

# RETAIL SCORECARD ALTITUDE PROCESS

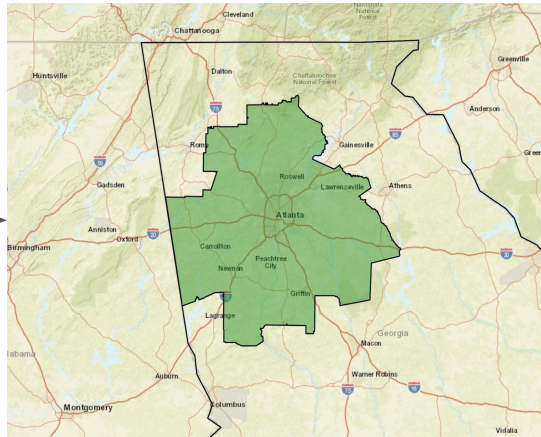
## Step 1:

**Q:** What types of customer segments do our current stores attract?

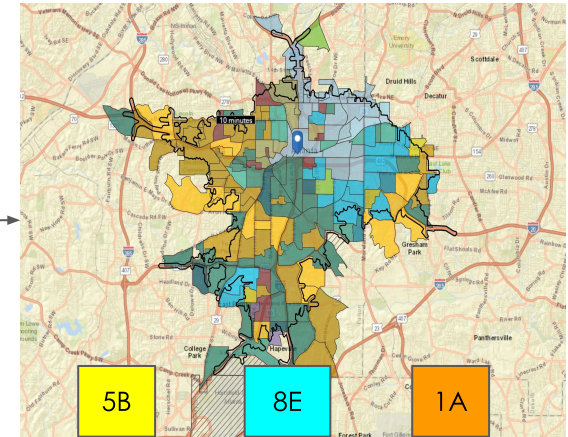
**State**



**MSA**



**Segmentation**



**A:** Segmentation is performed at the micro level in order to narrow down potential sites that match your target consumers. Based on the trade area of each existing location, we can determine the predominant types of people surrounding each location within a 5-10-15 minute drive time. The result is the top 3 market segments are highlighted. There are other segments found in the drive time; however, the top 3 provides an accurate depiction of the dominant types of people.

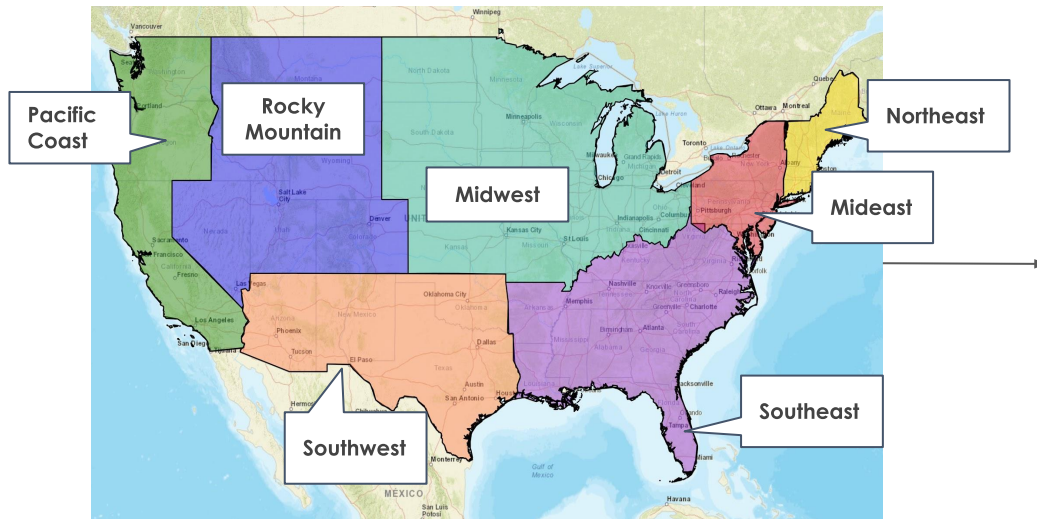
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## Step 2:

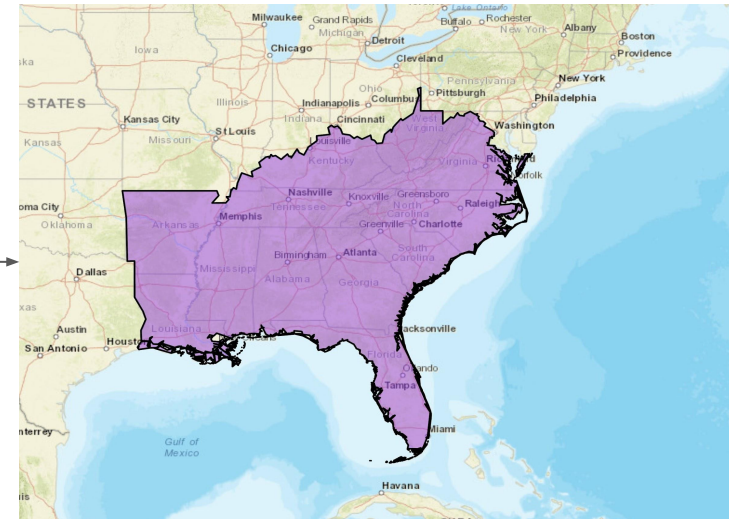
**Q:** Once we have identified the top 3 segments, how do we know where to grow next?

**A:** We screen the entire country to identify “look-a-like” segments. A national filter is applied to highlight the segments across the country at a very high land of geography. We refer to this as the “30,000 foot level”. We also have divided the country into 7 regions.

National Regions



Southeast Region



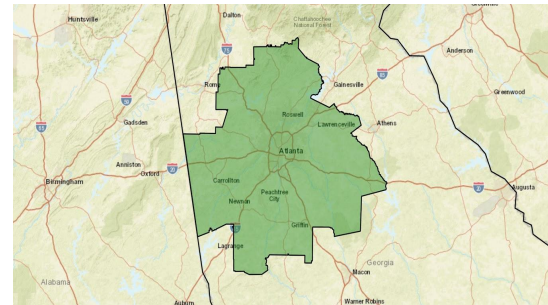
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## Step 3:

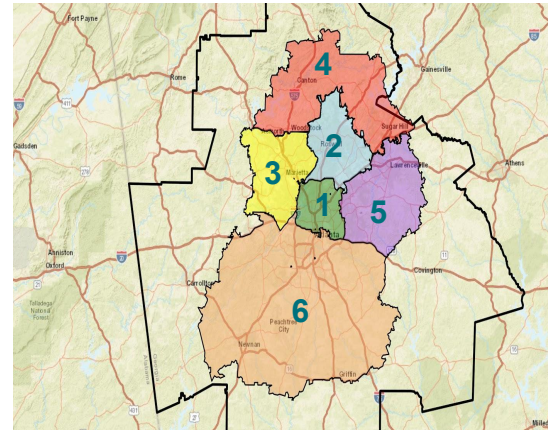
**Q:** How do I see a more detailed understanding of an area?

**A:** The client picks a region and we zoom down into a particular city; we refer to this as a “City Skyline” level or “The 15,000 foot level”.

Here is an example. The client picks the Southeast Region from the 30,000 foot level (Atlanta MSA)



The client wants to “zoom in” to Atlanta...  
Distinct Territories Emerge

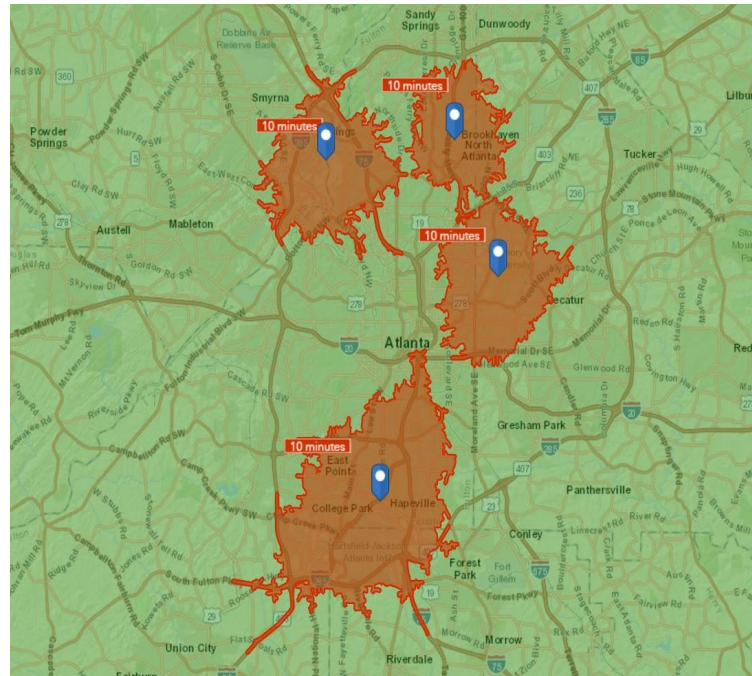


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## Step 4:

**Q:** Ok we have picked Atlanta but need to drill down further. How do we get from the Atlanta City Skyline to potential sites?

**A:** We refer to this as “*boots on the ground*”. Our brokers on the ground are armed with the market understanding of specific demand areas in Atlanta. The broker then searches out potential sites for review.



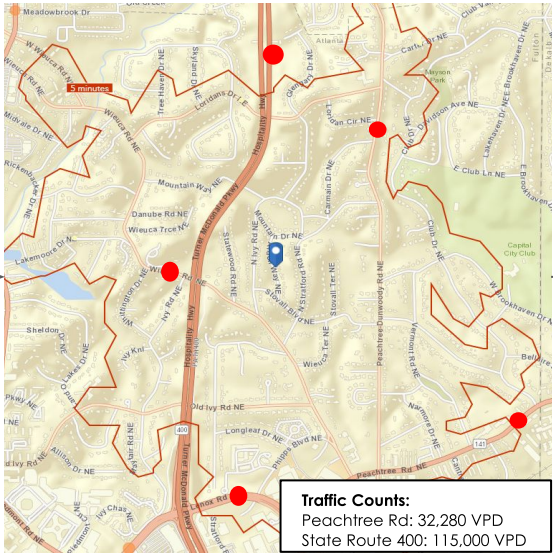
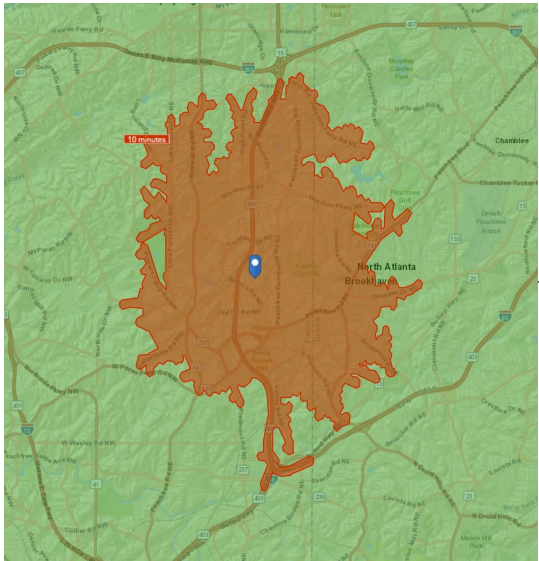


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## Step 5:

**Q:** When sites are identified how do we compare one site versus another?

**A:** The broker, together with our Market Analytics team, provides customized site metrics (demographics, segmentation, competition, etc.) with site specific location information (rates, traffic counts, etc.)



Potential Sites	Site Tour Address
1	123 Smith St
2	456 Jones Ave
3	321 Hwy 21
4	789 Flower Dr
5	12 Main St
6	540 Cedar Ln
7	600 15th St
8	810 Lake Dr
9	100 2nd Ave
10	1516 Maple Rd