

RESOLUT

RE

NATIONAL PLATFORM



Tenant Representation



AS A RESOLUT RE CLIENT, WE WILL HELP YOU:

If you are looking for a retail space:

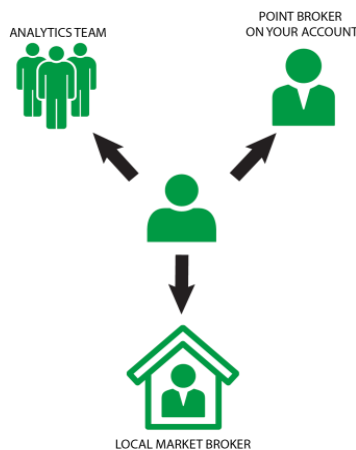
- Locate
- Negotiate
- Lease
- or Purchase

If you have surplus retail space:

- Market
- Lease
- Sublease
- or Sell

OUR HOLISTIC APPROACH TO OUR CLIENTS' EXPANSION NEEDS:

We believe that success is achieved when our team works as one, cohesive unit with you:



We will all work together and collaborate to make sure that all viewpoints and areas of expertise are heard and factored into the final construction of your expansion blueprint.

We pride ourselves in:

- Long-lasting relationships with our clients
- Customizing our strategies whether our client is in the restaurant, apparel, fitness, or another industry
- Being with our clients for the long haul & helping them outposition and outperform their competition
- Representing global, national, regional and local tenants, wherever their business growth leads them
- Our exceptional research and execution capabilities that allow us to achieve deals for our clients in superior spaces, in a timely manner, and at below-market pricing

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Our Clients



300+ CLIENTS

50 STATES

130+ COUNTRIES



"RESOLUT RE plays an instrumental role in our expansion plans. In a marketplace wrought with competition, they have demonstrated their "take no prisoners" approach to real estate solutions. They know the marketplace, create strategic plans and never allow roadblocks to get in their way. Our franchisees no longer fear the "unknown world" of site selection and don't shudder at the thought of lease negotiations. Our expansion plans would not look the way they do without the help of the smart, savvy and kind folks RESOLUT RE.

You want to "amp" up your development plans, grow your brand exponentially and be the leader in your category? Call upon RESOLUT RE, it's the smartest move you can make.

That's what I did at Gloria Jean's Coffees and It's a Grind Coffee Houses and have never looked back."

Laina Sullivan, CFE
Gloria Jean's Coffees
It's A Grind Coffee House

"Sherry Sanchez is one of the more professional, put together and thorough people that I have ever had the pleasure of working with. Her competency and professionalism are great representations of our brand and make our partnership with our franchisees that much better. I couldn't be happier working with Sherry and RESOLUT RE."

Bill DiPaola
President/Chief Operating Officer
Dat Dog

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Market Analytics Platform



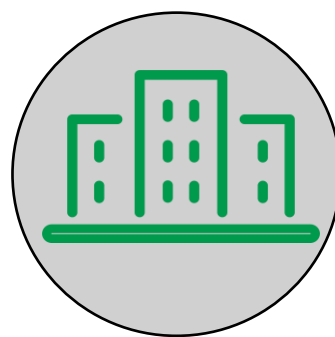
COMPASS



BUILDER



CITY SKYLINES



TOOLBOX



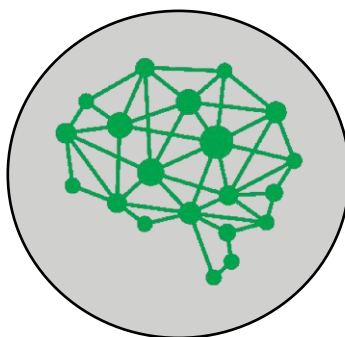
SCORECARD



MARKET DISCOVERY



ARTIFICIAL INTELLIGENCE



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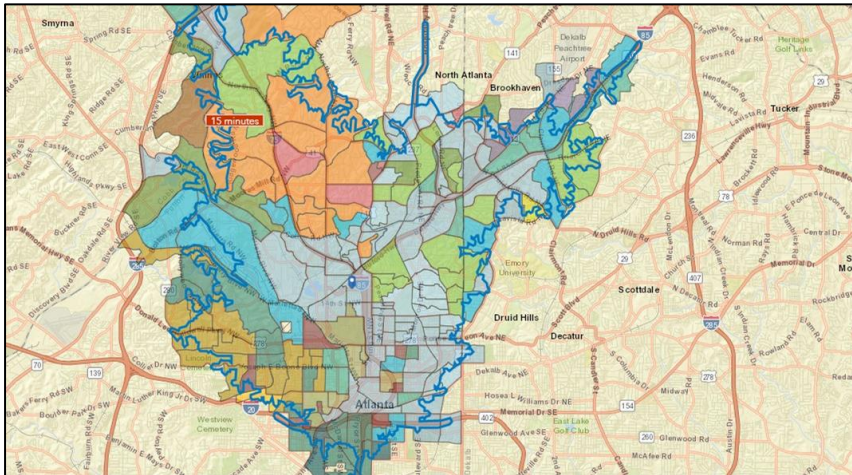
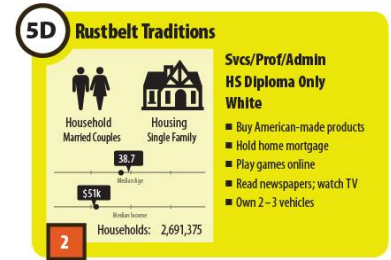
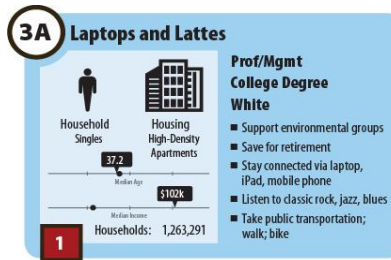
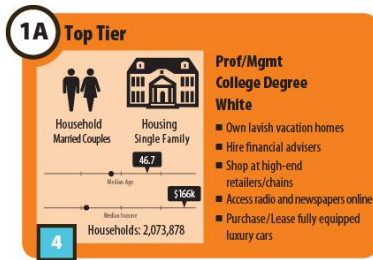


COMPASS: IDENTIFYING THE CONSUMER BASE



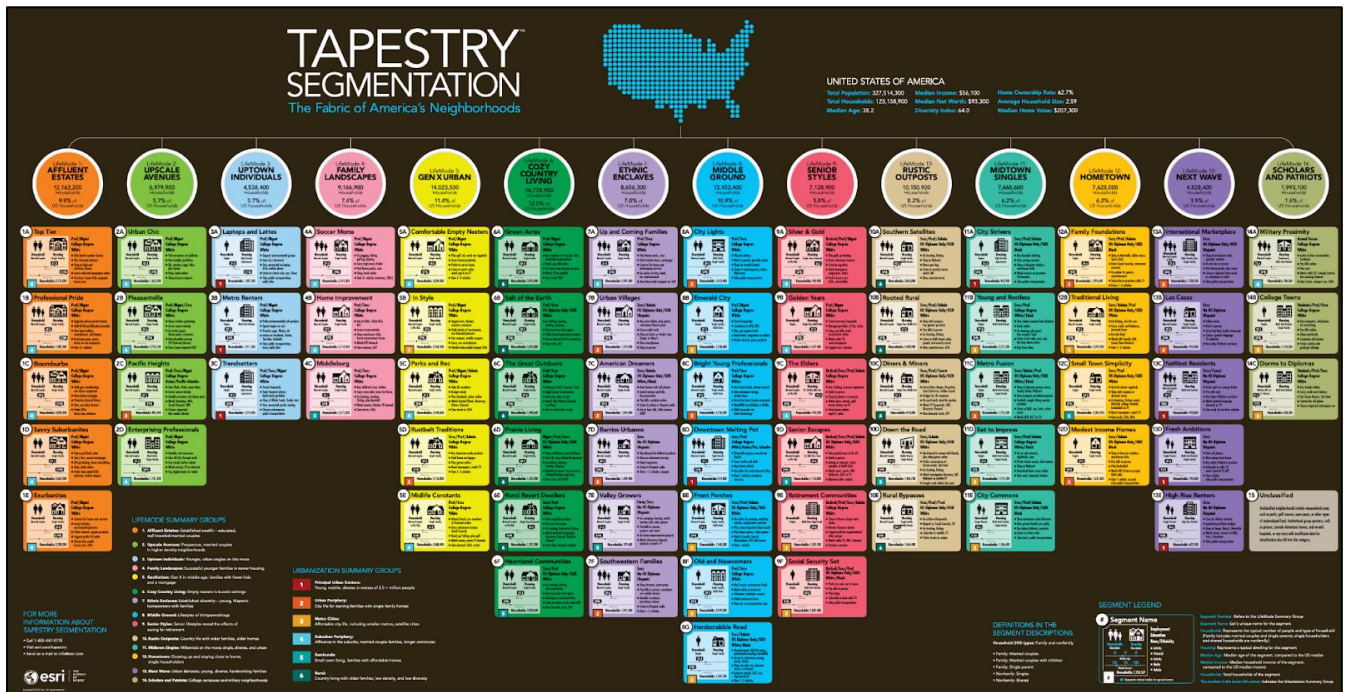
THIS PROGRAM ASKS...

- 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?



Above is an example of a tapestry segmentation map with the top 3 segments shown in the cards to the left with their respective descriptions. This illustrates the information Retail Compass gathers to identify the consumer base

Tapestry Segmentation – National Perspective



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

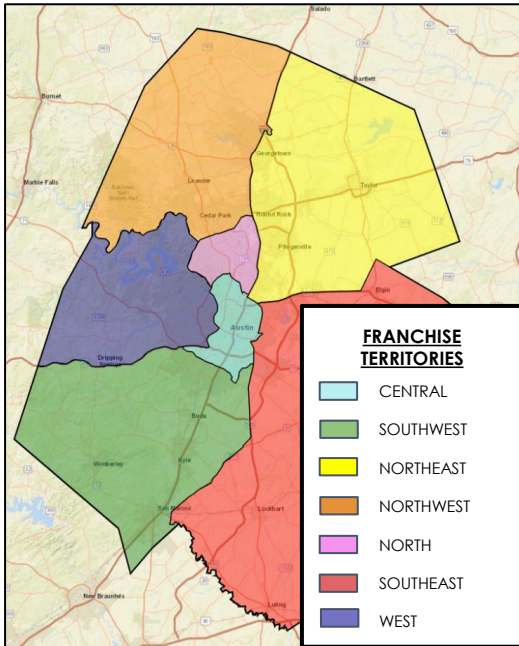
- 7. Ethnic Enclaves:** Established diversity—young, Hispanic homeowners with families
- 8. Middle Ground:** Lifestyles of thirtysomethings
- 9. Senior Styles:** Senior lifestyles reveal the effects of saving for retirement
- 10. Rustic Outposts:** Country life with older families, older homes
- 11. 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

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Market Analytics Platform

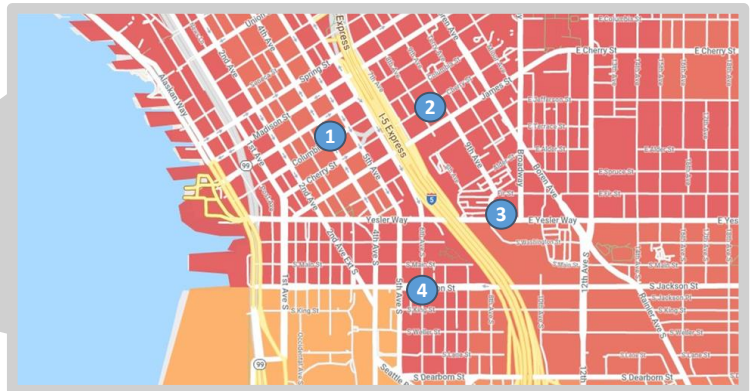
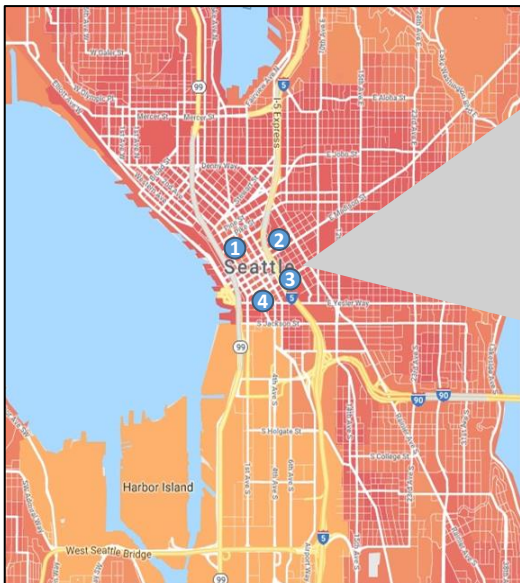


BUILDER: STRATEGIZING ENTRY INTO NEW MARKETS



THIS PROGRAM ASKS:

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



The image to the left is an example of a Market Optimization analysis, one of the most utilized reports within Builder. Market Optimization demonstrates the optimal unit capacity (based on a select number of variables) within a given market.

Market Analytics Platform



CITY SKYLINES: A STRATEGIC BLUEPRINT FOR FUTURE EXPANSION

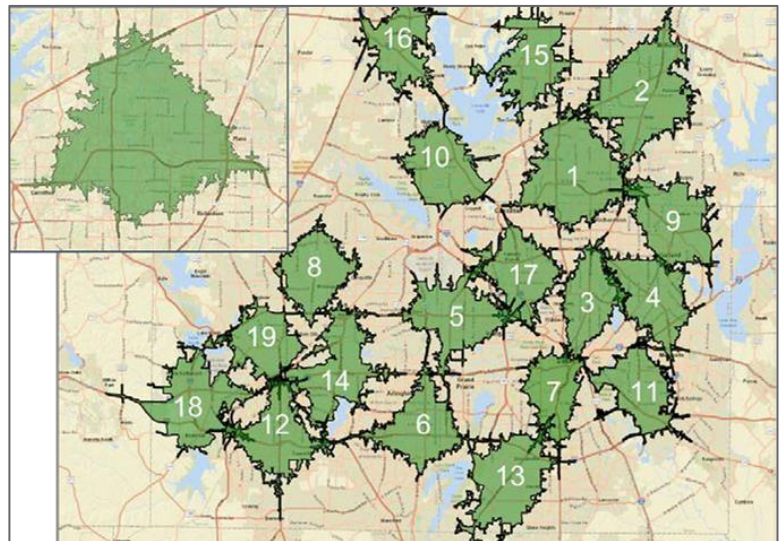


THIS PROGRAM COMBINES INFORMATION FROM COMPASS AND BUILDER AND ASKS...

- Using existing domestic market presence as a benchmark, how can we score the potential markets?
- Based on market capacity (# of customers) and store capacity (# of units), how can we optimize the client's expansion?
- Factoring in existing competition, how the consumer base spends its money, and geo-demographic analysis, how will we plan for future expansion in this market?

CAPACITY SCENARIOS

STRATEGY	# OF STORE(S)
Conservative	1
Moderate	4
Aggressive	8



The map and chart illustrate store capacity and three market penetration scenarios based on the information gathered in City Skylines.

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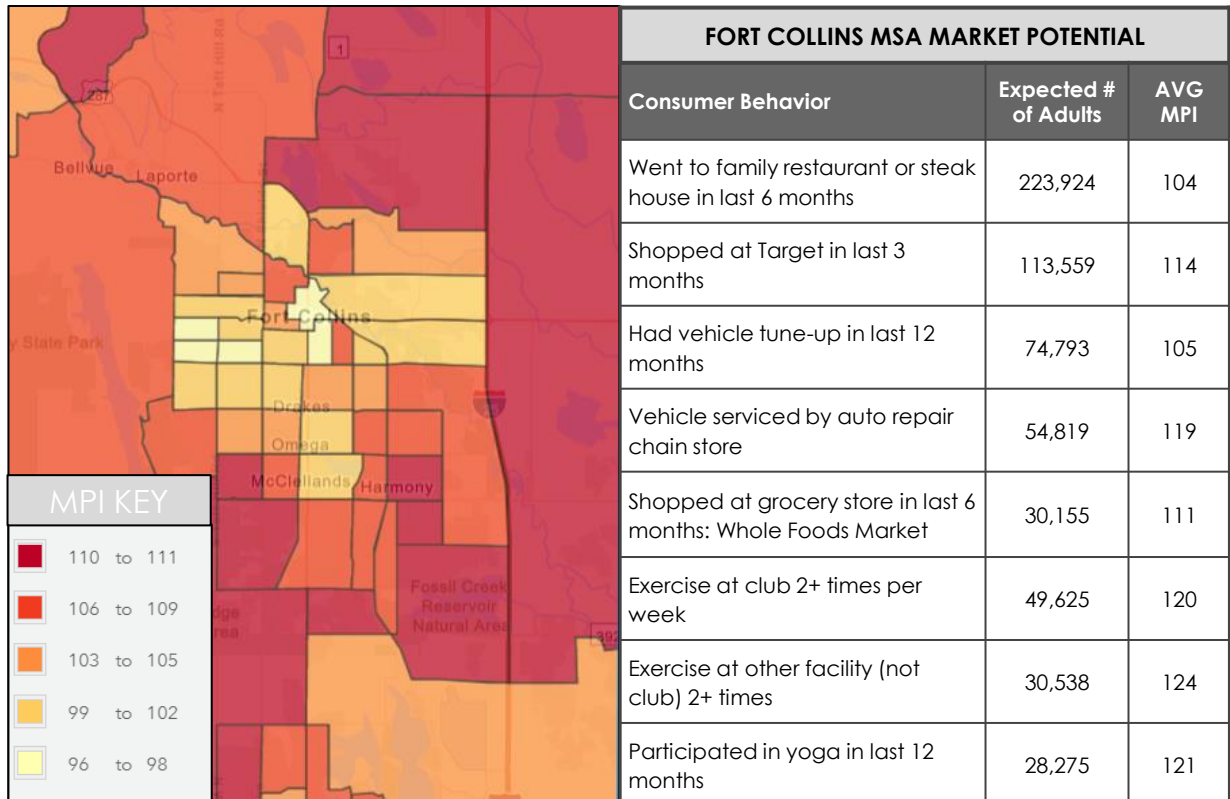
TOOLBOX: PICK WHICH SPECIFIC TOOLS YOU NEED



SOLUTIONS MOLDED ON A CASE-BY-CASE BASIS

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

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



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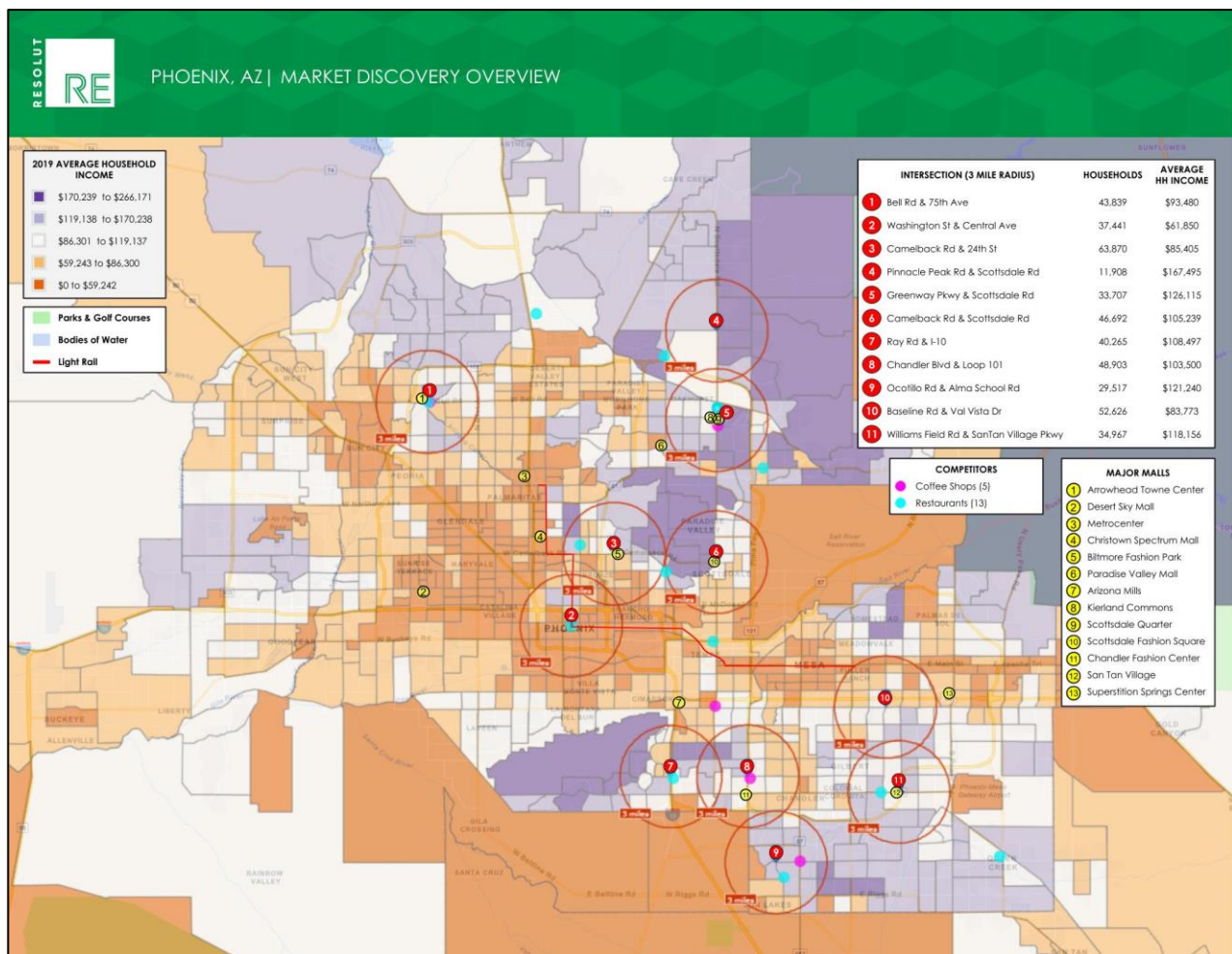
Market Analytics Platform



CITY MARKET DISCOVERY

Provide your clients with a powerful city snapshot

- Customized to suit your clients needs
- Interchangeable Variables
- Identification of potential Target Markets
- Sequence Opportunities
- Manage Expectations



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Artificial Intelligence

- RESOLUT RE brings customer understanding to a whole new level!
- Gain valuable insights into knowing who is your ideal customer, but also answer those questions focused on understanding the behaviors, patterns, likes and dislikes your customers may or may not have with your location.
- Where are my customers coming from? Home? Work?
- When customers do visit my location, how long do they stay? How frequently do they visit?
- How does my location compare against my peers?
- Tap into the RESOLUT RE world of AI (Artificial Intelligence), as we journey into the mind of your consumer.



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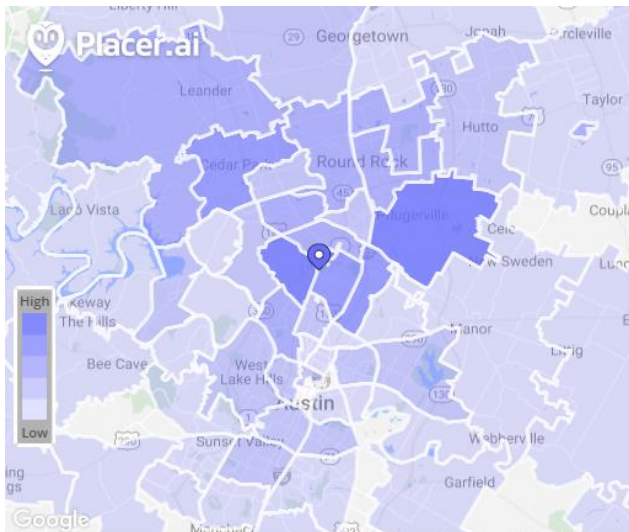
Market Analytics Platform



Site Insights

- *Site Insights* allow the RESOLUT RE Team to dive into a specific location/development to determine customer patterns and concentrations (where are they coming from?)
- Understand the journey from home and the journey from work to visit the site!

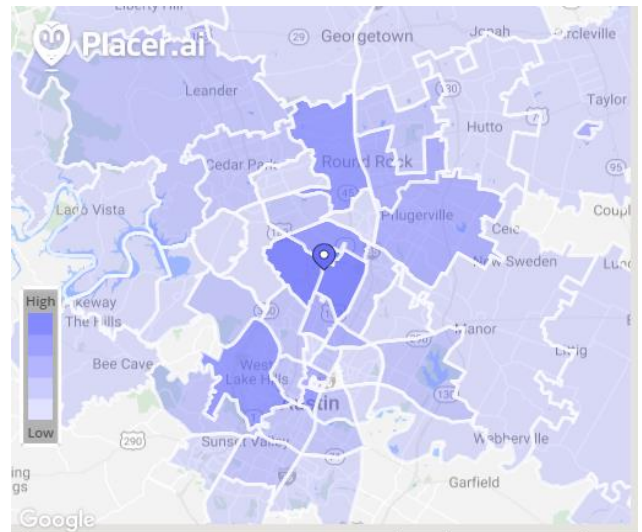
Site - Visit By Home



The Domain / 11310 Domain Dr., Austin, 78758, TX | Based on visitor By Home Location | Jan 1st, 2020 - Jun 30th, 2020

Data provided by Placer Labs Inc. (www.placer.ai)

Site - Visit By Work



The Domain / 11310 Domain Dr., Austin, 78758, TX | Based on visitor By Work Location | Jan 1st, 2020 - Jun 30th, 2020

Data provided by Placer Labs Inc. (www.placer.ai)

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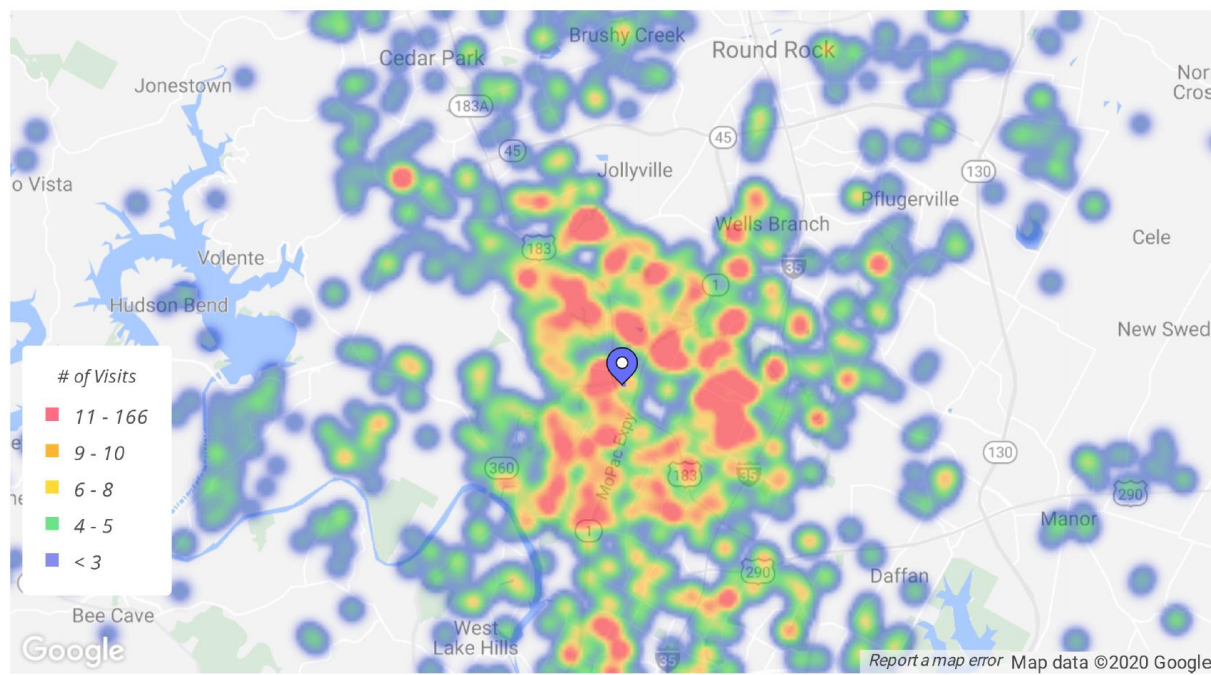


Site Insights

- Determine the true *Catchment Zone* of those individuals that are frequenting a location.
- Whether it's a retail center or an individual location, RESOLUT RE can capture the reach of your site.

Trade Area - Home Location

● Best Buy / Research Blvd



Unique # of Visits | Showing Home | At least 1 visit | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)



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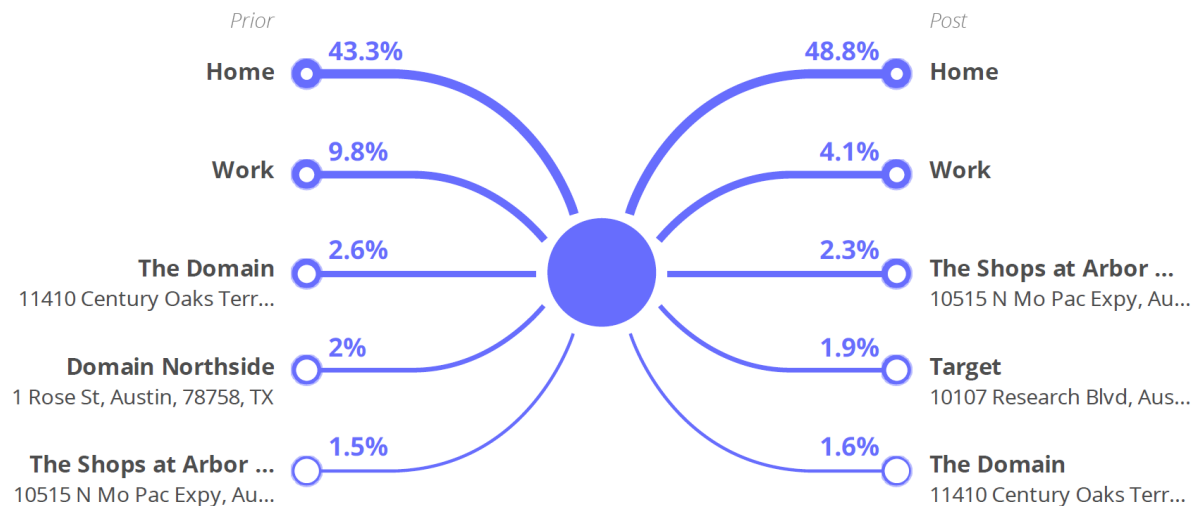


Customer Journey

- The *Customer Journey* is a crucial metric to understanding the movement or pattern of those individuals that frequent a location.
- **Prior** refers to where was the customer before coming to your location. **Post** refers to where the customer was going after visiting your location.

Customer Journey

Best Buy / Research Blvd



Jan 1, 2020 - Jun 30, 2020

Data provided by Placer Labs Inc. (www.placer.ai)



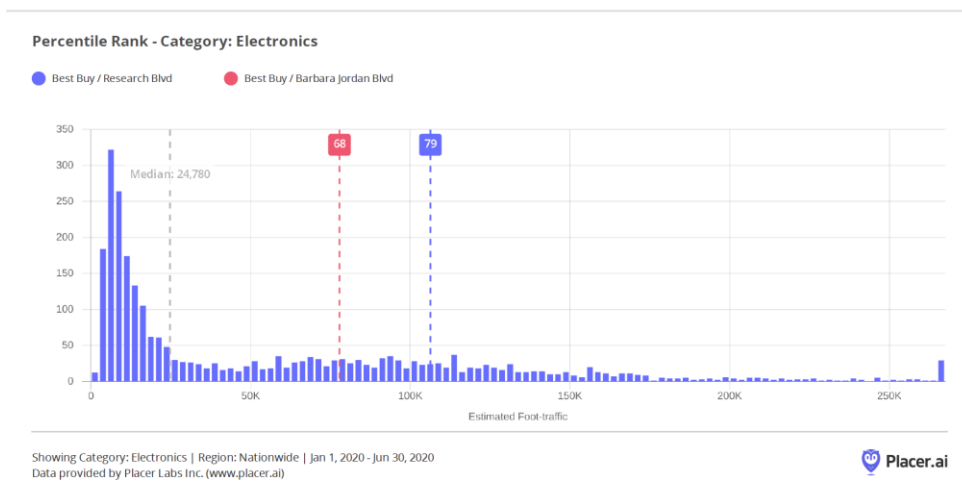
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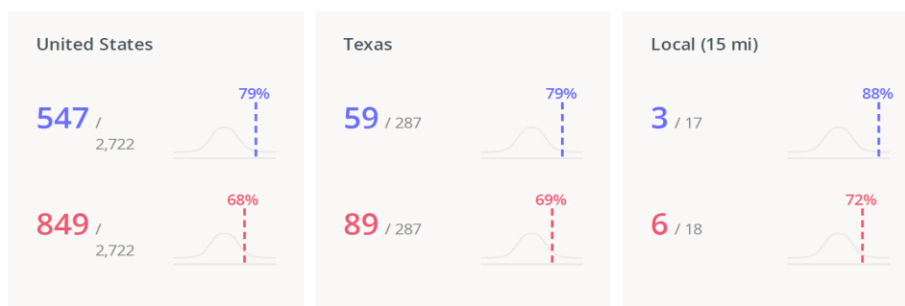
Perspective

- How does your location rank up against other chains or malls?
- RESOLUT RE shows you some *Perspective* by comparing foot traffic against your peers.



Ranking Overview - Category: Electronics

● Best Buy / Research Blvd ● Best Buy / Barbara Jordan Blvd



Showing Category: Electronics | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)

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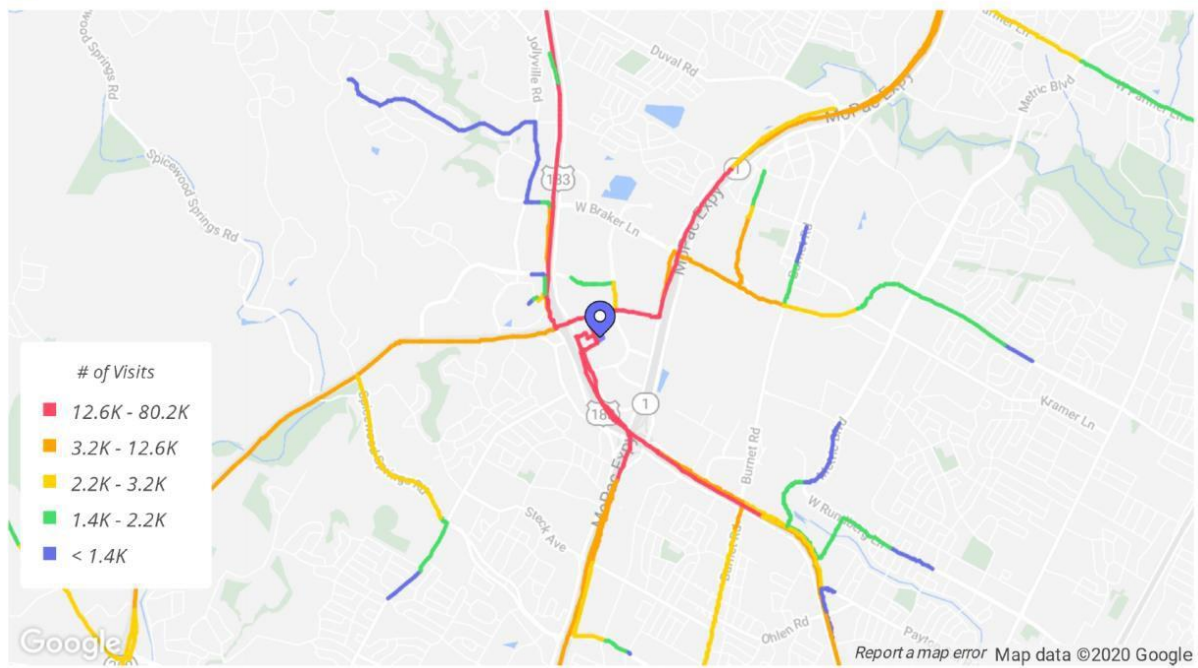


Customer Journey

- The Customer Journey begins from the Prior Location. What is the roadmap customers are taking to get to their next destination?

Customer Journey: Routes - Prior Location

● Best Buy / Research Blvd



From Prior Location | Jan 1, 2020 - Jun 30, 2020
Data provided by Placer Labs Inc. (www.placer.ai)

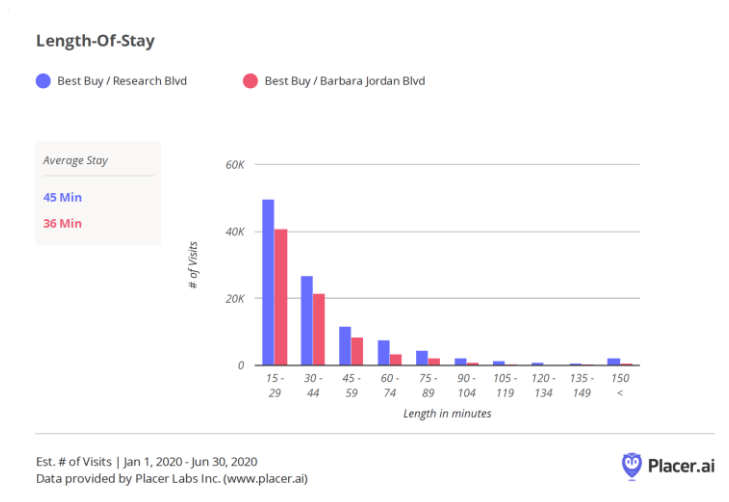
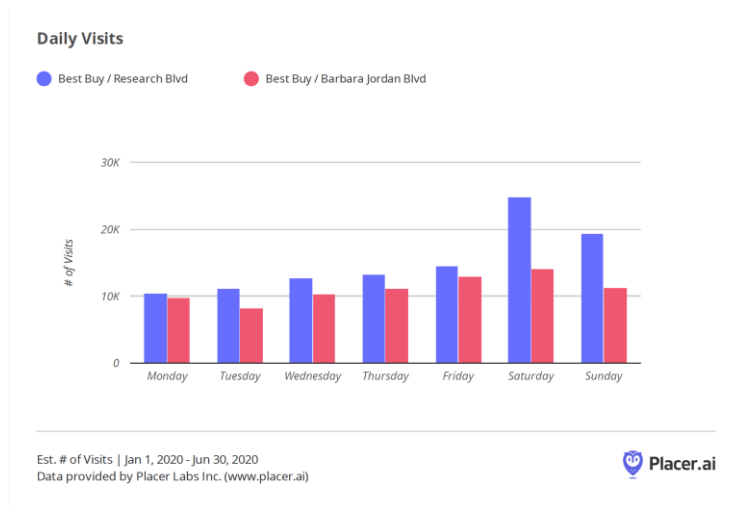


Market Analytics Platform



Brand Loyalty

- Brand Loyalty is crucial to long term success.
- Understand which days of the week are peak, which times of the day and how long a customer (or potential customer) stays at your location is necessary to maintain strong customer retention.



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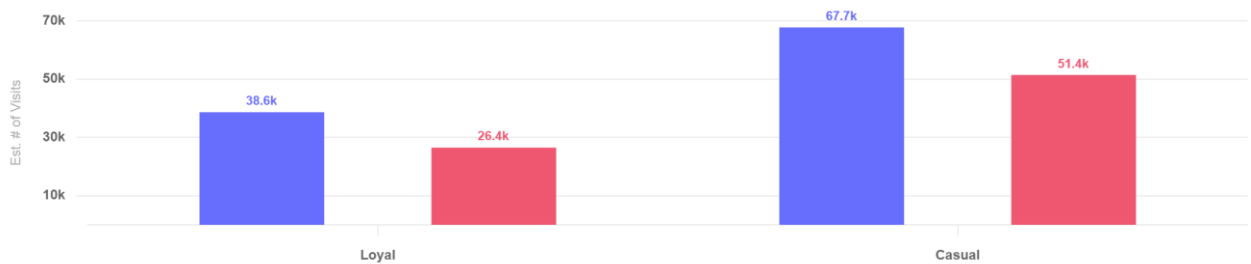
Market Analytics Platform



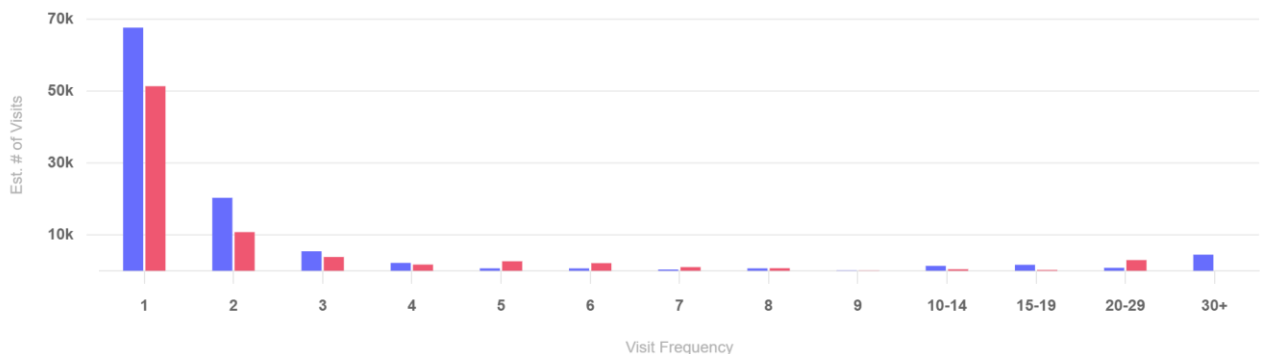
Brand Loyalty

- Differentiate between who is a loyal customer against a more casual customer.
- Measure the frequency and cumulative number of visits from both loyal and casual perspectives.

Visits Frequency



Accumulated Visits



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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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Connect With Us



DAVID SIMMONDS

PRESIDENT & FOUNDER

david@resolutre.com

512.917.0416



GEORGE ANDERSON

DIRECTOR OF MARKET ANALYTICS & RESEARCH

george@resolutre.com

512.765.2310



SAMUEL HARTLEY

ASSOCIATE VICE PRESIDENT

shartley@resolutre.com

910.685.6376

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