING COMPETITION

RESOLUT



COMPETITION

- REMODELING WITH SHOWROOM: 1
- REMODELING WITHOUT SHOWROOM: 1
- BRAND A: 0
- BRAND B: 0

NEWPORT-WARWICK ZIP HOUSING SUMMARY

Markets	Housing Units	Median Age of Homes	Median Home Value	Median Rent
Newport	15,328	58	\$471,895	\$1,070
Warwick	18,904	54	\$235,192	\$956
Coventry	19,769	49	\$241,107	\$905
Bristol	10,100	51	\$324,548	\$913

NEWPORT-WARWICK ZIP TERRITORY - 10 MINUTE DRIVE TIME

SUMMARY

RESOLUT



Markets	Population [2020]	Population [2025]	Ann. Growth Rate [%]	Average HH Income [2020]	Median Age [2020]	Total Households [2020]	Population Aged 54-72 % [2020]	Gender Breakdown % [2020]	White Collar Workers (%)	Median Age of Homes	Median Home Value
Potential Market - Warwick	80,660	80,788	0.05%	\$89,407	45	34,118	26%	M: 50% F: 50%	65.6%	54	\$235,192
Potential Market - Newport	34,753	34,884	0.08%	\$96,017	39	15,188	23%	M: 49% F: 51%	67.1%	58	\$471,895
Potential Market - Coventry	32,564	32,874	0.19%	\$83,722	44	13,065	27%	M: 48% F: 52%	62.2%	49	\$241,107
Potential Market - Bristol	29,037	29,256	0.15%	\$91,553	44	11,449	26%	M: 48% F: 52%	66.0%	52	\$324,548

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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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