

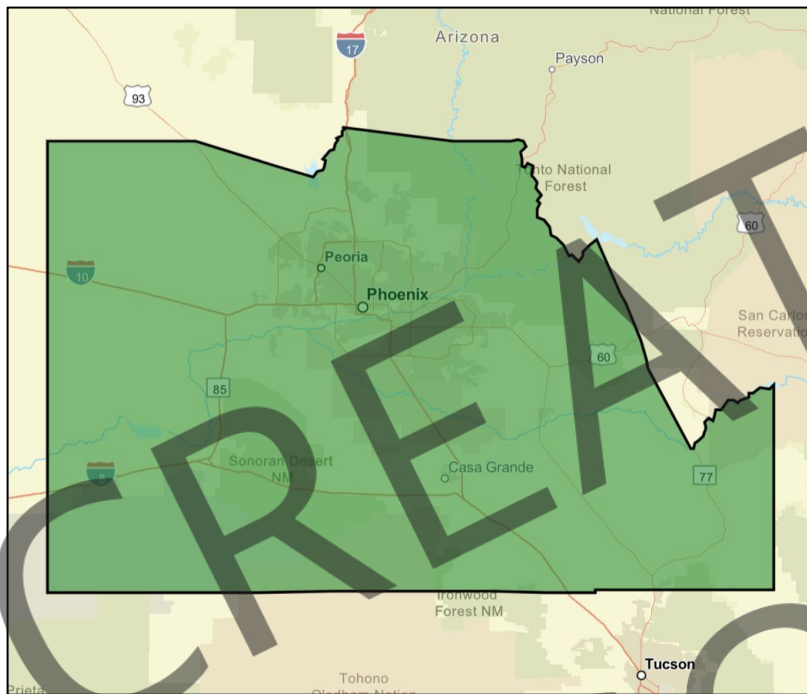
RESOLUT

RE

SCOTTSDALE, AZ
MARKET ASSESSMENT



PHOENIX METROPOLITAN AREA



MARKET FACTS

2020 DAYTIME POPULATION	4,878,634
2010 POPULATION	4,192,887
2020 POPULATION	4,932,833
2025 POPULATION	5,327,947
ANN. POPULATION GROWTH RATE	1.55%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$65,872
2020 AVERAGE HOUSEHOLD INCOME	\$90,996
2020 MEDIAN AGE	36
2020 TOTAL HOUSEHOLDS	1,794,657
2020 FEMALE POPULATION %	50%



PHOENIX METROPOLITAN AREA

MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Exercise at club 2+ times per week	556,778	105
Exercise at other facility 2+ times per week	317,360	105
Follow a regular exercise routine	956,781	103
Frequently follow a regular exercise routine	1,215,479	100
Participated in aerobics in last 12 months	279,016	106
Participated in jogging/running in last 12 months	483,410	106
Participated in weight lifting in last 12 months	383,793	100

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.

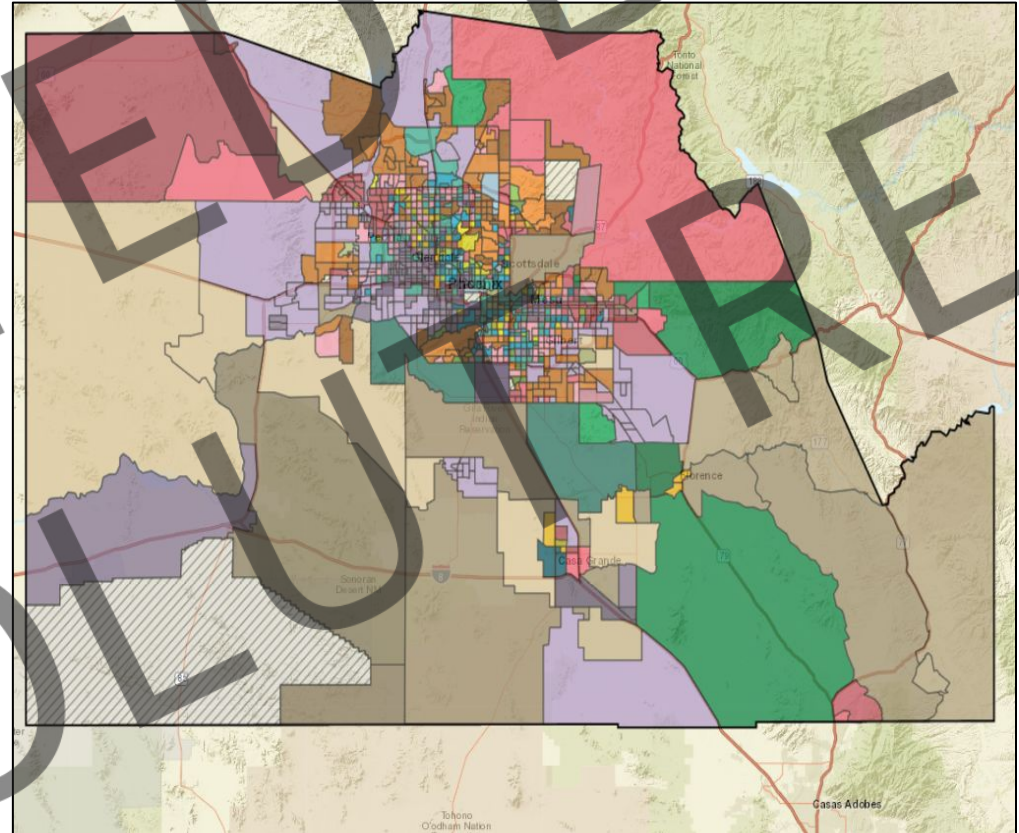
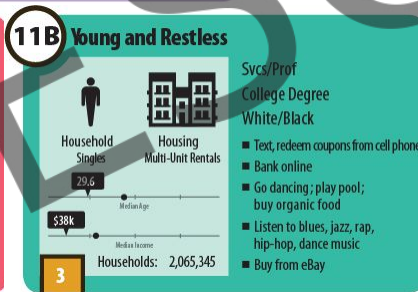
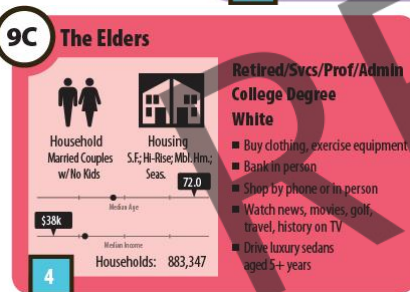
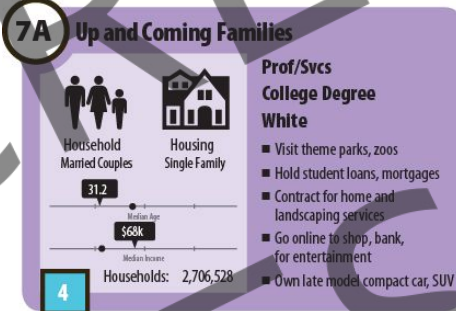
PHOENIX METROPOLITAN AREA TAPESTRY SEGMENTATION

RESOLUT



TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Up & Coming Families - 7A	13.1%	13.1%
The Elders - 9C	6.2%	19.3%
Young & Restless - 11B	5.6%	24.9%



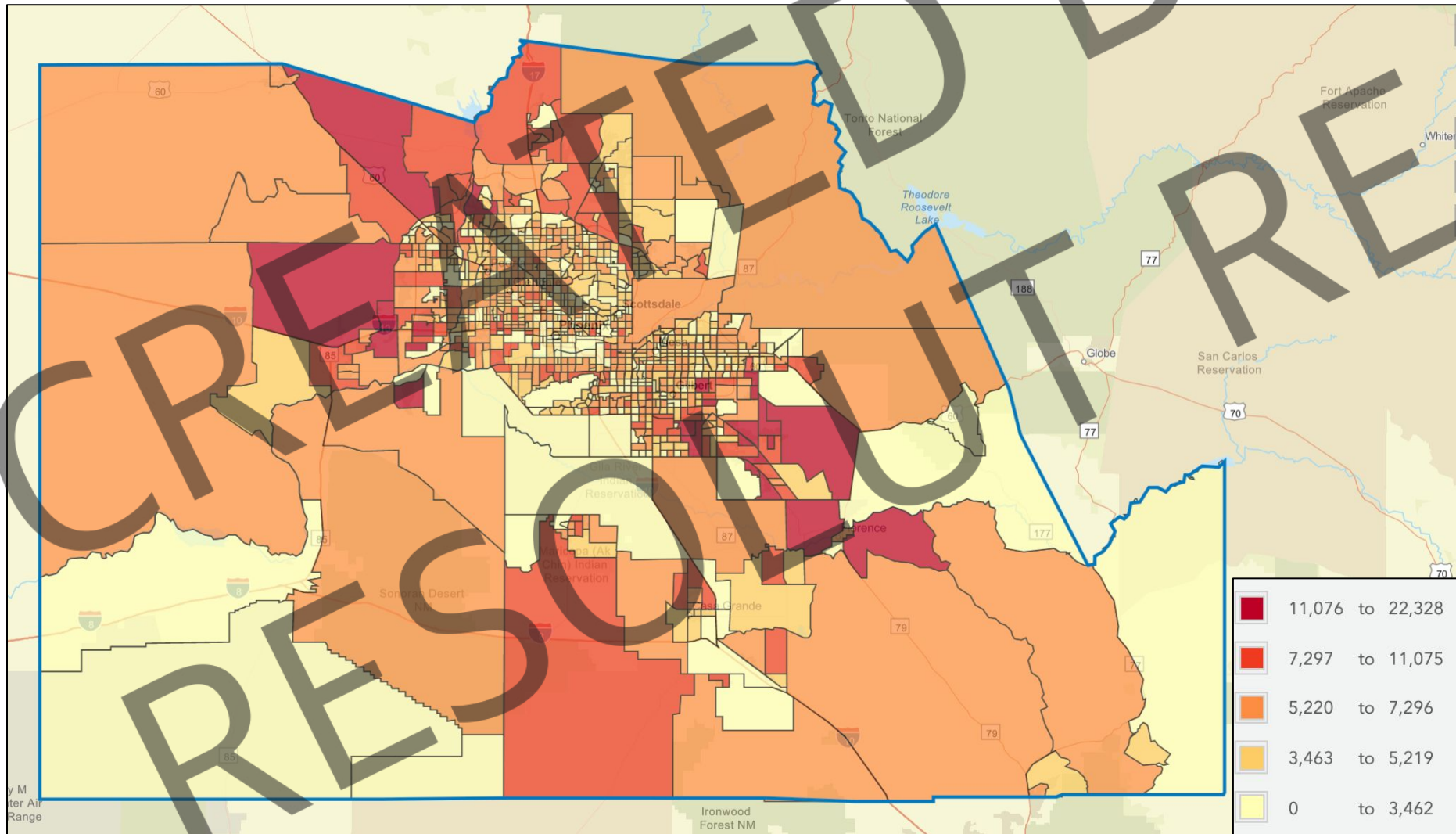
UP & COMING FAMILIES THE ELDERS YOUNG & RESTLESS

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.

PHOENIX METROPOLITAN AREA

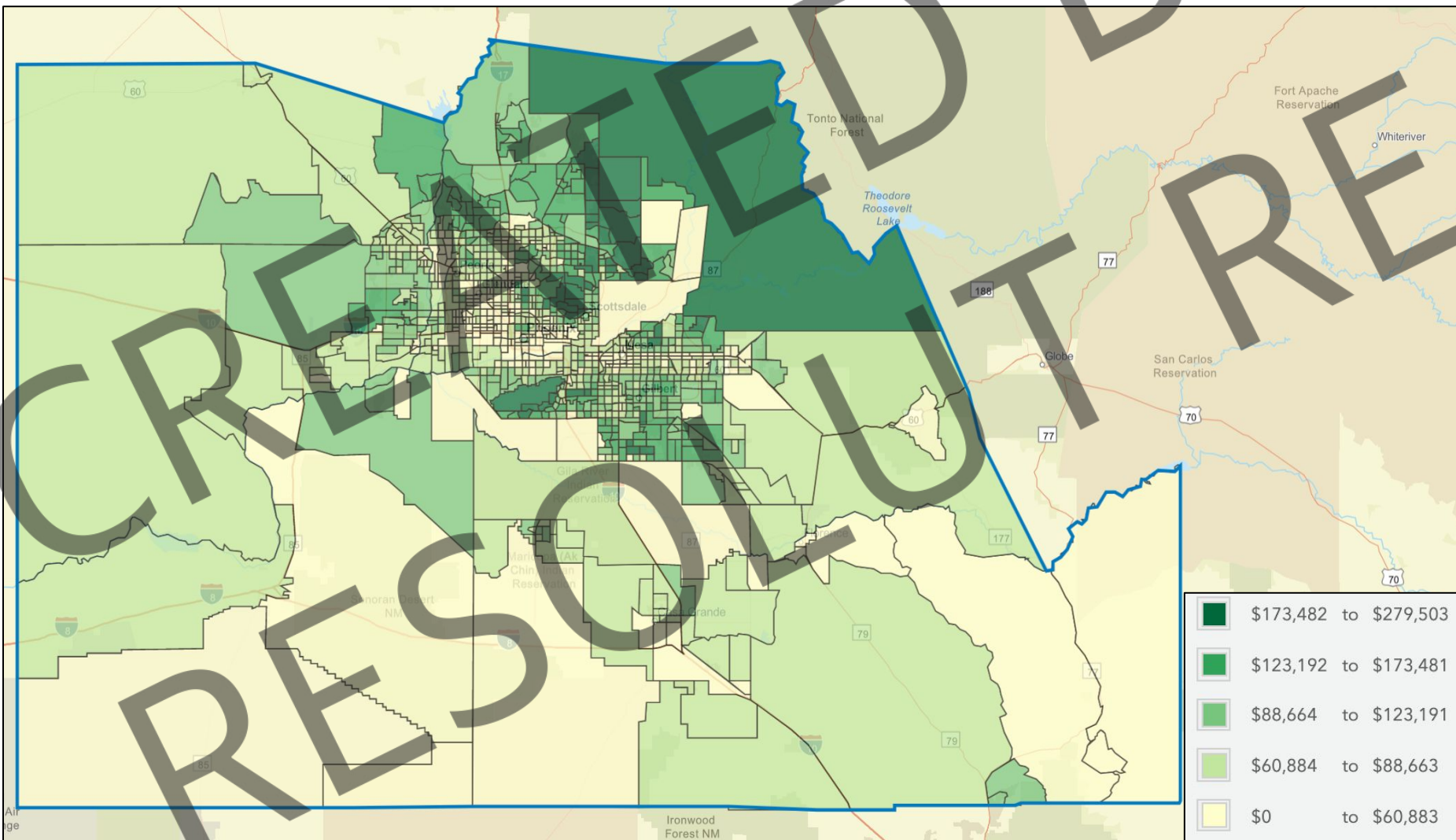
2020 POPULATION DENSITY

RESOLUTION



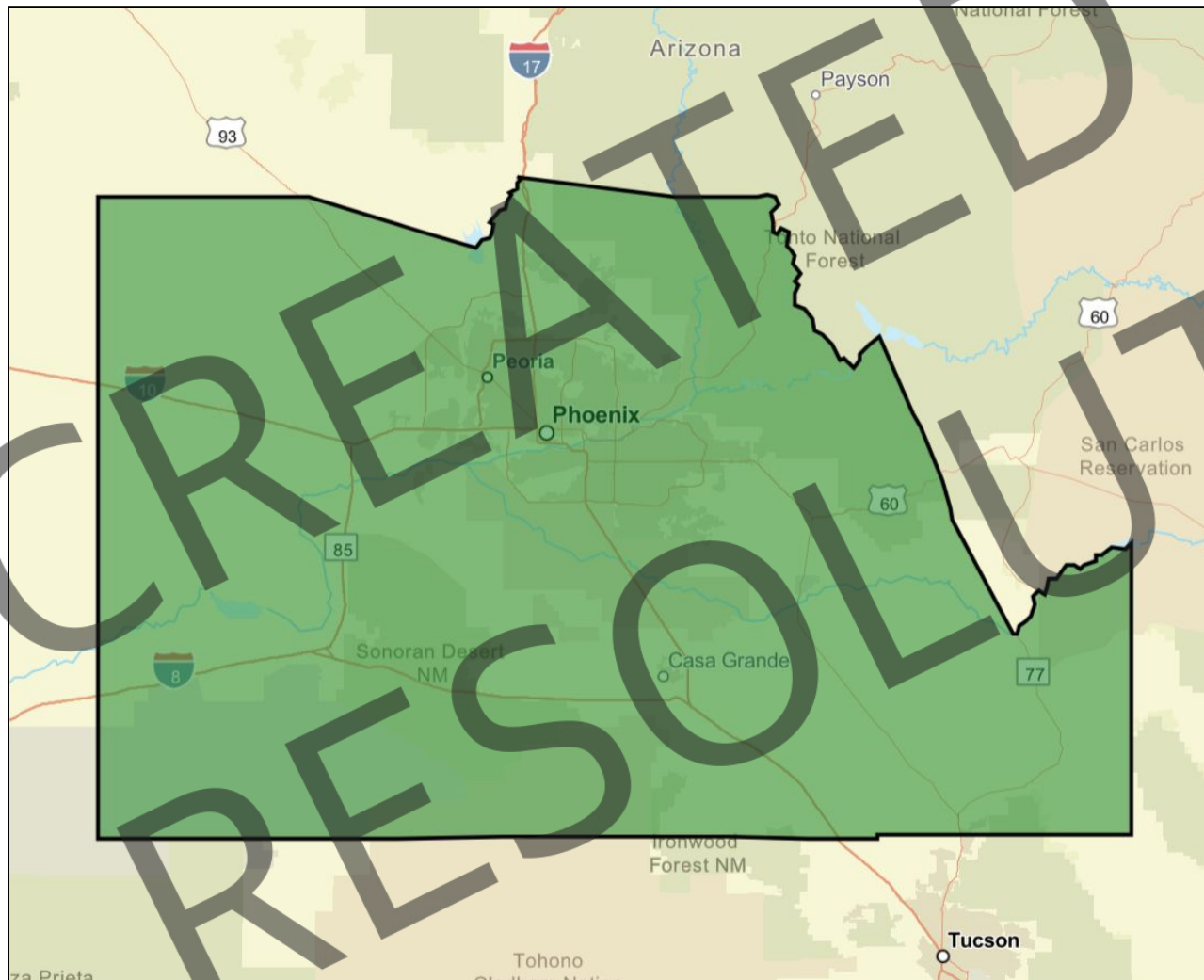
RESOLUT

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PHOENIX METROPOLITAN AREA COMPETITION

RESOLUT



COMPETITION
LOCATIONS



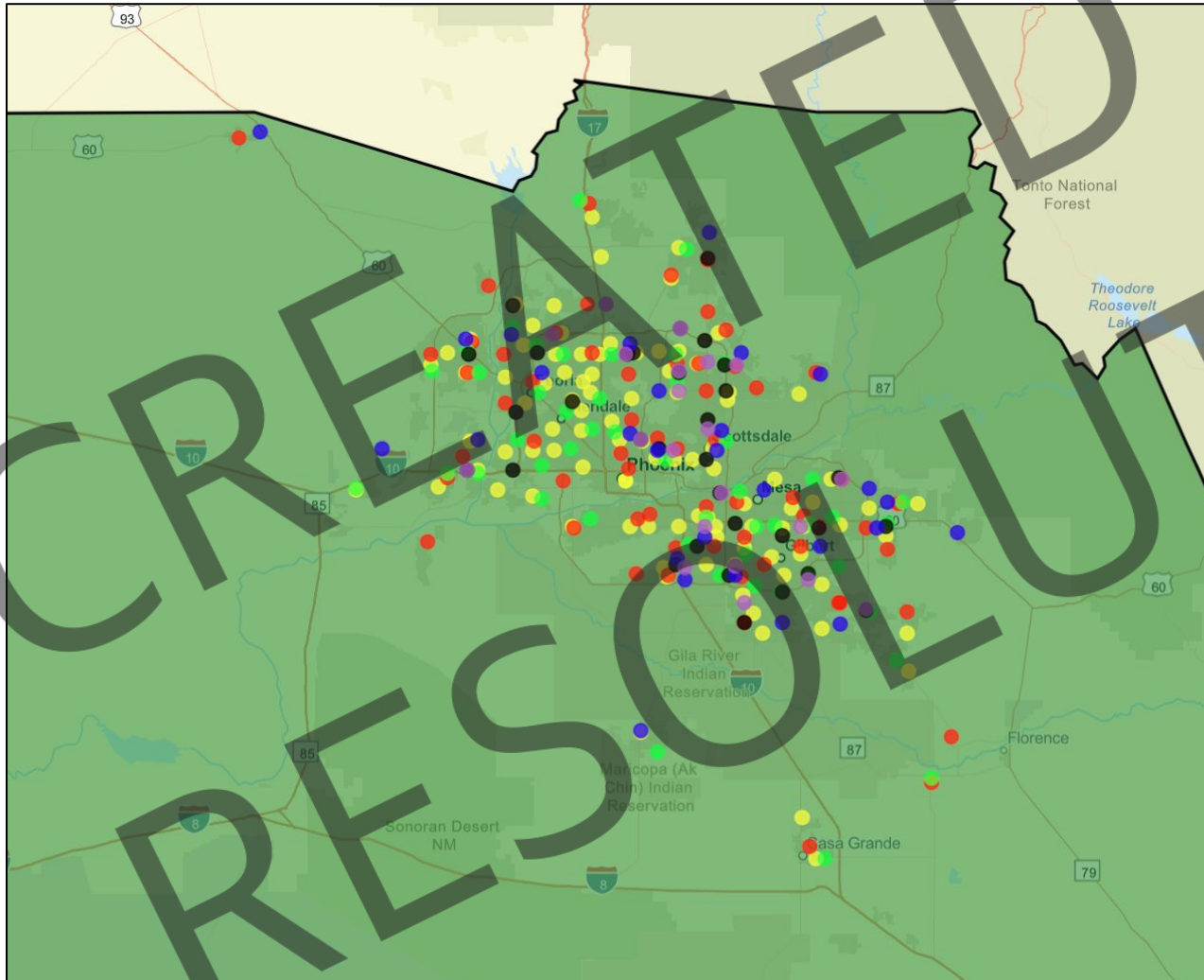
GYM 1: 0



GYM 2: 0

PHOENIX METROPOLITAN AREA BUSINESS SYNERGY

RESOLUT



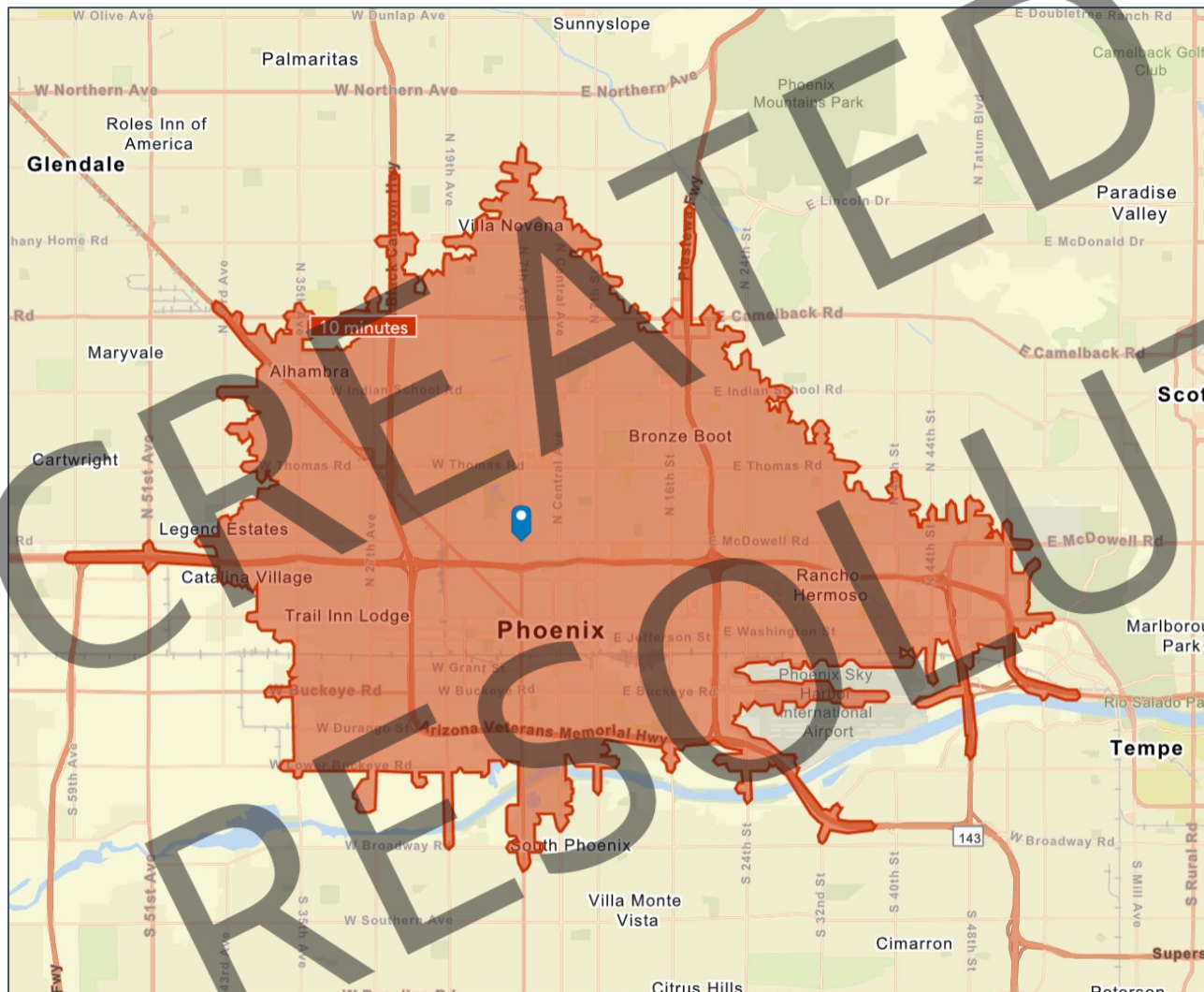
BUSINESS SYNERGY

- SYNERGY 1: 97
- SYNERGY 2: 62
- SYNERGY 3: 28
- SYNERGY 4: 49
- SYNERGY 5: 33
- SYNERGY 6: 21

EXISTING LOCATION - 10 MINUTE DRIVE TIME

RESOLUT

RE



MARKET FACTS

2020 DAYTIME POPULATION	388,024
2010 POPULATION	258,739
2020 POPULATION	295,348
2025 POPULATION	320,024
ANN. POPULATION GROWTH RATE	1.62%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$41,330
2020 AVERAGE HOUSEHOLD INCOME	\$60,869
MEDIAN AGE	30
TOTAL HOUSEHOLDS	102,954
FEMALE POPULATION %	47%

EXISTING LOCATION - 10 MINUTE DRIVE TIME MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Exercise at club 2+ times per week	26,501	87
Exercise at other facility 2+ times per week	14,613	84
Follow a regular exercise routine	40,412	92
Frequently follow a regular exercise routine	65,442	93
Participated in aerobics in last 12 months	14,780	97
Participated in jogging/running in last 12 months	22,753	86
Participated in weight lifting in last 12 months	17,149	77

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.

EXISTING LOCATION - 10 MINUTE DRIVE TIME TAPESTRY SEGMENTATION

RESOLUTION

RE

TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
NeWest Residents - 13C	19.3%	19.3%
Barrios Urbanos - 7D	10.8%	30.1%
Metro Fusion - 11C	10.3%	40.5%

13C NeWest Residents



Household Married Couples



Housing Multi-Unit Rentals

27.2
Median Age

\$30k
Median Income

Households: 937,493

1

Svcs/Constr
No HS Diploma
Hispanic

- Drink sports or energy drinks
- Pay with cash
- Buy baby/children's products
- Watch Spanish-language channels on TV
- Like used, fun-to-drive vehicles

7D Barrios Urbanos



Household Married Couples



Housing Single Family

28.5
Median Age

\$37k
Median Income

Households: 1,256,773

2

Svcs
No HS Diploma
Hispanic

- Buy discount for children's products
- Own no retirement savings
- Read magazines
- Listen to Hispanic radio
- Own 1-2 vehicles; carpool

11C Metro Fusion



Household Singles



Housing Multi-Unit Rentals; Single Family

29.0
Median Age

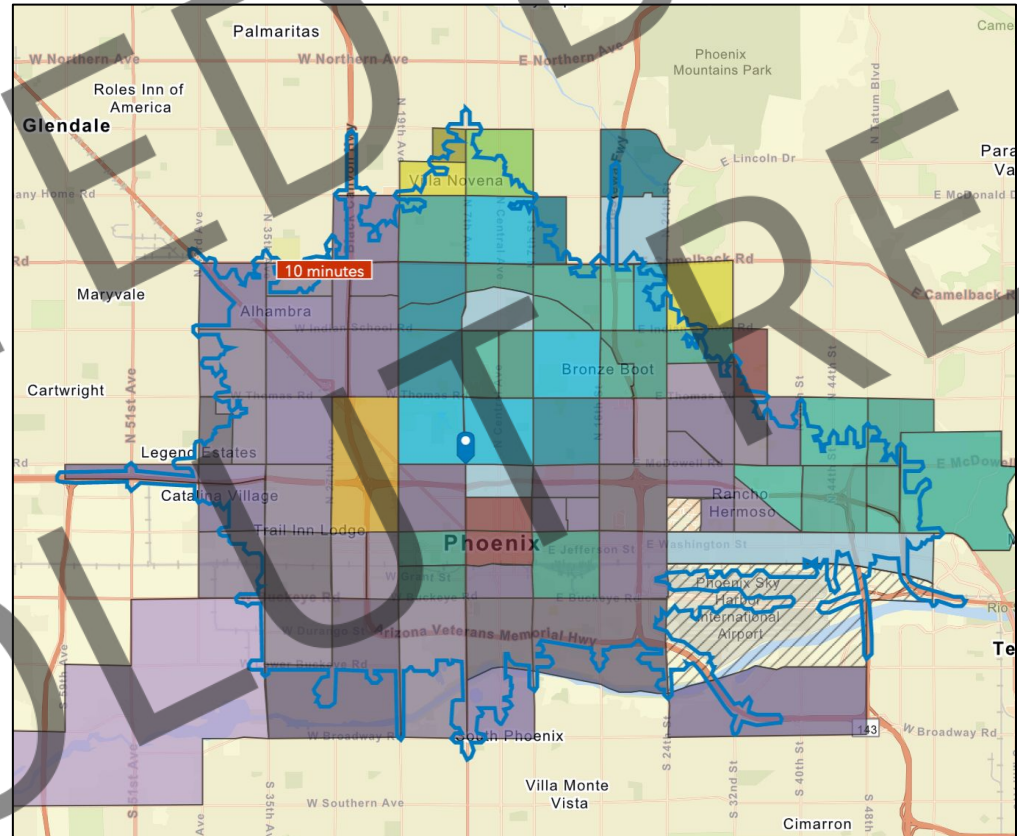
\$34k
Median Income

Households: 1,700,511

2

Svcs/Admin/Prof
HS Diploma Only
White/Black

- Shop at discount grocery stores, Kmart, Walmart
- Dress to impress; are fashion conscious
- Follow football, soccer
- Listen to R&B, rap, Latin, reggae music
- Watch pay-per-view on TV



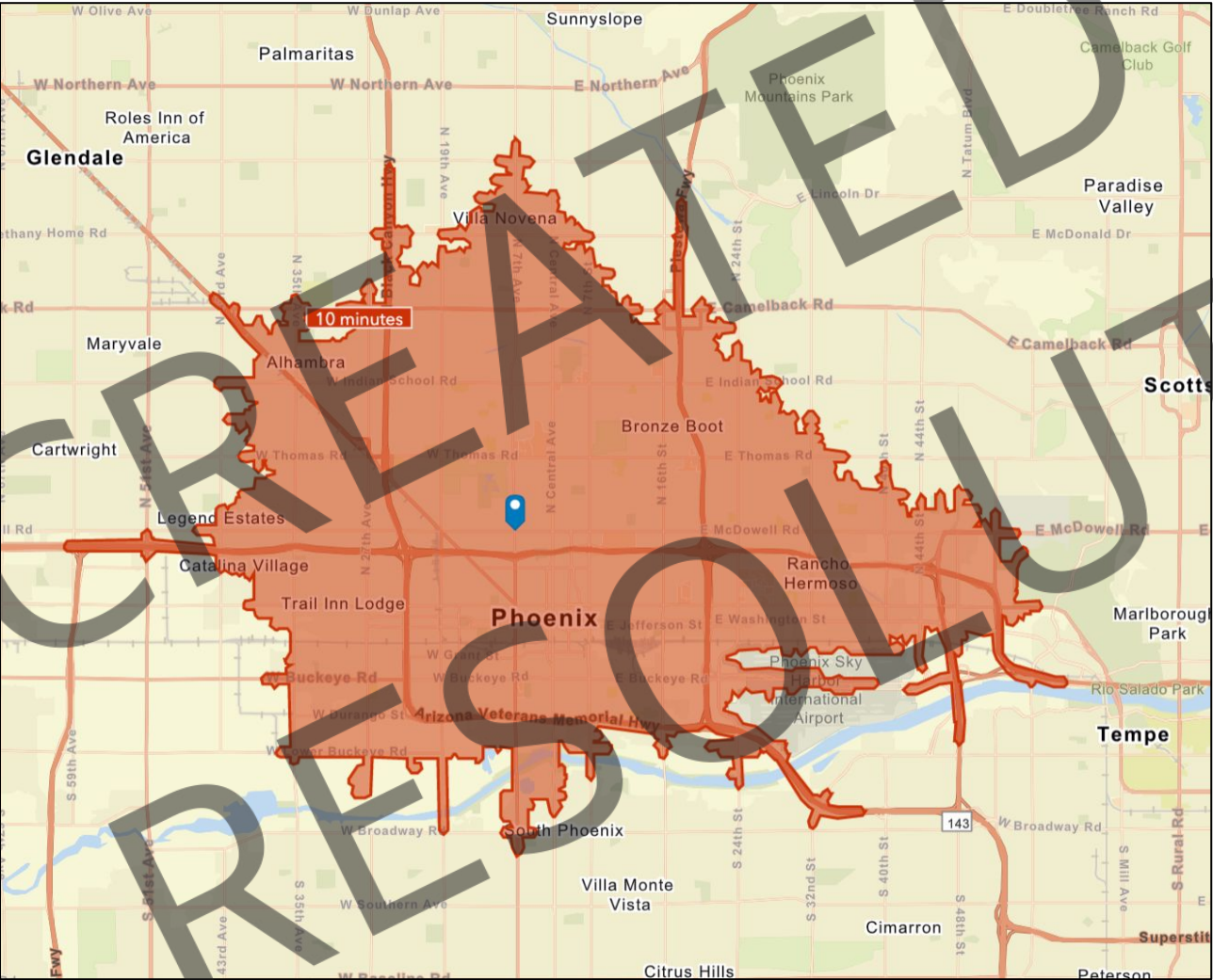
NEWEST RESIDENTS

BARRIOS URBANOS

MIDDLEBURG

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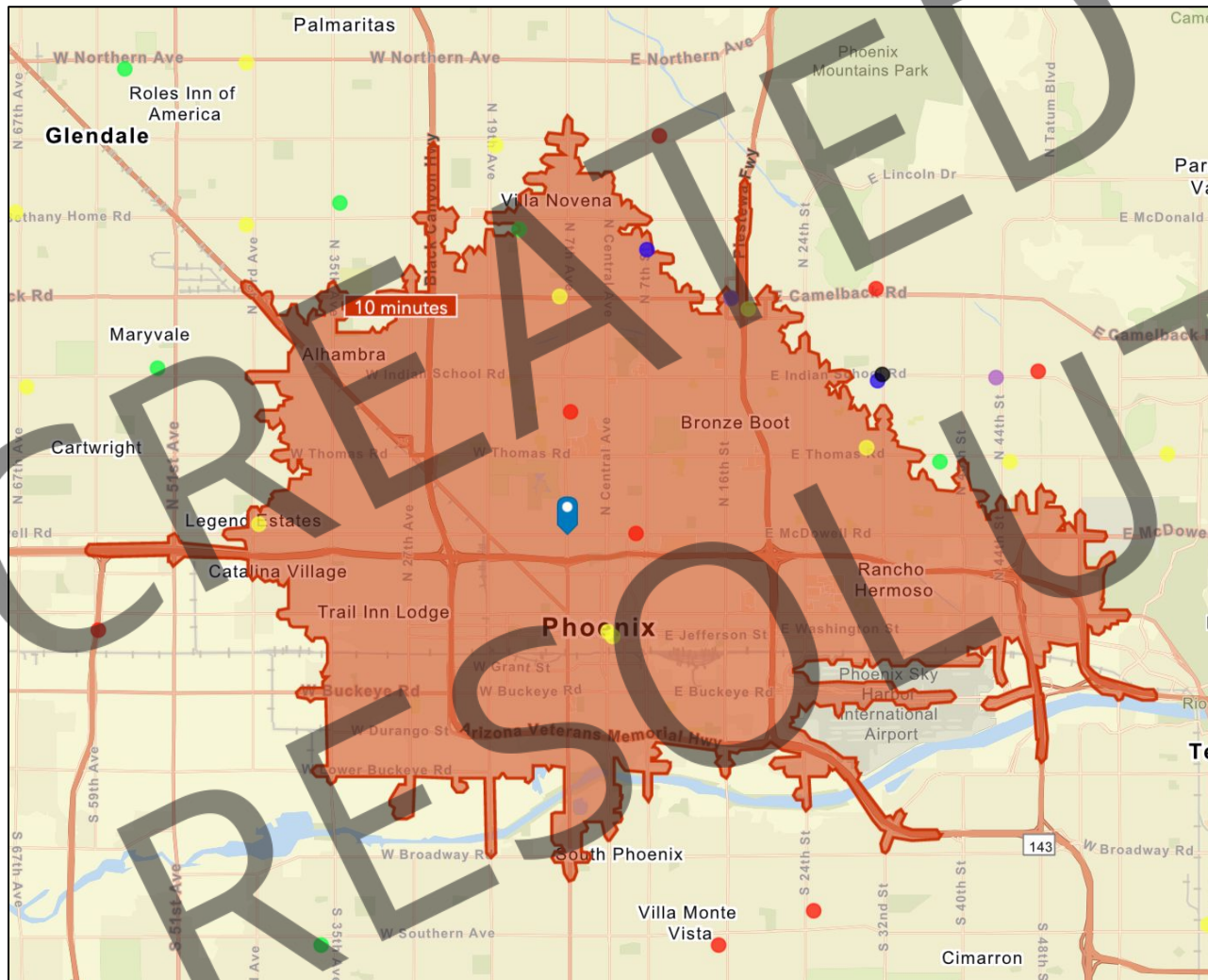
EXISTING LOCATION - 10 MINUTE DRIVE TIME
EXISTING COMPETITION



COMPETITION # LOCATIONS	
●	GYM 1: 0
●	GYM 2: 0

EXISTING LOCATION - 10 MINUTE DRIVE TIME BUSINESS SYNERGY

RESOLUT



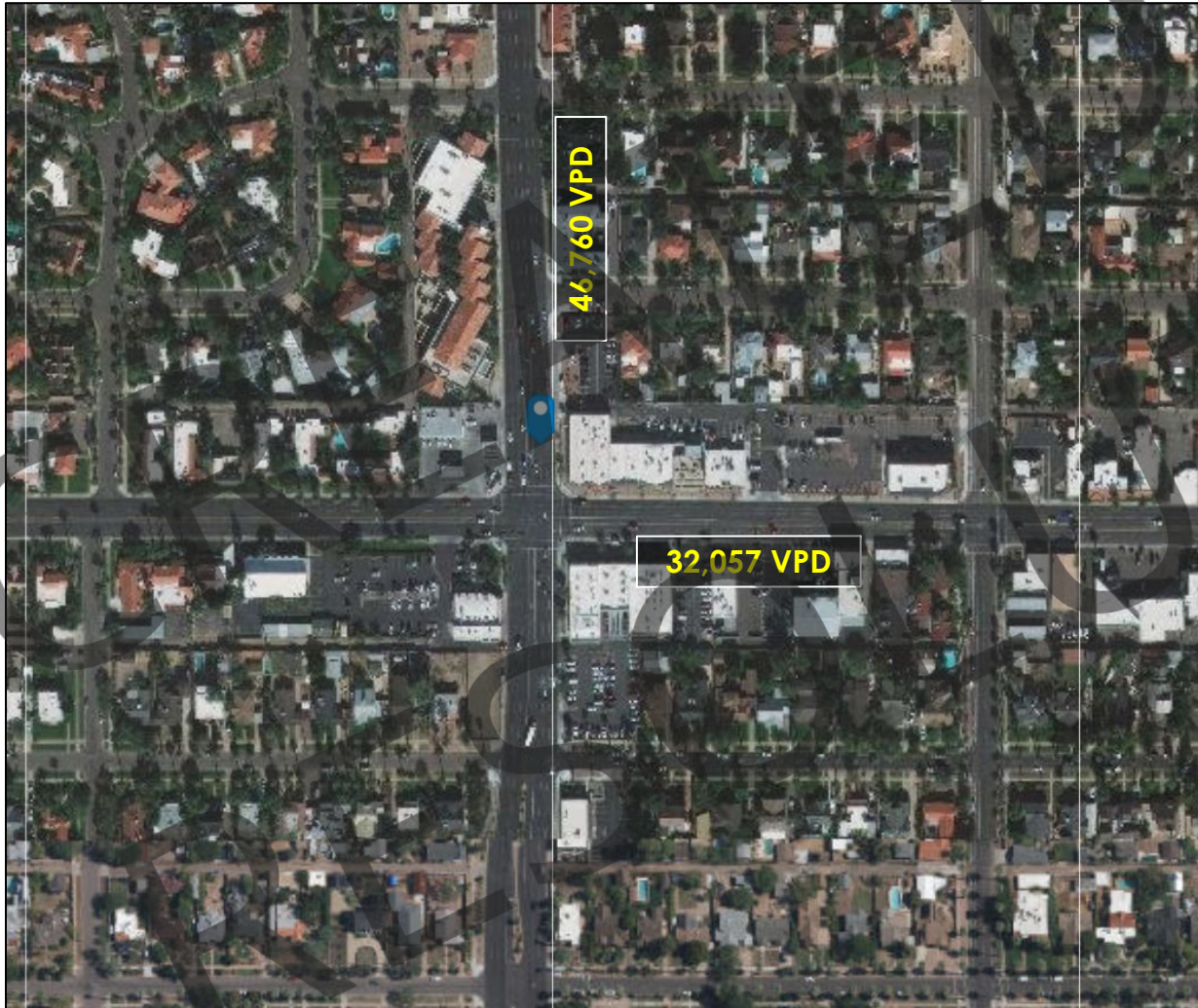
BUSINESS SYNERGY

- SYNERGY 1: 6
- SYNERGY 2: 2
- SYNERGY 3: 1
- SYNERGY 4: 1
- SYNERGY 5: 0
- SYNERGY 6: 1

EXISTING LOCATION - 10 MINUTE DRIVE TIME TRAFFIC COUNTS

RESOLUTION

RE



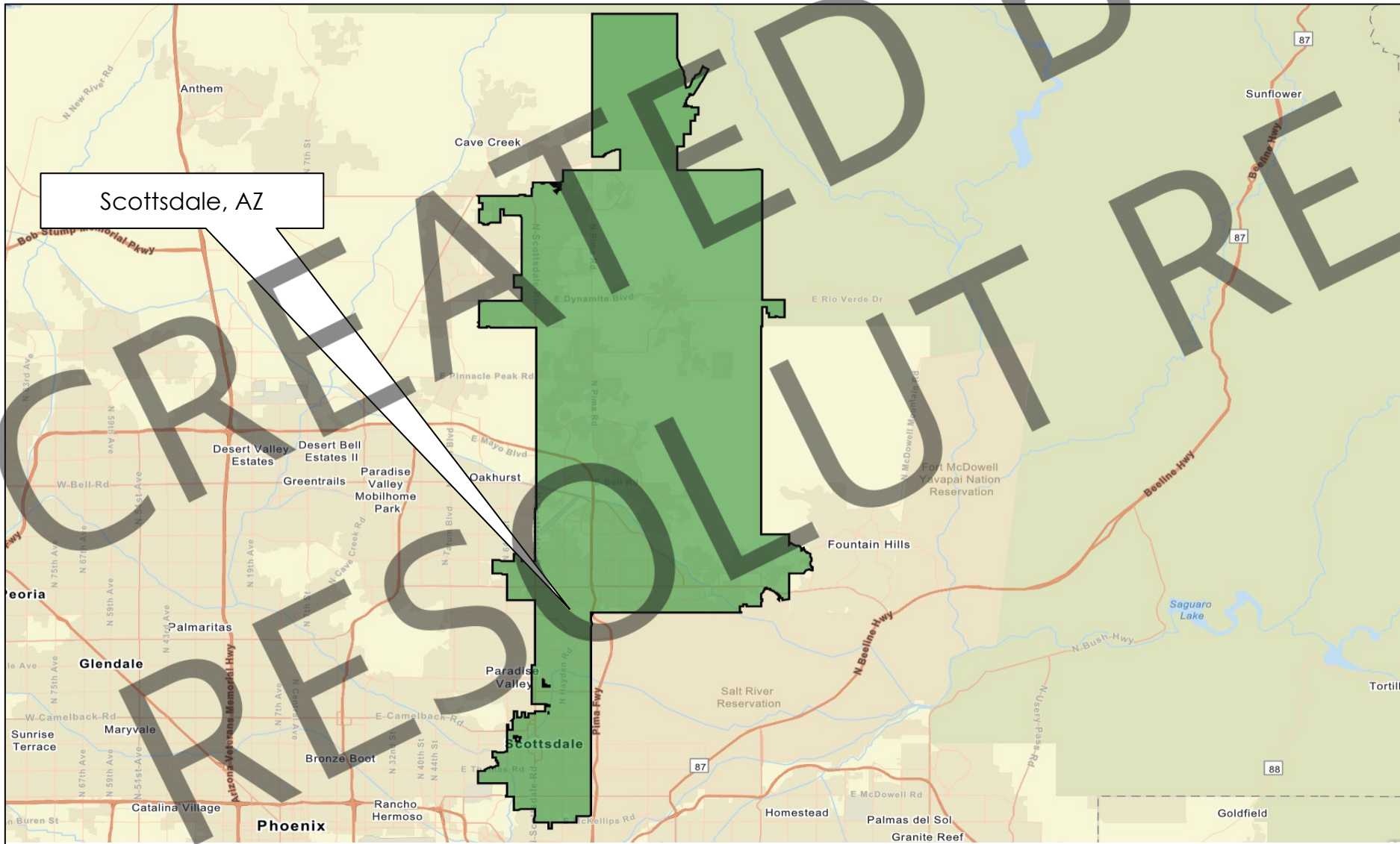
TRAFFIC COUNTS

THOROUGHFARE NAME	VEHICLES PER DAY [VPD]
Street 1	46,760
Street 2	32,057

PHOENIX METROPOLITAN AREA

AREA TO STUDY - SCOTTSDALE, AZ

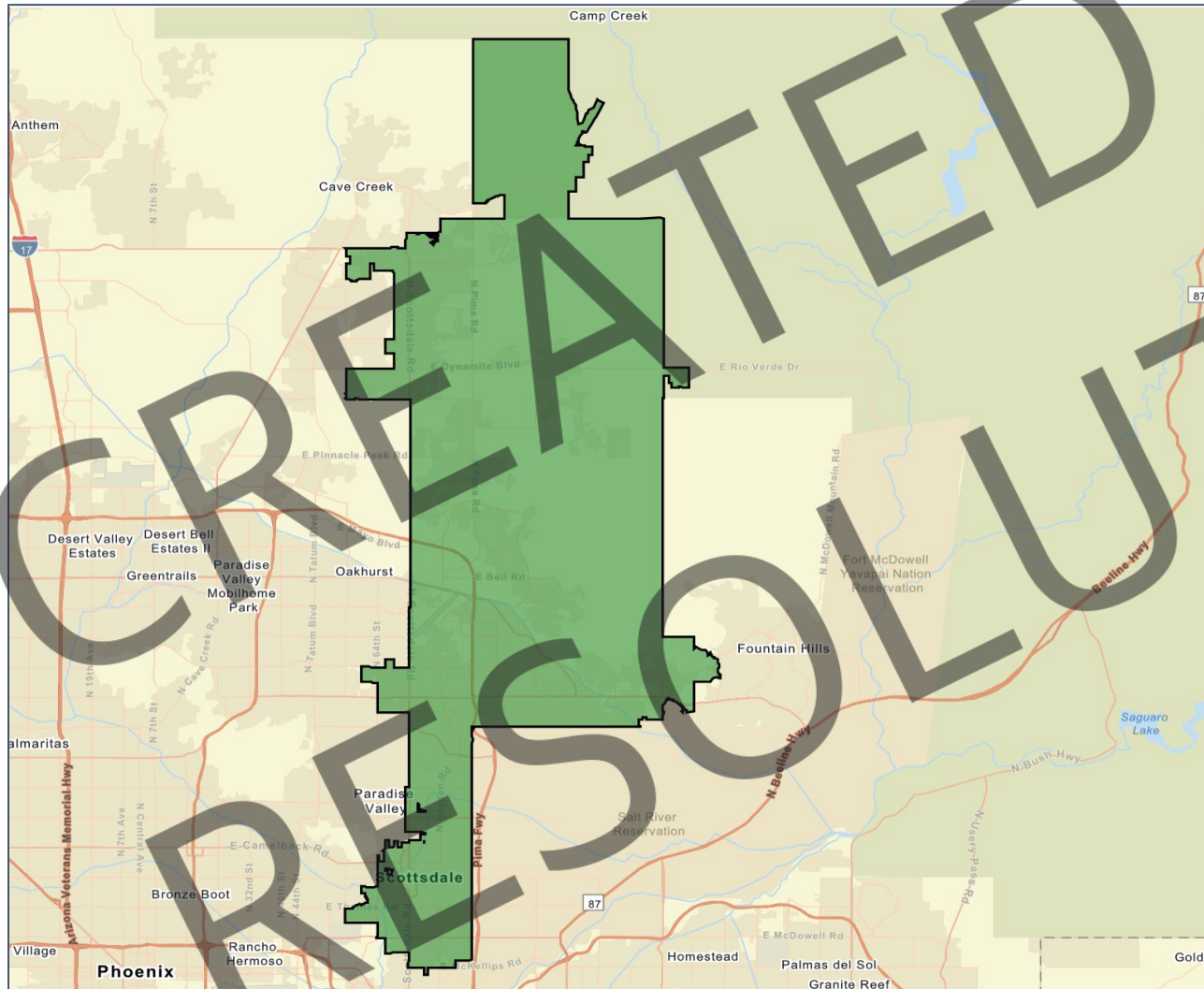
RESOLUT



SCOTTSDALE, AZ

RESOLUT

RE



MARKET FACTS

2020 DAYTIME POPULATION	323,714
2010 POPULATION	217,408
2020 POPULATION	252,383
2025 POPULATION	271,257
ANN. POPULATION GROWTH RATE	1.45%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$93,193
2020 AVERAGE HOUSEHOLD INCOME	\$139,280
MEDIAN AGE	48
TOTAL HOUSEHOLDS	117,626
FEMALE POPULATION %	52%

SCOTTSDALE, AZ MARKET POTENTIAL INDEX

RESOLUT



Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Exercise at club 2+ times per week	40,485	135
Exercise at other facility 2+ times per week	20,463	119
Follow a regular exercise routine	62,205	119
Frequently follow a regular exercise routine	71,612	104
Participated in aerobics in last 12 months	19,018	127
Participated in jogging/running in last 12 months	31,138	120
Participated in weight lifting in last 12 months	25,893	119

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.

SCOTTSDALE, AZ TAPESTRY SEGMENTATION

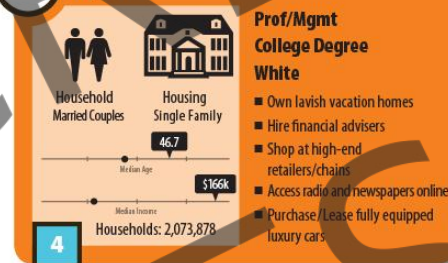
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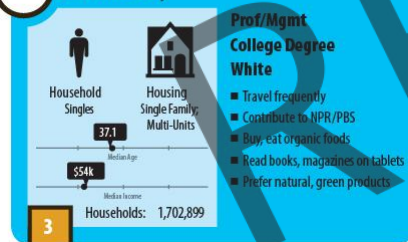
TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Top Tier - 1A	12.4%	12.4%
Emerald City - 8B	11.0%	23.4%
Exurbanites - 1E	9.4%	32.8%

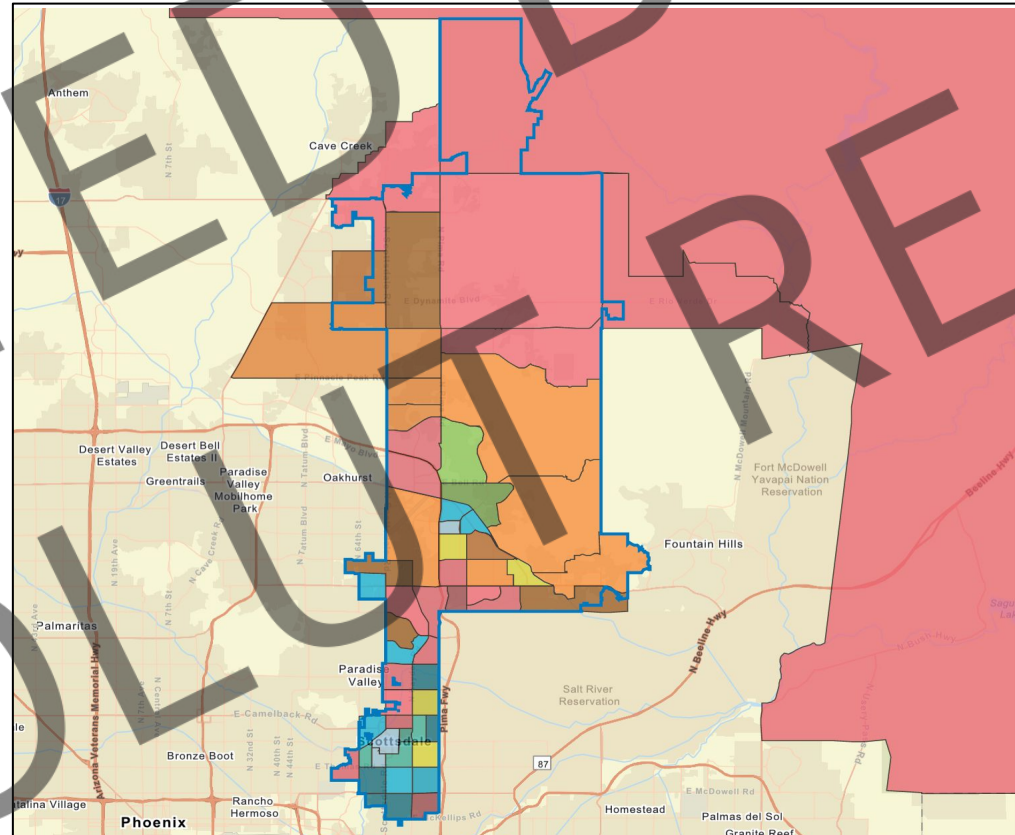
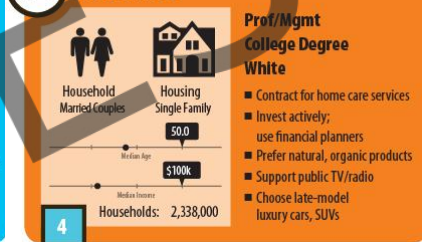
1A Top Tier



8B Emerald City



1E Exurbanites



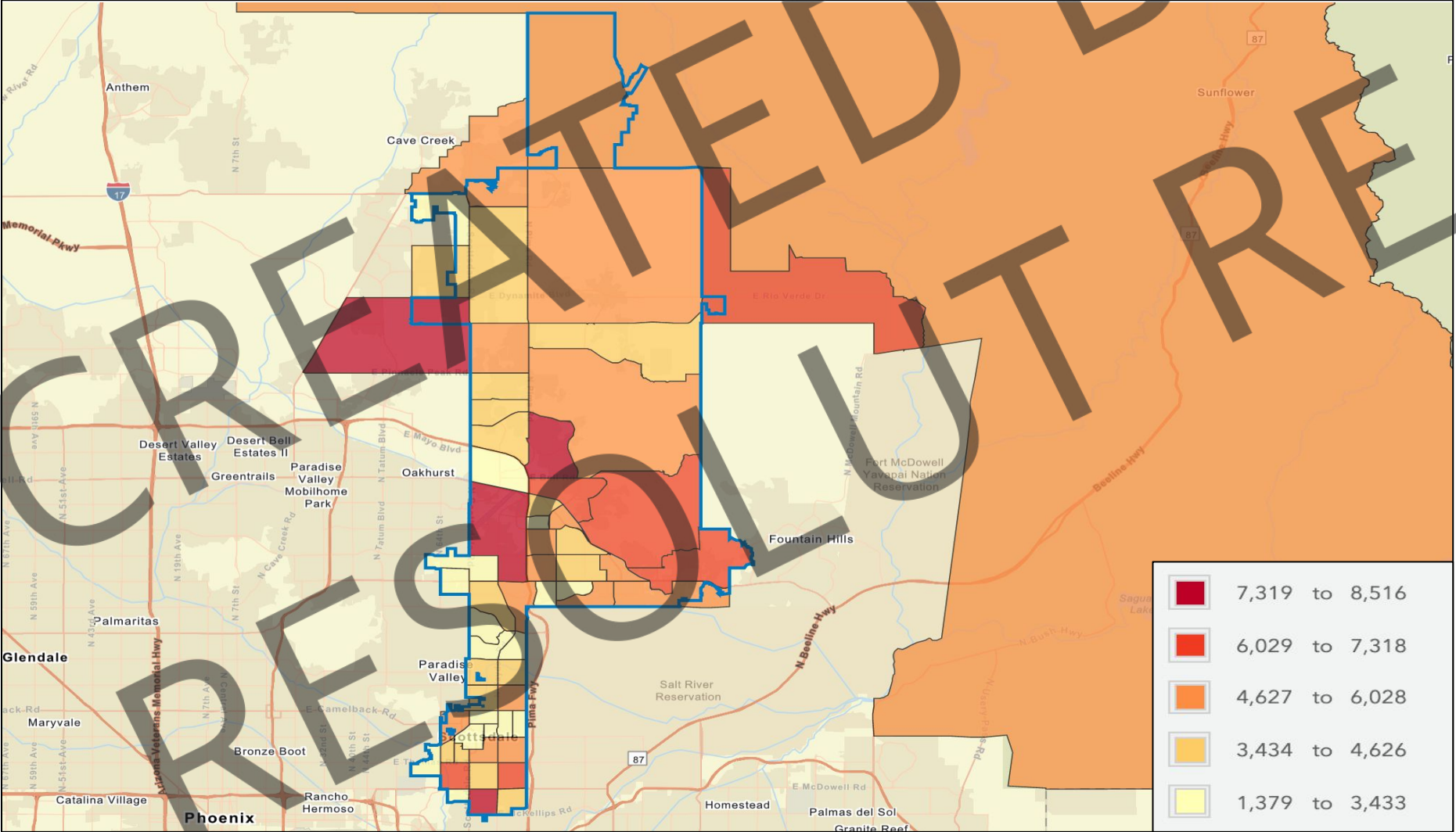
TOP TIER

EMERALD CITY

EXURBANITES

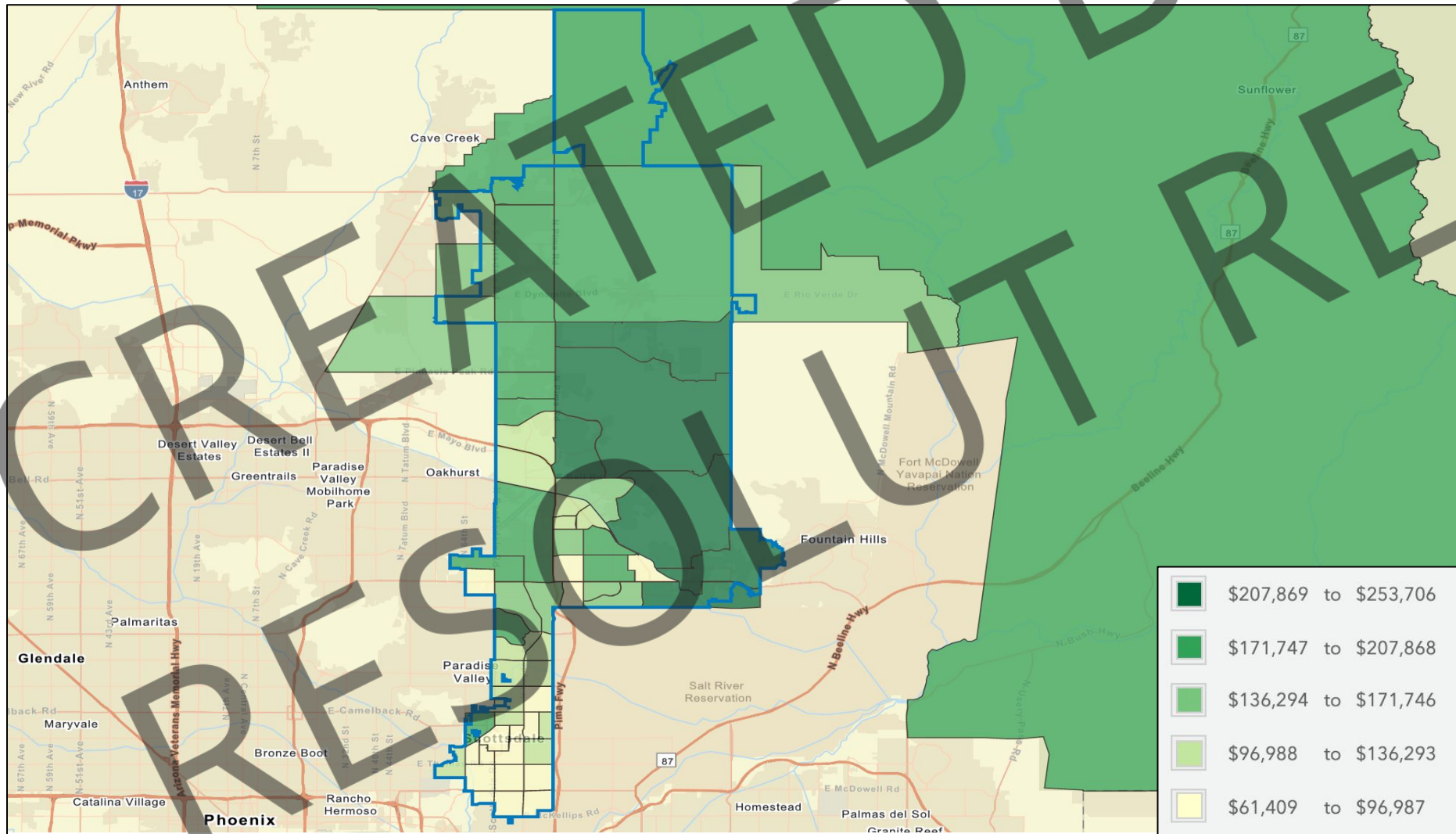
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SCOTTSDALE, AZ
2020 POPULATION DENSITY

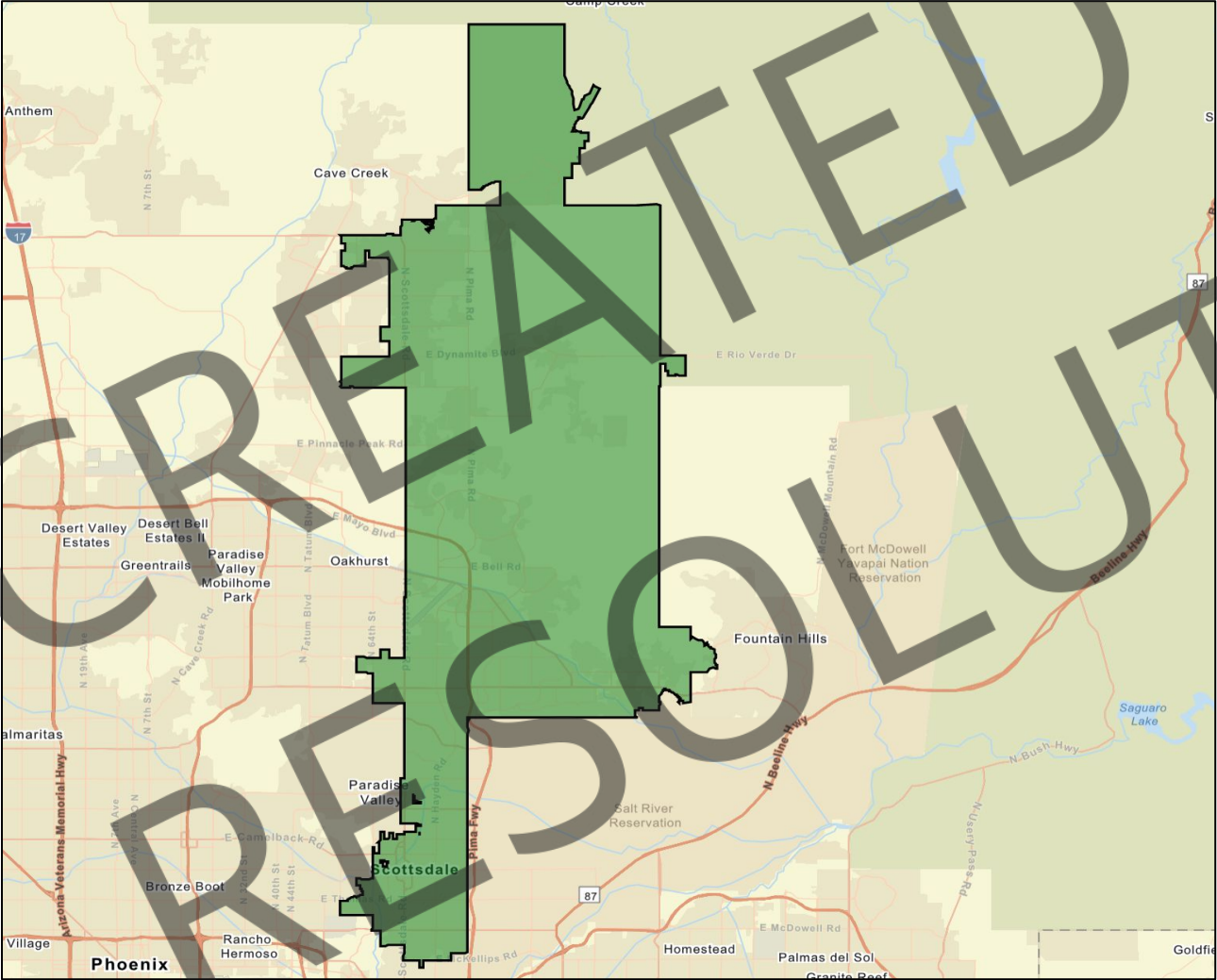


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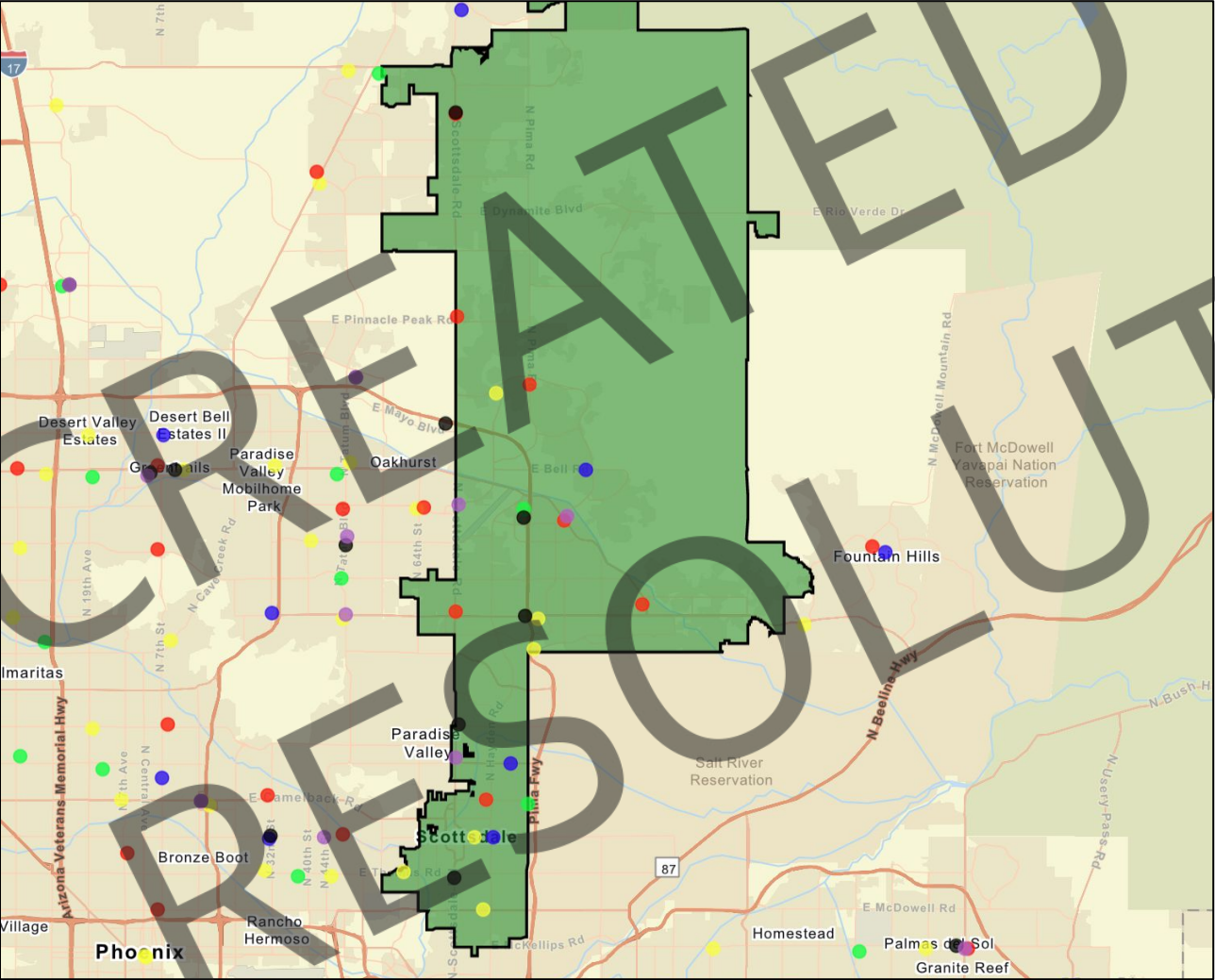


SCOTTSDALE, AZ
EXISTING COMPETITION



COMPETITION # LOCATIONS	
●	GYM 1: 0
●	GYM 2: 0

SCOTTSDALE, AZ
BUSINESS SYNERGY



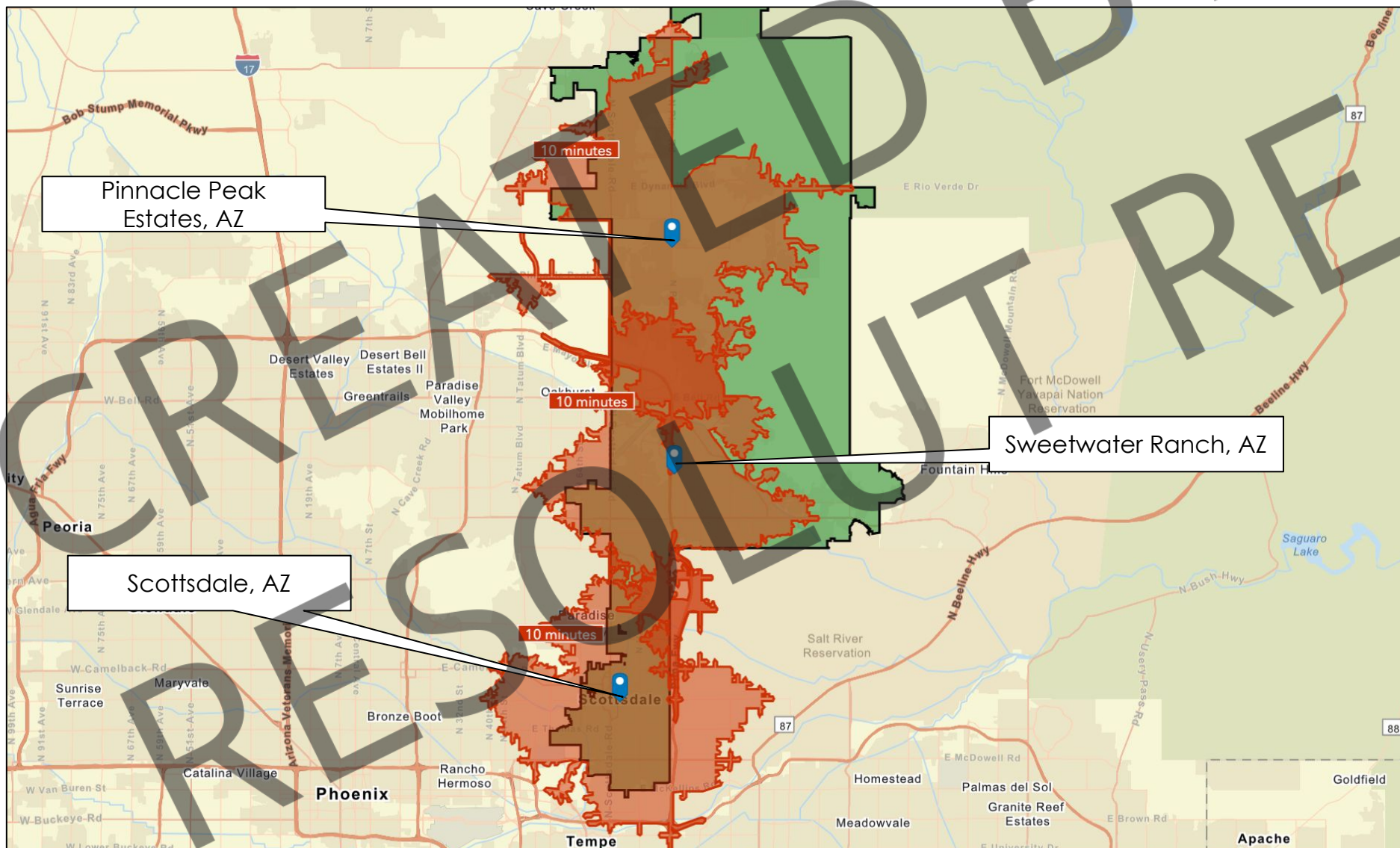
BUSINESS SYNERGY

- SYNERGY 1: 6
- SYNERGY 2: 7
- SYNERGY 3: 3
- SYNERGY 4: 2
- SYNERGY 5: 5
- SYNERGY 6: 3

POTENTIAL MARKETS - 10 MINUTE DRIVE TIME

RESOLUT

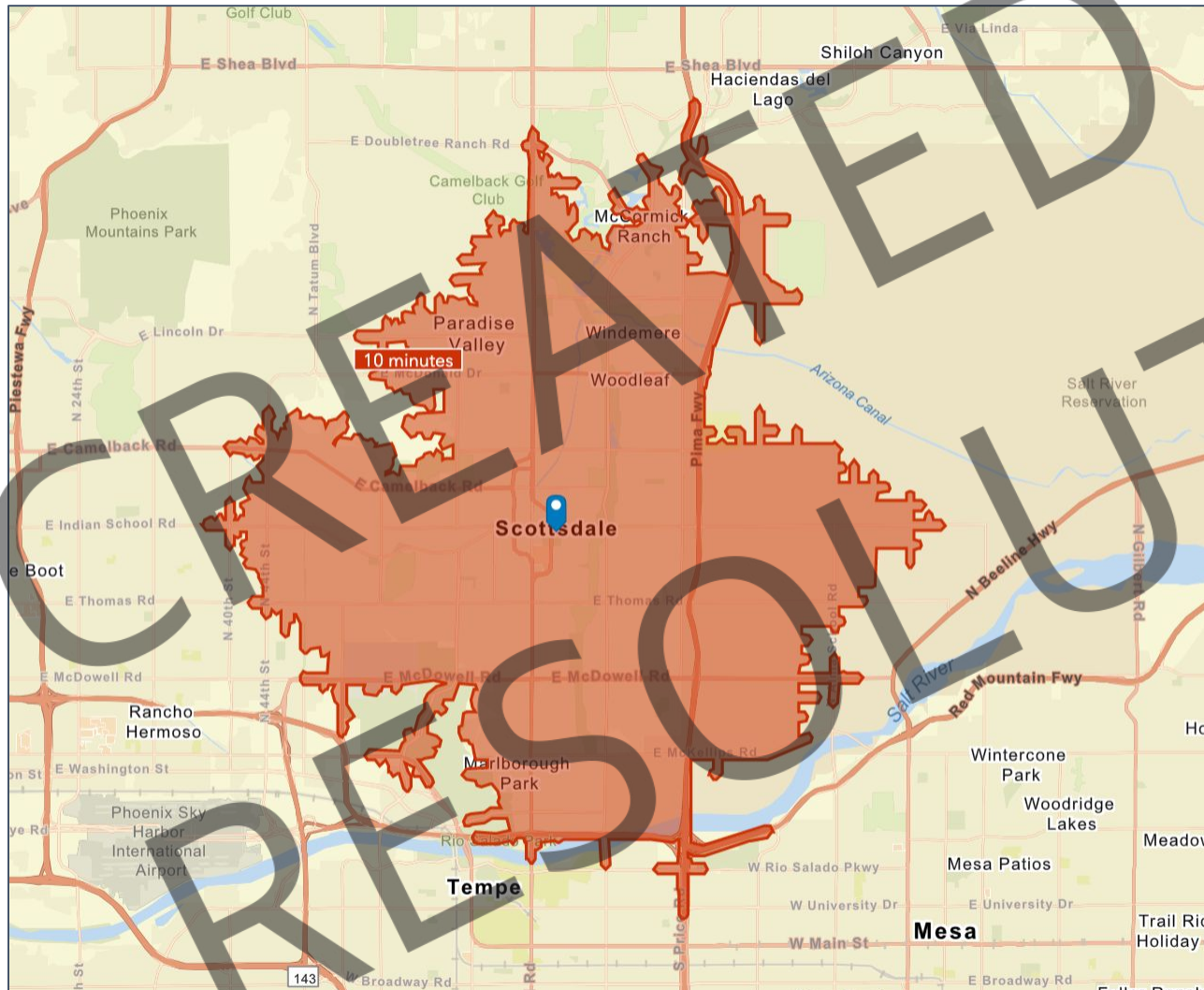
RE



POTENTIAL MARKET - SCOTTSDALE, AZ - 10 MINUTE DRIVE TIME

RESOLUTION

RE



MARKET FACTS

2020 DAYTIME POPULATION	178,187
2010 POPULATION	116,770
2020 POPULATION	134,260
2025 POPULATION	143,160
ANN. POPULATION GROWTH RATE	1.29%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$69,723
2020 AVERAGE HOUSEHOLD INCOME	\$103,864
MEDIAN AGE	42
TOTAL HOUSEHOLDS	65,114
FEMALE POPULATION %	51%

POTENTIAL MARKET - SCOTTSDALE, AZ - 10 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Exercise at club 2+ times per week	18,499	115
Exercise at other facility 2+ times per week	10,246	111
Follow a regular exercise routine	29,470	105
Frequently follow a regular exercise routine	37,381	101
Participated in aerobics in last 12 months	9,040	113
Participated in jogging/running in last 12 months	15,374	111
Participated in weight lifting in last 12 months	12,904	111

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 MARKET - SCOTTSDALE, AZ - 10 MINUTE DRIVE TIME

TAPESTRY SEGMENTATION

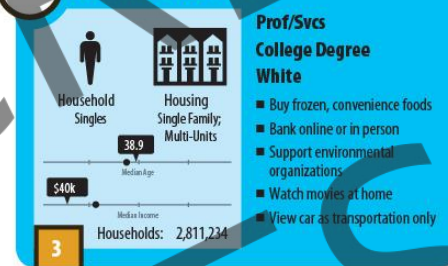
RESOLUT



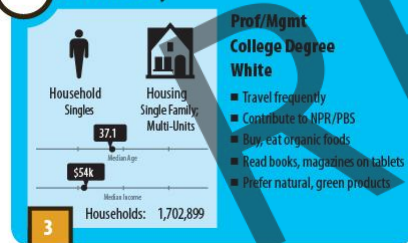
TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Old & NSYNERGY 6omers - 8F	15.6%	15.6%
Emerald City - 8B	12.4%	28.0%
Young & Restless - 11B	7.9%	36.0%

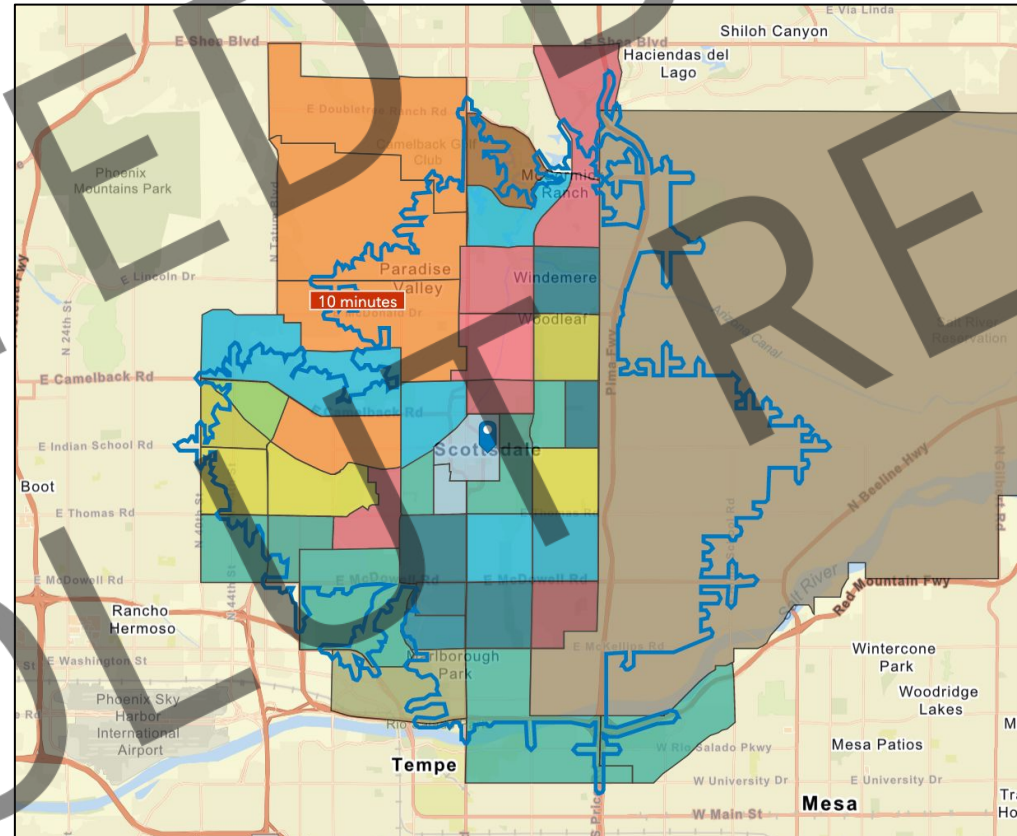
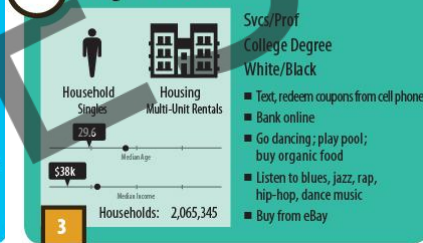
8F Old and Newcomers



8B Emerald City



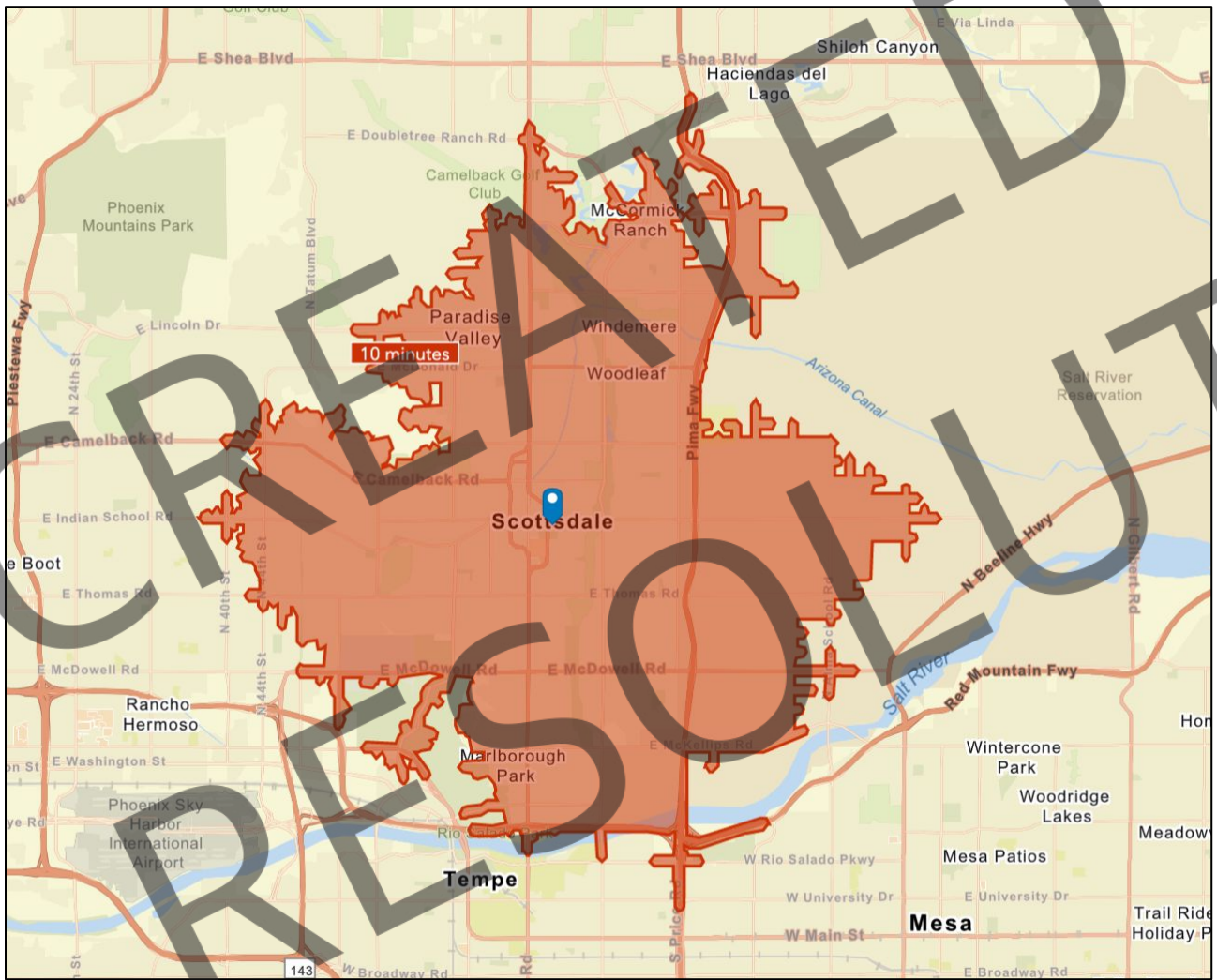
11B Young and Restless



OLD & NSYNERGY 6OMERS EMERALD CITY 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.

POTENTIAL MARKET - SCOTTSDALE, AZ - 10 MINUTE DRIVE TIME
EXISTING COMPETITION









COMPETITION
LOCATIONS

●	GYM 1: 0
●	GYM 2: 0

RE

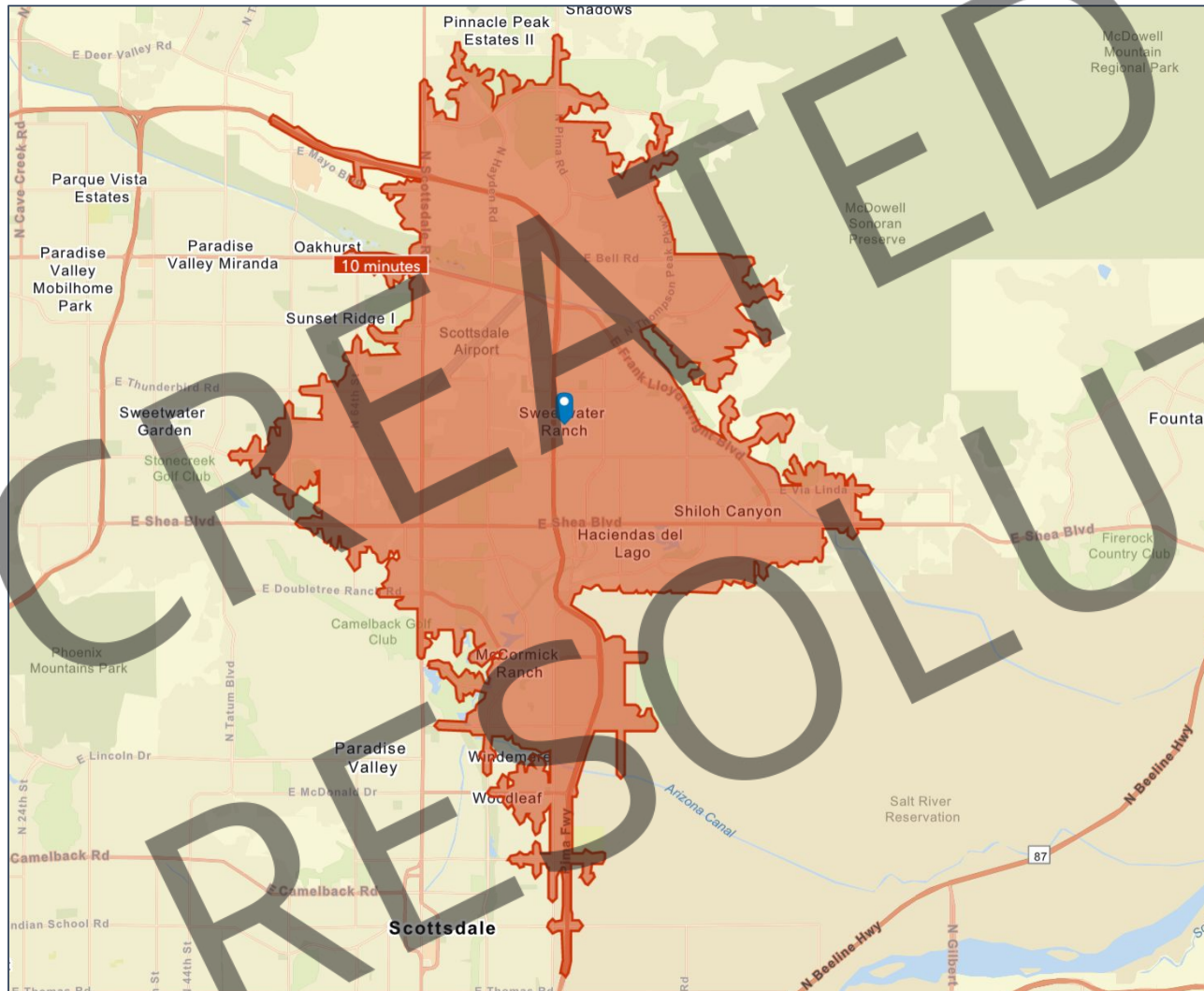


-  SYNERGY 1: 4
-  SYNERGY 2: 2
-  SYNERGY 3: 2
-  SYNERGY 4: 1
-  SYNERGY 5: 2
-  SYNERGY 6: 2

POTENTIAL MARKET - SWEETWATER RANCH, AZ - 10 MINUTE DRIVE TIME

RESOLUT

RE



MARKET FACTS

2020 DAYTIME POPULATION	186,032
2010 POPULATION	105,489
2020 POPULATION	119,929
2025 POPULATION	128,926
ANN. POPULATION GROWTH RATE	1.46%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$97,499
2020 AVERAGE HOUSEHOLD INCOME	\$143,518
MEDIAN AGE	48
TOTAL HOUSEHOLDS	55,445
FEMALE POPULATION %	52%

POTENTIAL MARKET - SWEETWATER RANCH, AZ - 10 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Exercise at club 2+ times per week	20,789	147
Exercise at other facility 2+ times per week	10,484	130
Follow a regular exercise routine	30,648	124
Frequently follow a regular exercise routine	33,556	104
Participated in aerobics in last 12 months	9,542	136
Participated in jogging/running in last 12 months	16,198	133
Participated in weight lifting in last 12 months	13,139	129

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 MARKET - SWEETWATER RANCH, AZ - 10 MINUTE DRIVE TIME

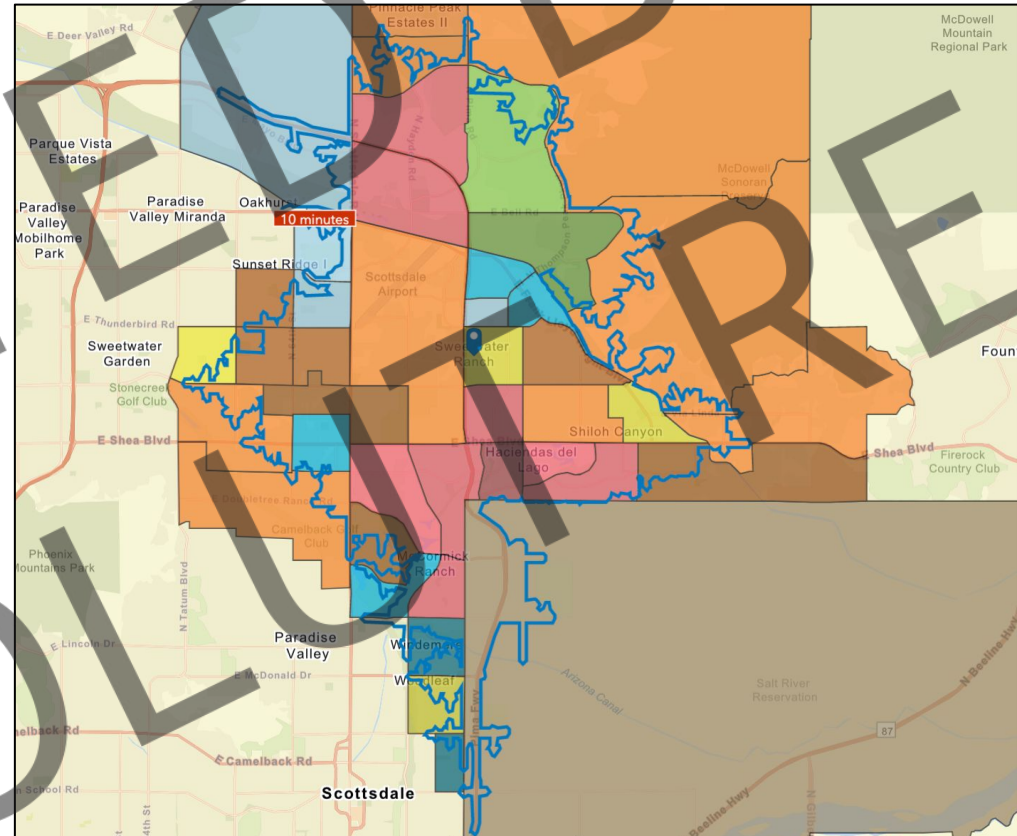
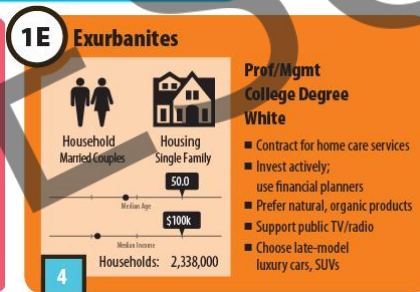
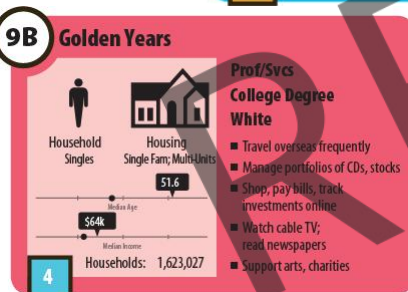
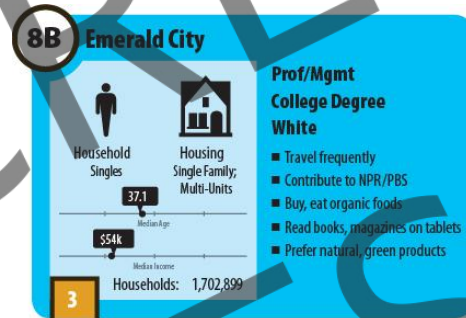
TAPESTRY SEGMENTATION

RESOLUT



TAPESTRY SEGMENTATION

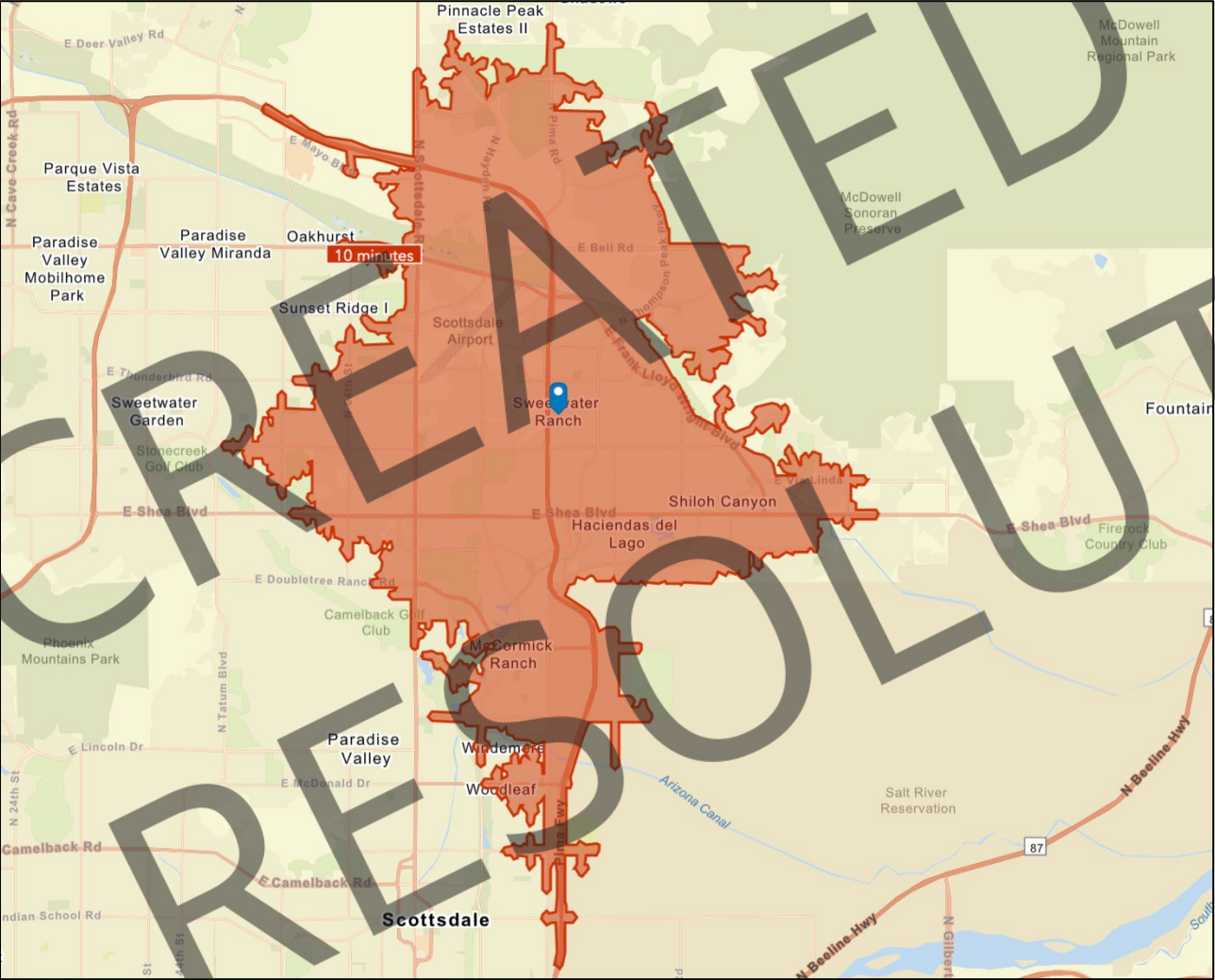
TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Emerald City - 8B	14.4%	14.4%
Golden Years - 9B	13.5%	27.9%
Exurbanites - 1E	11.6%	39.4%



EMERALD CITY GOLDEN YEARS EXURBANITES

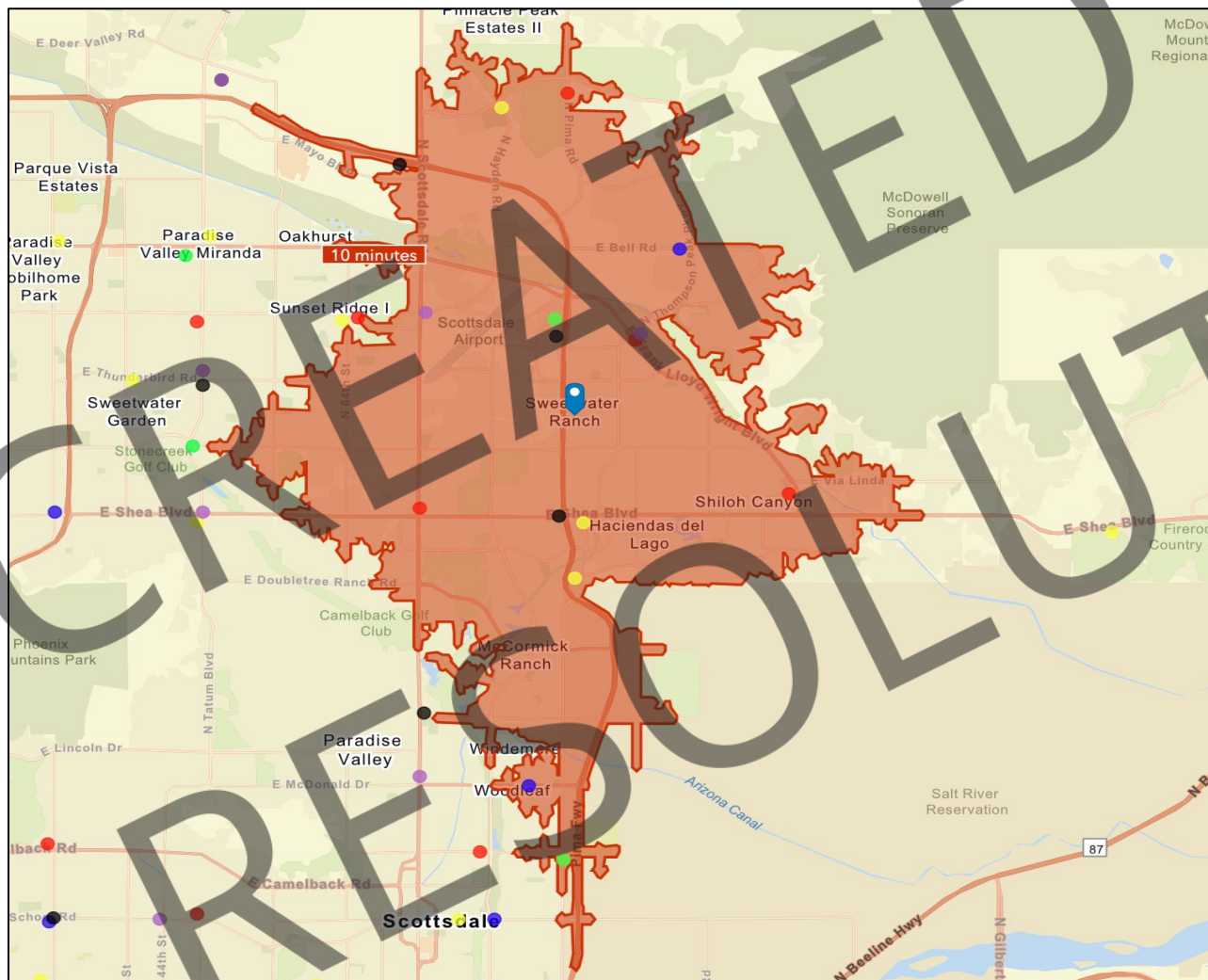
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



POTENTIAL MARKET - SWEETWATER RANCH, AZ - 10 MINUTE DRIVE TIME
EXISTING COMPETITION



COMPETITION # LOCATIONS	
●	GYM 1: 0
●	GYM 2: 0

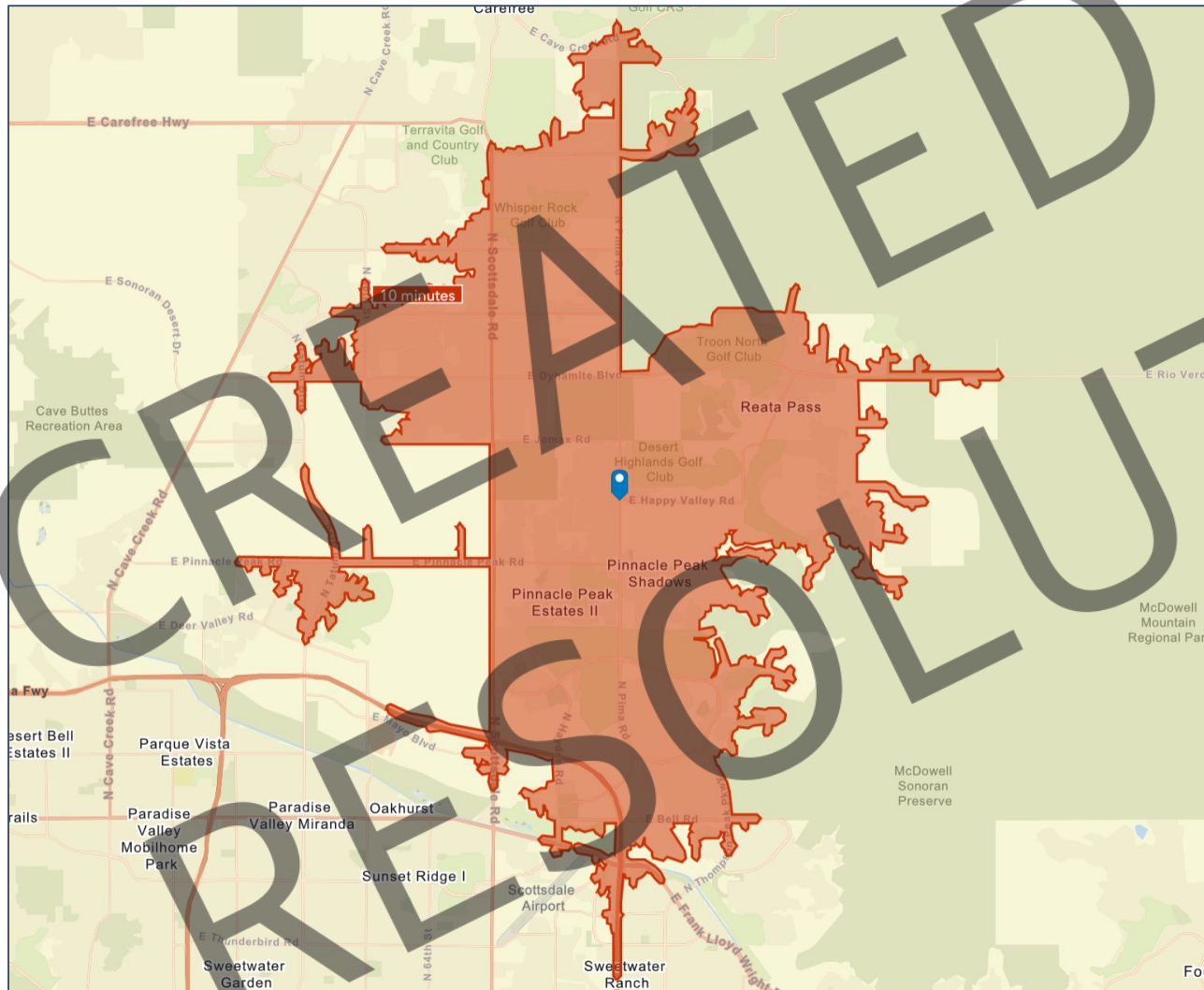
RESOLUT



-  SYNERGY 1: 3
-  SYNERGY 2: 5
-  SYNERGY 3: 2
-  SYNERGY 4: 2
-  SYNERGY 5: 3
-  SYNERGY 6: 2

POTENTIAL MARKET - PINNACLE PEAK ESTATES, AZ - 10 MINUTE DRIVE TIME

RESOLUT



MARKET FACTS

2020 DAYTIME POPULATION	63,254
2010 POPULATION	46,042
2020 POPULATION	56,243
2025 POPULATION	61,792
ANN. POPULATION GROWTH RATE	1.90%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2020 MEDIAN HOUSEHOLD INCOME	\$133,432
2020 AVERAGE HOUSEHOLD INCOME	\$186,494
MEDIAN AGE	51
TOTAL HOUSEHOLDS	23,307
FEMALE POPULATION %	51%

POTENTIAL MARKET - PINNACLE PEAK ESTATES, AZ - 10 MINUTE DRIVE TIME

MARKET POTENTIAL INDEX

Consumer Behavior	Expected # of Adults/HHs	Market Potential Index
Exercise at club 2+ times per week	9,605	150
Exercise at other facility 2+ times per week	4,509	123
Follow a regular exercise routine	14,570	130
Frequently follow a regular exercise routine	15,768	107
Participated in aerobics in last 12 months	4,410	138
Participated in jogging/running in last 12 months	7,055	127
Participated in weight lifting in last 12 months	5,971	129

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 MARKET - PINNACLE PEAK ESTATES, AZ - 10 MINUTE DRIVE TIME

TAPESTRY SEGMENTATION

RESOLUT

RE

TAPESTRY SEGMENTATION

TAPESTRY SEGMENT	PERCENT	CUMULATIVE PERCENT
Professional Pride - 1B	22.4%	22.4%
Silver & Gold - 9A	17.4%	39.8%
Top Tier - 1A	15.8%	55.7%

1B Professional Pride



Household
Married Couples



Housing
Single Family

**Prof/Mgmt
College Degree
White**

- Upgrade picture-perfect homes
- Hold 401(k) and IRA plans/securities
- Own latest tablets, smartphones, and laptops
- Read epicurean, sports, home service magazines
- Own 2-3 vehicles

40.8
Median Age

\$132k
Median Income

4

Households: 1,926,841

9A Silver & Gold



Household
Married Couples
w/ No Kids



Housing
Single Fam; Seasonal

**Retired/Prof/Svcs
College Degree
White**

- Play golf; go boating
- Draw retirement income
- Exercise regularly
- Read newspapers, magazines, books
- Prefer luxury cars, SUVs, convertibles

62.4
Median Age

\$66k
Median Income

4

Households: 910,072

1A Top Tier



Household
Married Couples



Housing
Single Family

**Prof/Mgmt
College Degree
White**

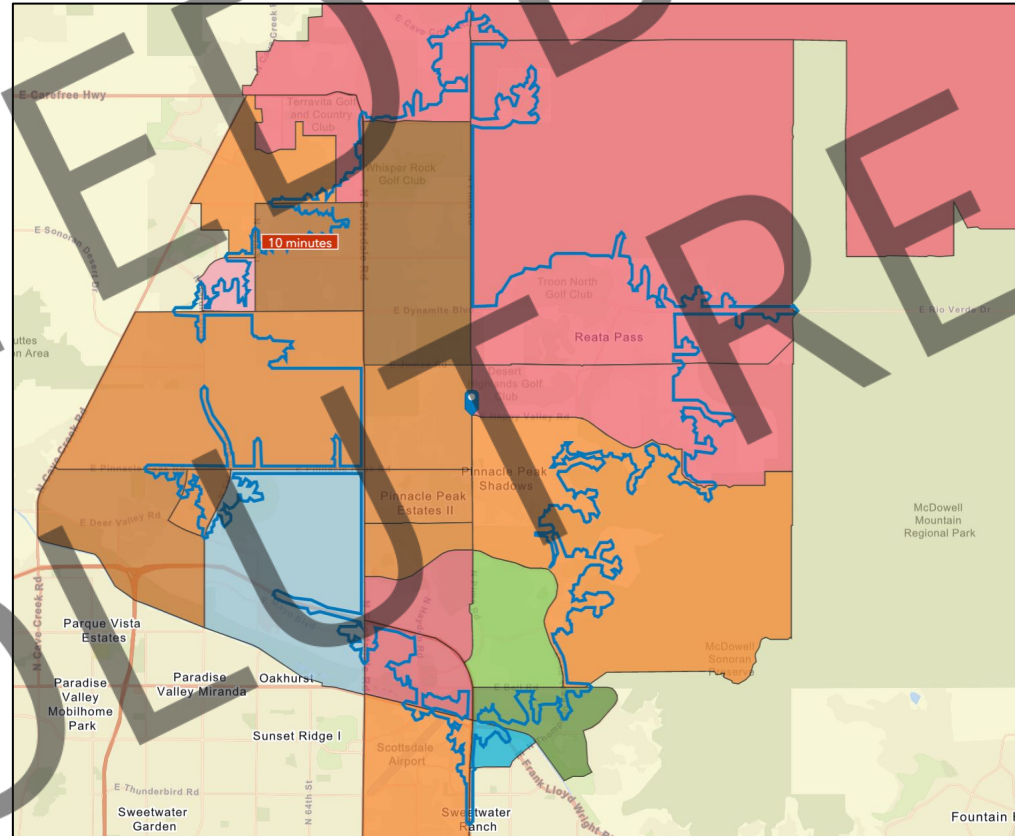
- Own lavish vacation homes
- Hire financial advisers
- Shop at high-end retailers/chains
- Access radio and newspapers online
- Purchase/Lease fully equipped luxury cars

46.7
Median Age

\$166k
Median Income

4

Households: 2,073,878



PROFESSIONAL
PRIDE



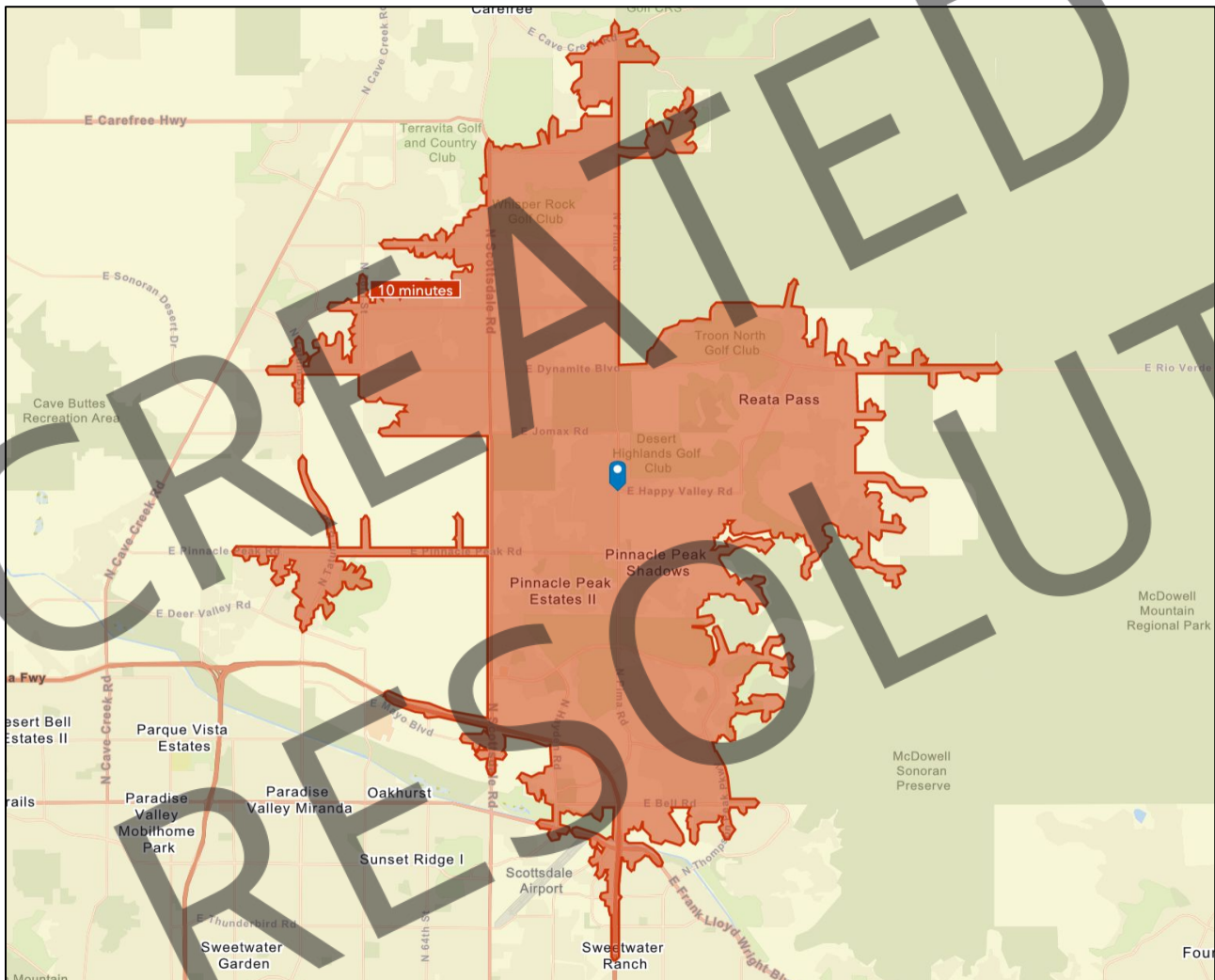
SILVER & GOLD



TOP TIER

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.

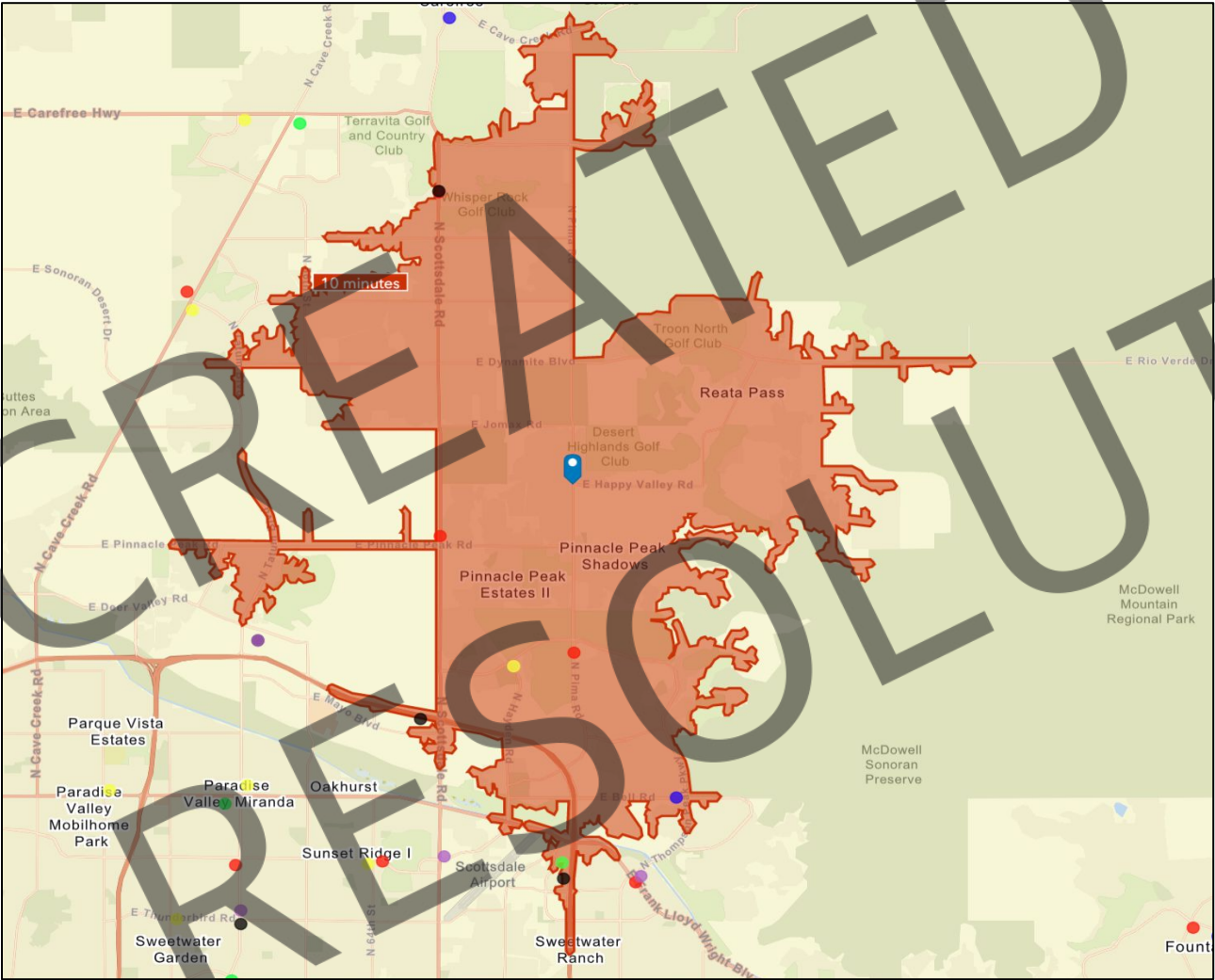
POTENTIAL MARKET - PINNACLE PEAK ESTATES, AZ - 10 MINUTE DRIVE TIME
EXISTING COMPETITION



COMPETITION
LOCATIONS

●	GYM 1: 0
●	GYM 2: 0

POTENTIAL MARKET - PINNACLE PEAK ESTATES, AZ - 10 MINUTE DRIVE TIME
BUSINESS SYNERGY



BUSINESS SYNERGY

- SYNERGY 1: 1
- SYNERGY 2: 3
- SYNERGY 3: 1
- SYNERGY 4: 1
- SYNERGY 5: 3
- SYNERGY 6: 0

PHOENIX METROPOLITAN AREA SUMMARY - 10 MINUTE DRIVE TIME

RESOLUT



	Daytime Pop. [2020]	Total Pop. [2010]	Total Pop. [2020]	Total Pop. [2025]	Annual Pop. Growth Rate [2020]	Median HH Income [2020]	Avg. HH Income [2020]	Median Age [2020]	Total Households [2020]	Female Population %
Existing: 1605 N 7th Ave, Phoenix, AZ	388,024	258,739	295,348	320,024	1.62%	\$41,330	\$60,869	30	102,954	47%
Potential: Scottsdale, AZ	178,187	116,770	134,260	143,160	1.29%	\$69,723	\$103,864	42	65,114	51%
Potential: Sweetwater Ranch, AZ	186,032	105,489	119,929	128,926	1.46%	\$97,499	\$143,518	48	55,445	52%
Potential: Pinnacle Peak Estates, AZ	63,254	46,042	56,243	61,792	1.90%	\$133,432	\$186,494	51	23,307	51%

RESOLUT

RE

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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