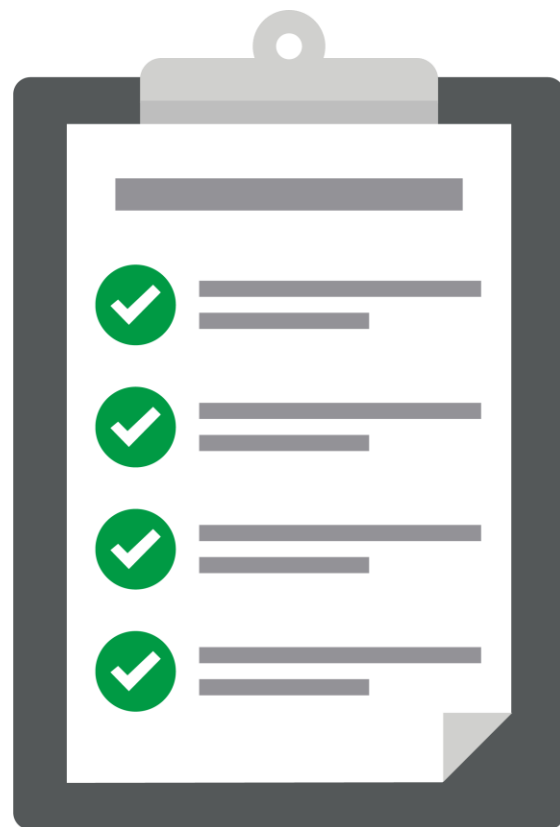




CLIENT DATA CHECKLIST

MARKET ANALYTICS & RESEARCH



CLIENT DATA CHECKLIST – MARKET ANALYTICS & RESEARCH

COMPANY INFORMATION

COMPANY NAME: _____ WEBSITE ADDRESS: _____

HEADQUARTERS ADDRESS: _____

CONTACT INFO - PHONE: _____ EMAIL ADDRESS: _____

LOCATIONAL DATA

- List of all current locations in Excel. (Street Address, Zip Code, City; all separate columns).
- List of all new /pending locations in Excel. (Street Address, Zip Code, City; all separate columns).
- List of all closed locations in Excel. (Street Address, Zip Code, City; all separate columns).
- Total sales per location.
- Age of each location.

CUSTOMER DATA

- Do you have customer data/addresses? **YES/NO.**
- If Yes, please provide in Excel; **this must not include Customer Names/Email/Phone Numbers.**

TARGET CUSTOMER

- Have you identified your target customer? **YES/NO.**
- If yes, please fill out the information included in the provided box, along with any other pertinent information regarding the target customer.

AVG. INCOME: _____

AGE RANGE: _____

GENDER: _____ % MALE _____ % FEMALE

OTHER: _____

CLIENT DATA CHECKLIST – MARKET ANALYTICS & RESEARCH

MARKET DATA – TRADE AREA DELINEATION

- MILES (1 MILE / 3 MILE / 5 MILE)
- DRIVE TIME (5 MIN / 10 MIN / 15 MIN)
- PEDESTRIAN WALK TIME (1 MIN / 3 MIN / 5 MIN)

MARKET CAPACITY (EG 1 STORE PER 100,000 PEOPLE)

MARKET DATA – MARKET ENVIRONMENT

- URBAN / RURAL
- PRIMARY/ SECONDARY/ TERTIARY CITIES

LIST OF ALL COMPETITORS (JUST NAME):

SYNERGY DRIVERS (Companies/ Organizations that complement your locations):

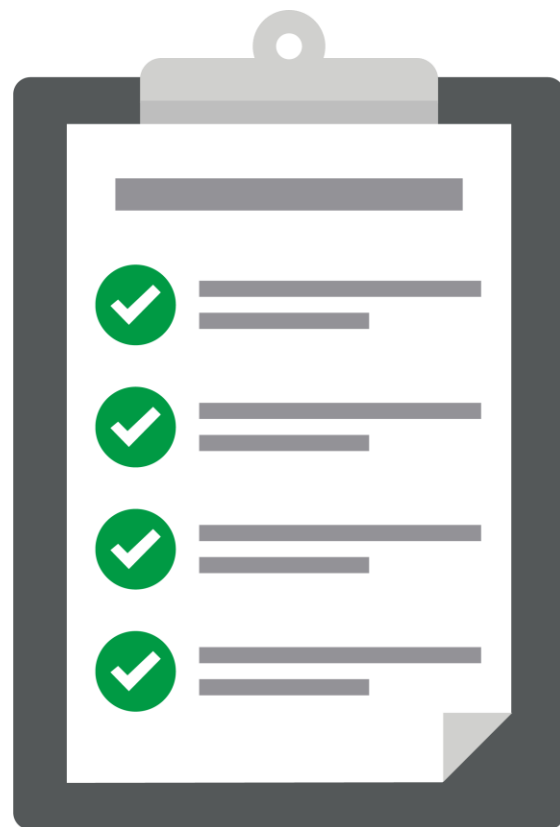
DISCLAIMER

RESOLUT RE will treat all information provided above with the strictest confidentiality. If required, RESOLUT RE is willing to sign any Non Disclosure Agreements as required.



CLIENT DATA CHECKLIST

REAL ESTATE – SITE SELECTION



CLIENT DATA CHECKLIST – REAL ESTATE – SITE SELECTION

CLIENT INFORMATION

CLIENTNAME: _____ WEBSITE ADDRESS: _____

CONTACT INFO - PHONE: _____ EMAIL ADDRESS: _____

CLIENTTYPE: CORPORATE FRANCHISOR FRANCHISEE DEVELOPER LANDLORD

OTHER: _____

MARKET ENVIRONMENT

DOWNTOWN INDUSTRIAL PARK

REGIONAL MALL NEIGHBORHOOD/COMMUNITY MALLS

RETAIL STRIP GROCERY STORE ANCHORED CENTERS

OFFICE PARKS NON-TRADITIONAL (AIRPORTS, HOSPITALS, UNIVERSITIES)

DESIRED TYPES OF CO-TENANTS: _____

SITE CRITERIA

UNITSIZE (SQ FT - RANGE): _____

RENTAL RATE (RANGE): _____

UNITPOSITION: FREESTANDING PAD END CAP INLINE SPACE

OWN OR RENT: OWN RENT

LEASE TERM: 5 YEARS 10 YEARS OTHER: _____

SHOPPING CENTER CLASS: CLASS A CLASS B CLASS C

CLIENT DATA CHECKLIST – REAL ESTATE – SITE SELECTION

SITE CRITERIA

OF PARKING SPACES: _____

DRIVE THRU: YES NO

ACCESS: REQUIRED NICE TO HAVE NOT APPLICABLE

PYLON SIGNAGE: YES NO

SPECIAL ZONING REQUIRED: YES NO

REQUIRED ZONING: _____

OTHER SITE-SPECIFIC REQUIREMENTS :

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