RESOLUT

RE

NATIONAL PLATFORM

Tenant Representation

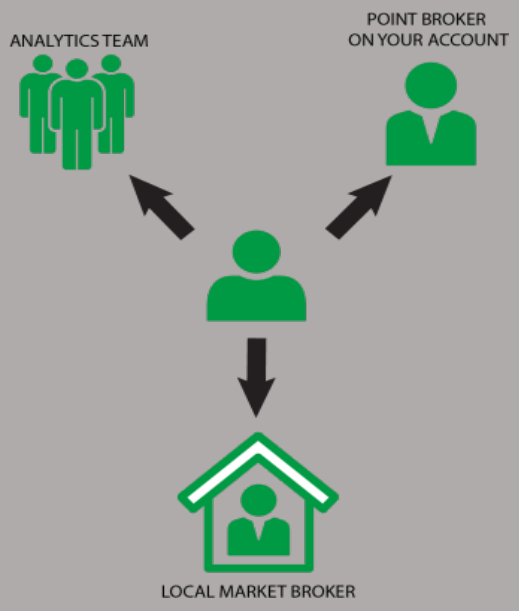
AS A RESOLUT RE CLIENT, WE WILL HELP YOU:

If you are looking for a retail space:

- Locate
- Negotiate
- Lease
- or Purchase

If you have surplus retail space:

- Market
- Lease or Sublease
- Or Sell



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.
- Representing global, national, regional and local tenants.
- 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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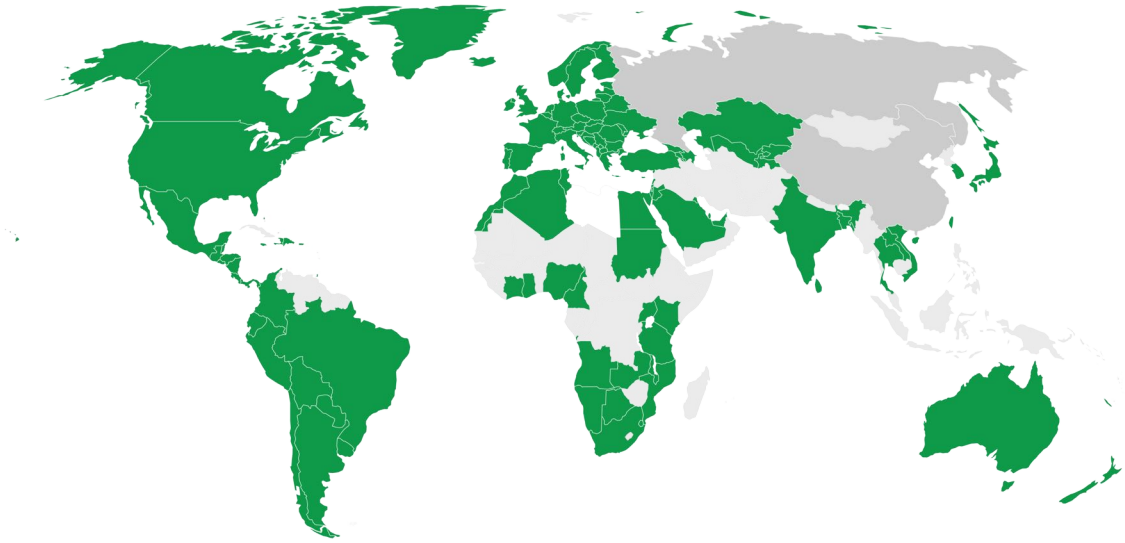
Our Clients

RESOLUT RE

300+ CLIENTS	50 STATES	130+ COUNTRIES



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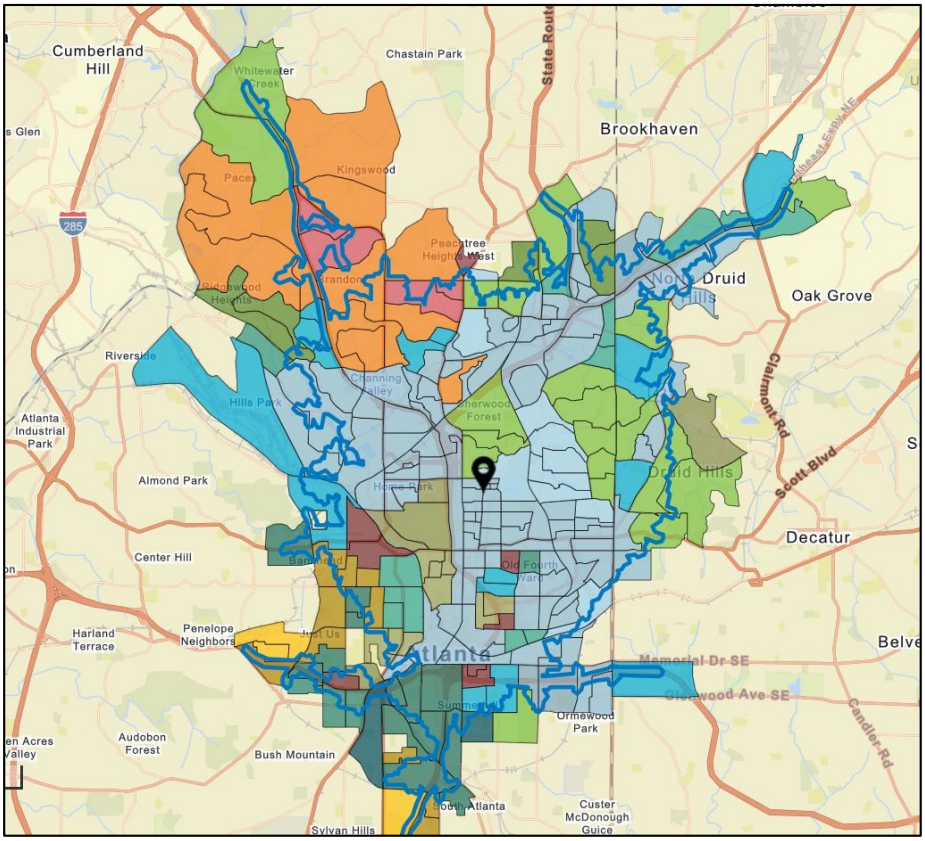
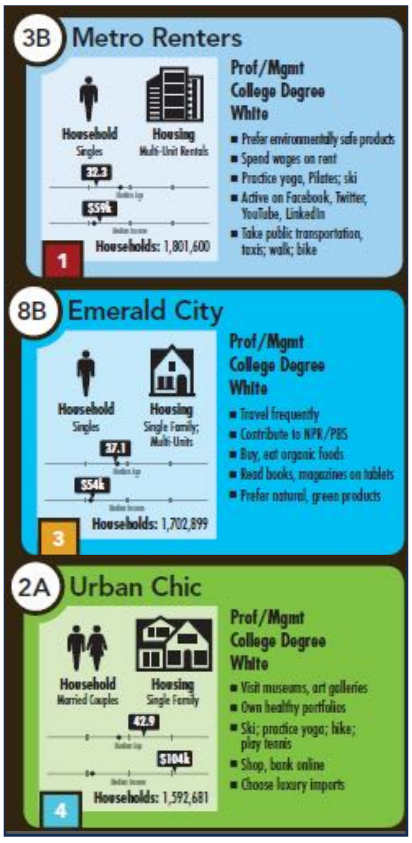
COMPASS: IDENTIFYING THE CONSUMER BASE

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?





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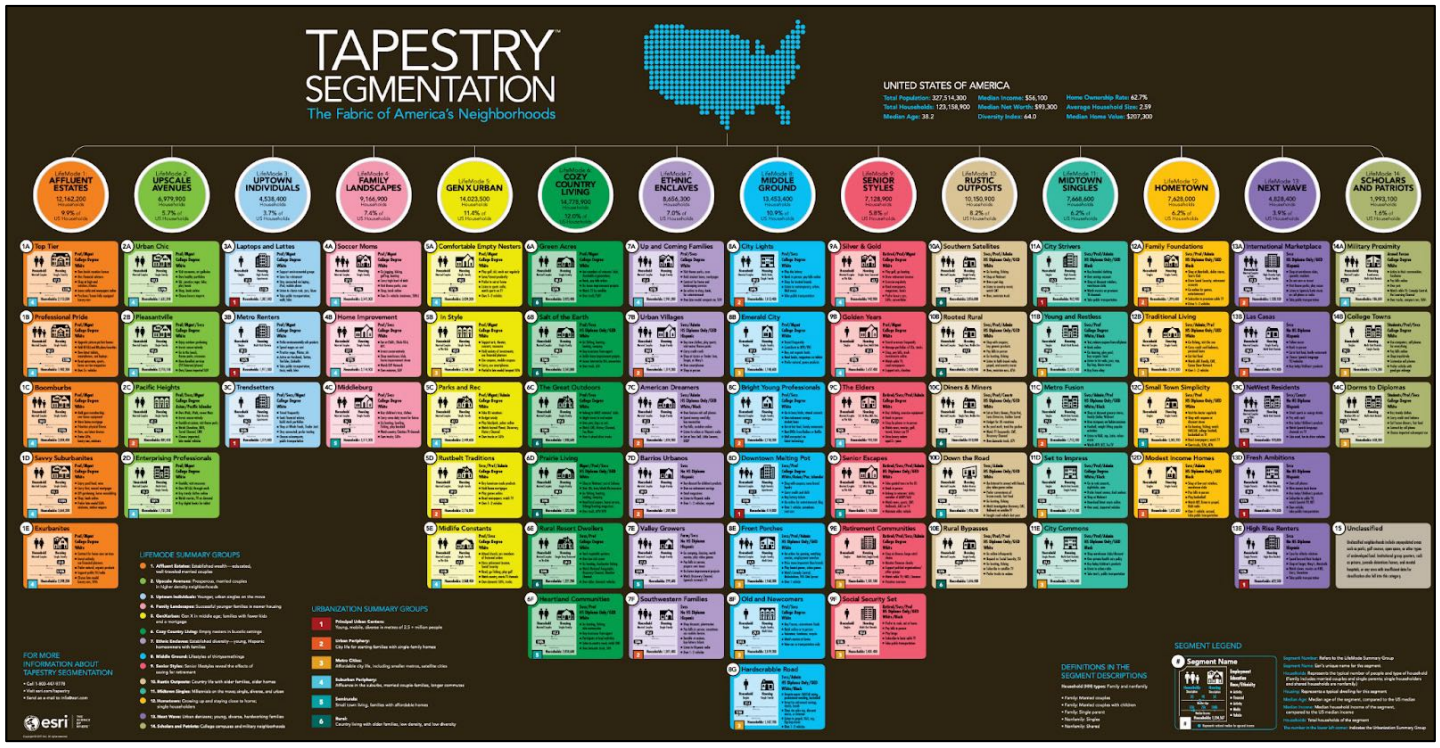
Market Analytics Platform



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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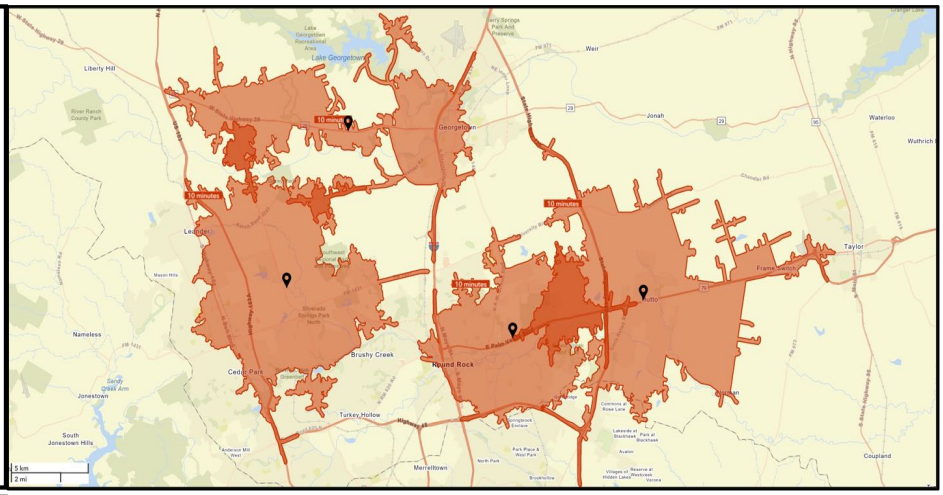
BUILDER: STRATEGIZING ENTRY INTO NEW MARKETS

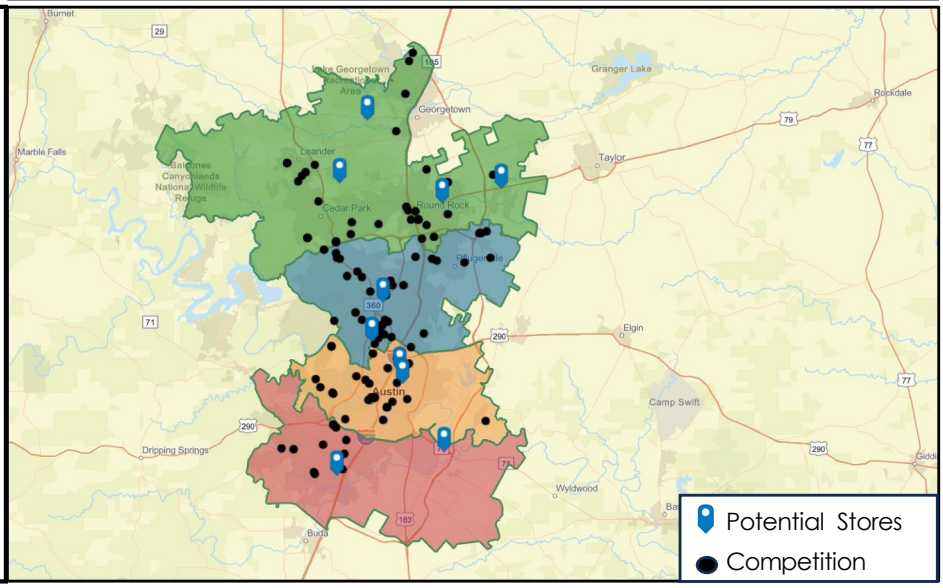
THIS PROGRAM ASKS:

- Where are the best potential target areas and why?
- How many units can a market sustain?
- Who is the existing competition in the area?
- How do we define Franchise or Market Territories?

MARKET OPTIMIZATION



STORE CAPACITY



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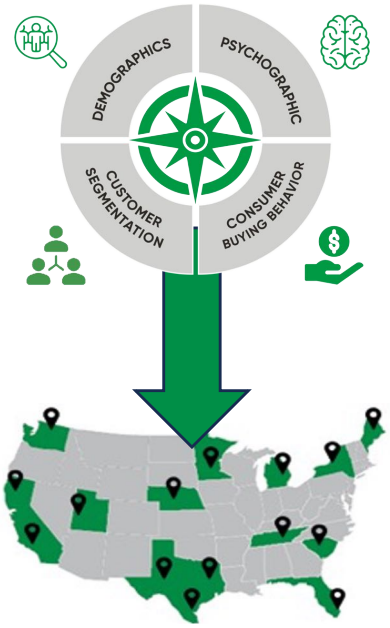
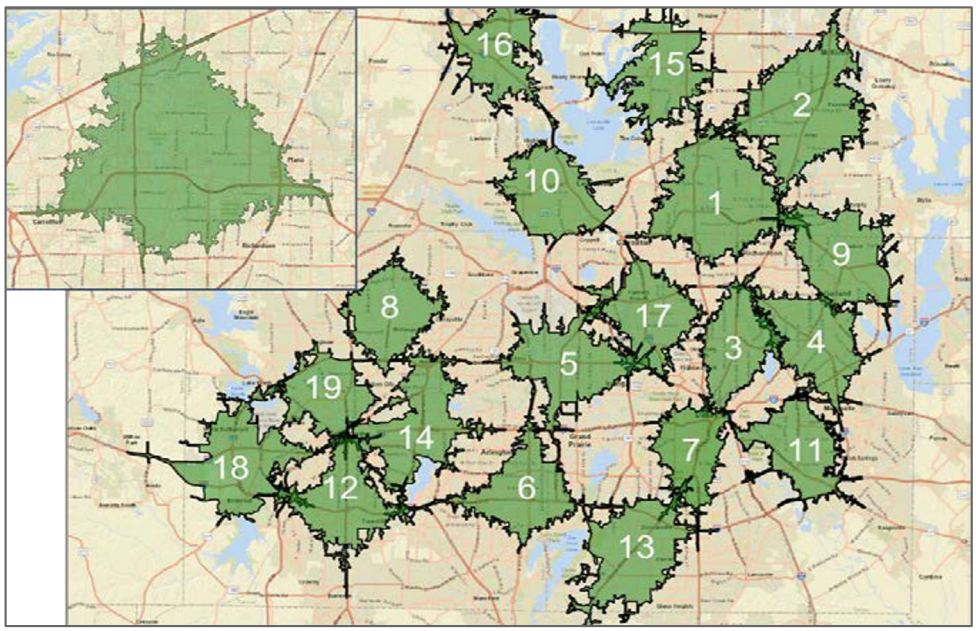
CITY SKYLINES: A STRATEGIC BLUEPRINT FOR FUTURE EXPANSION



THIS PROGRAM COMBINES INFORMATION FROM COMPASS AND BUILDER AND ASKS…

- Using existing market presence as a benchmark, how can we measure the potential markets?
- Based on market capacity (# of customers) and store capacity (# of units), how can we optimize the client's expansion?
- Factoring in 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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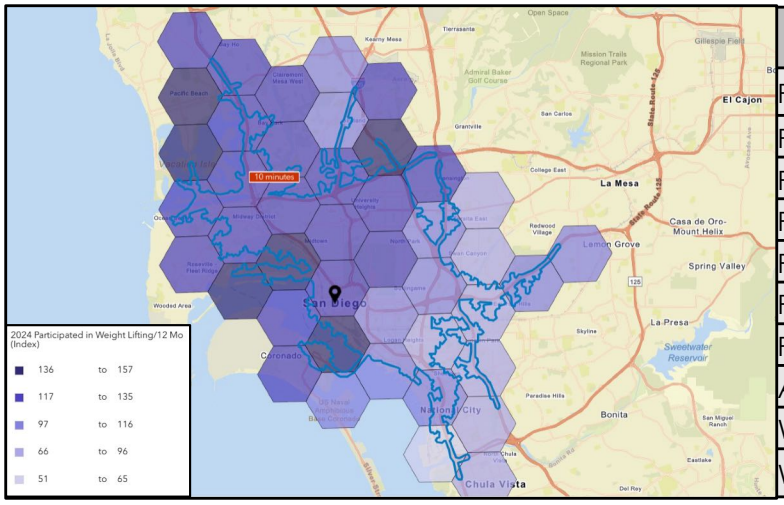
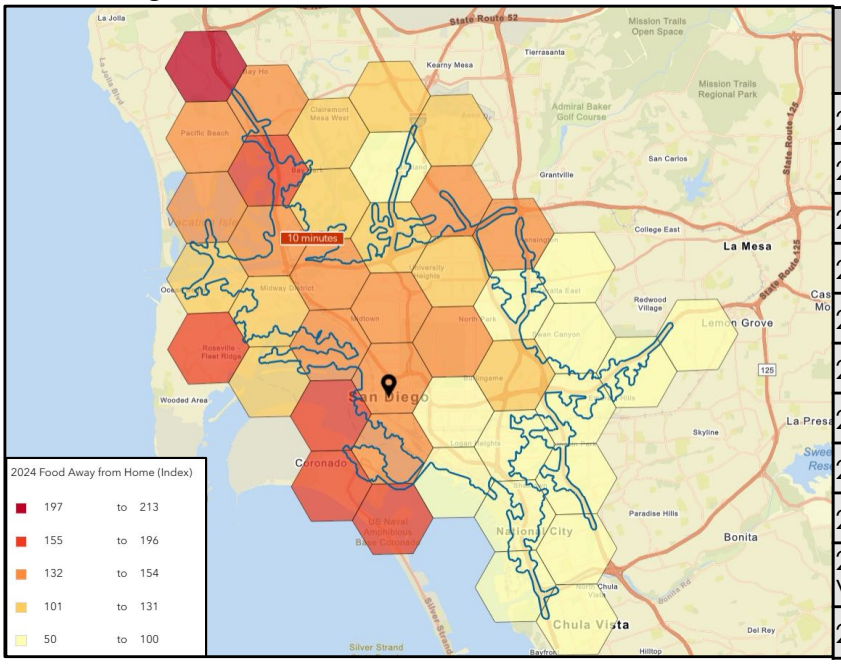
SHARE OF WALLET: MARKET POTENTIAL & SPEND POTENTIAL

MARKET POTENTIAL data provides details about what type of goods, services, and activities consumers use and demand. The **MPI** (Market Potential Index) compares local consumer demand, attitudes, and behaviors to the U.S. average of 100. MPIs over 100 indicate above average demand.



Consumer Behavior	MPI
Participated in Jogging/Running/12 Mo	135
Participated in Pickleball/12 Mo	103
Participated in Pilates/12 Mo	128
Participated in Swimming/12 Mo	97
Participated in Tennis/12 Mo	134
Participated in Weight-Lifting/12 Mo	120
Participated in Yoga/12 Mo	123
Attend Sports Events	106
Watch Sports on TV/Online	96
Went to Bar or Night Club/12 Mo	120

SPENDING POTENTIAL data reports details by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (**SPI**) which also compares to the U.S. average of 100.



Consumer Spending	SPI
2024 Food	115
2024 Food at Home	114
2024 Snack Food	109
2024 Misc Prepared Food	117
2024 Frozen Prepared Food	112
2024 Oth Canned/Prepared Food	117
2024 Food Away from Home	119
2024 Food/Bevs Prepared on Trips	105
2024 HH Used Organic Food/6 Mo	130
2024 Food/Nonalc Bevs at Vend/Mobile Vendors	130
2024 Food/Nonalc Bevs at Fast Food	123

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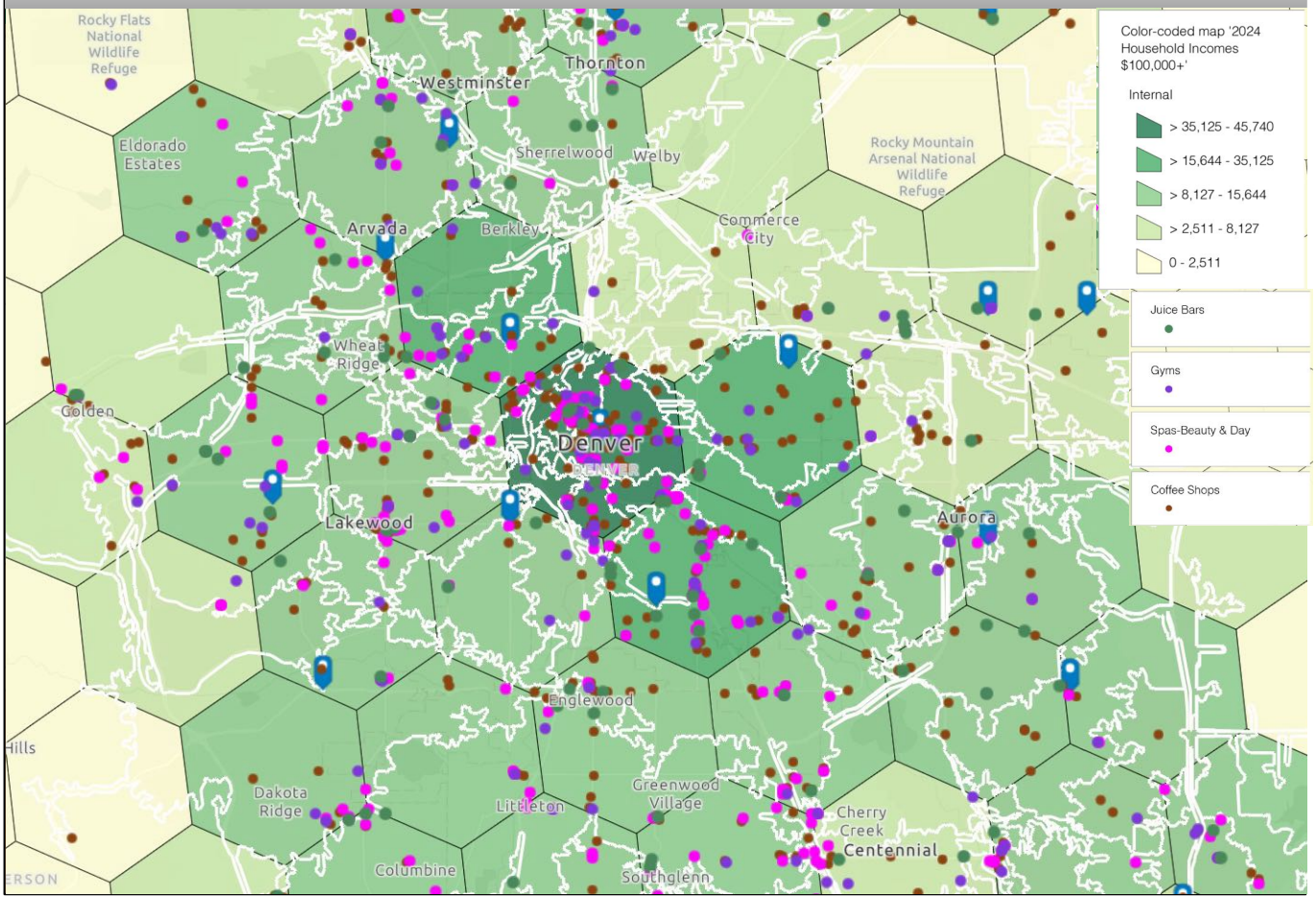
CITY MARKET DISCOVERY

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.

Potential Markets Overview – Drive Time, Income, Synergies, Competition



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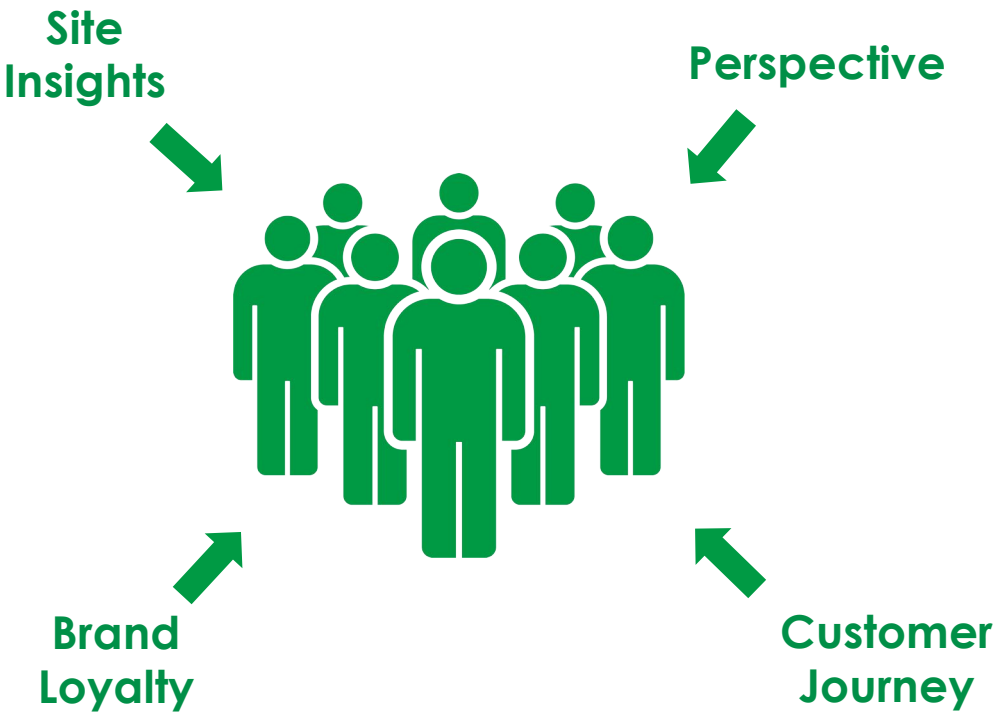
AI – Geofencing

- 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, and patterns.
- 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.

Customer Pattern:



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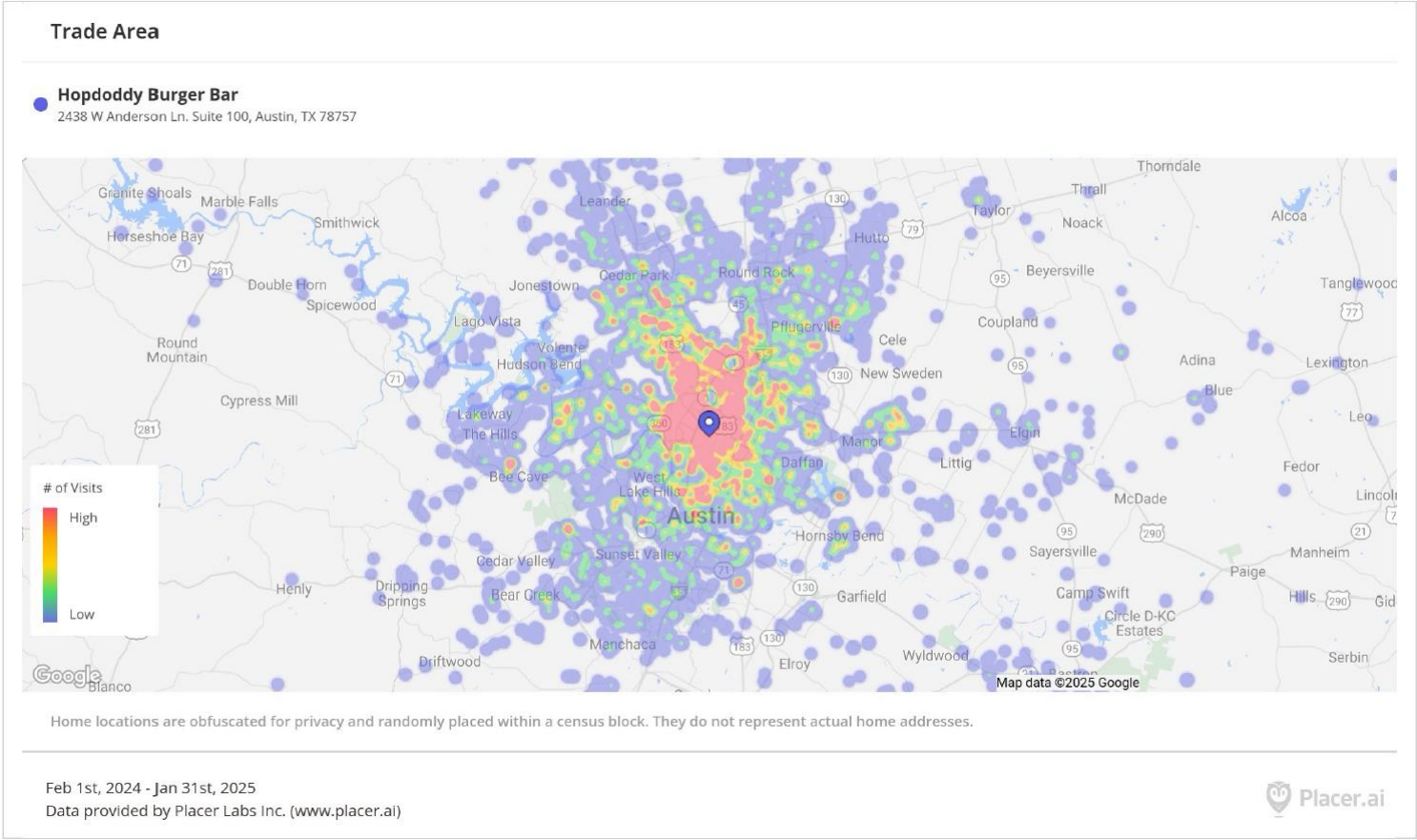
Site Insights

- 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.



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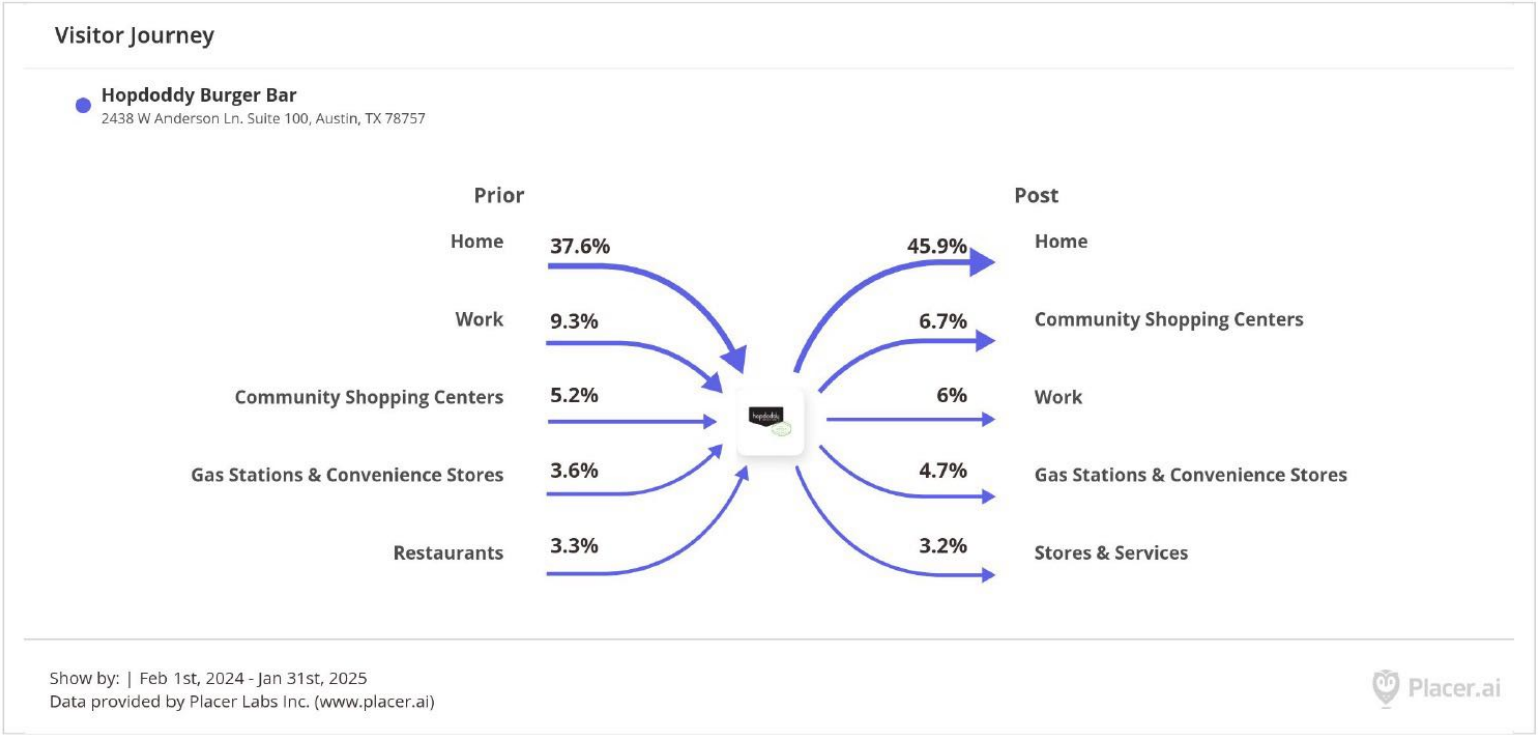
Customer Journey

- 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.



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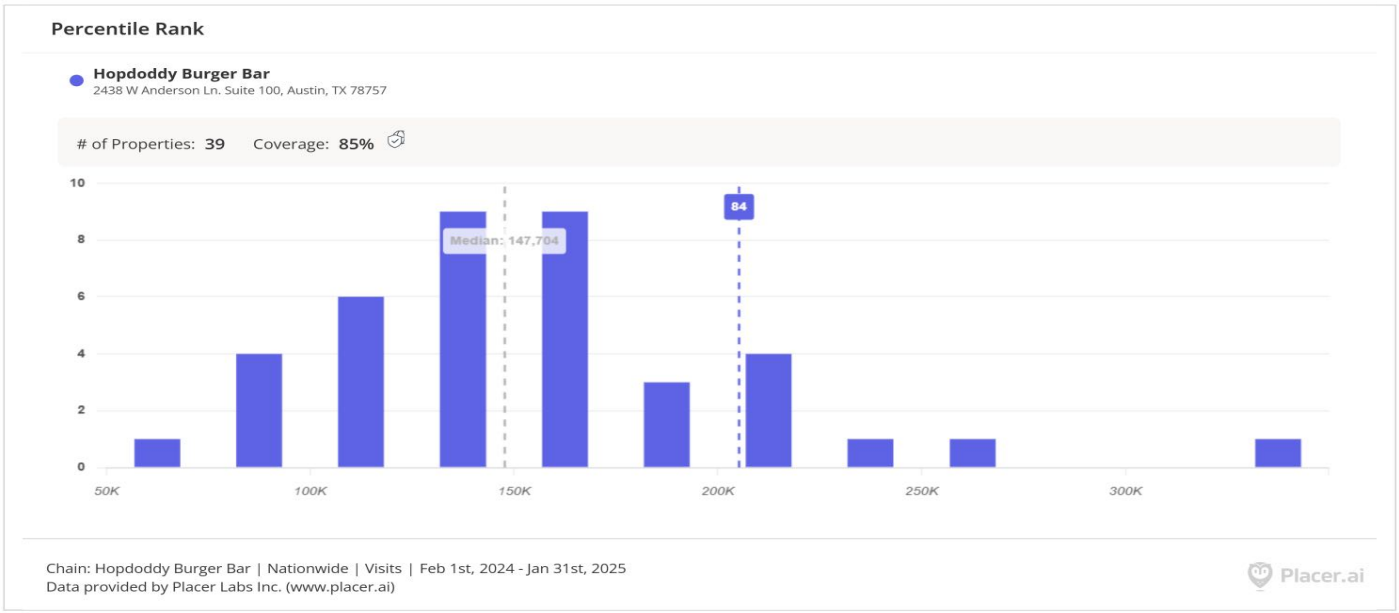
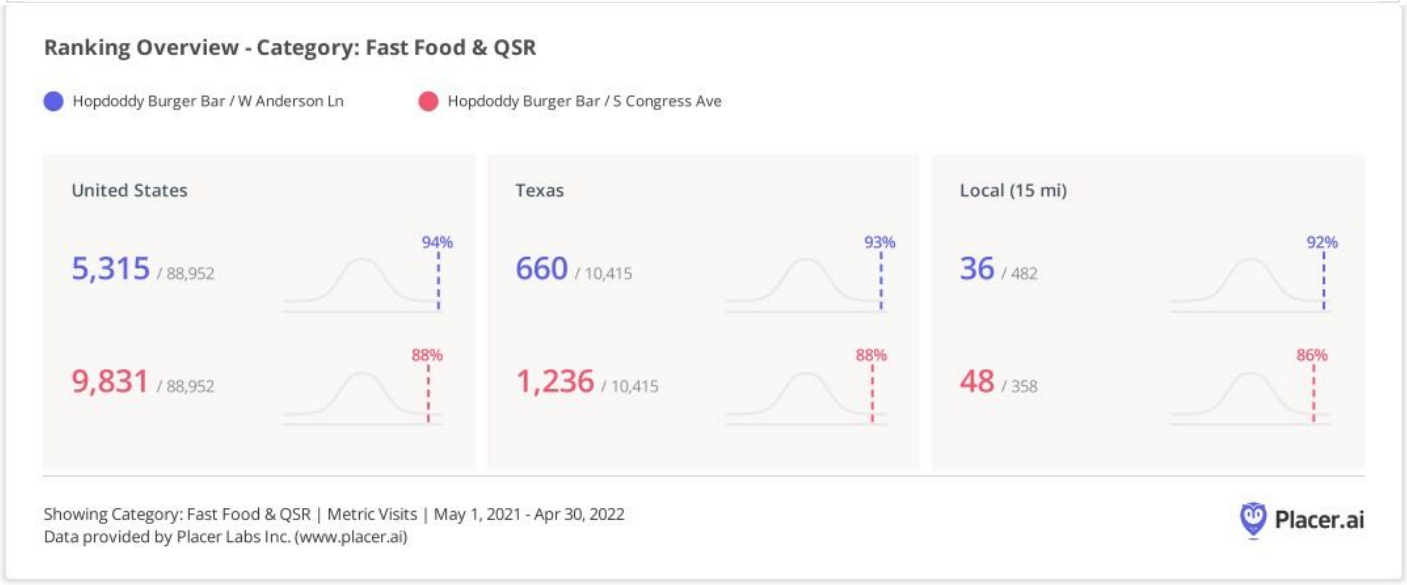
Perspective

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





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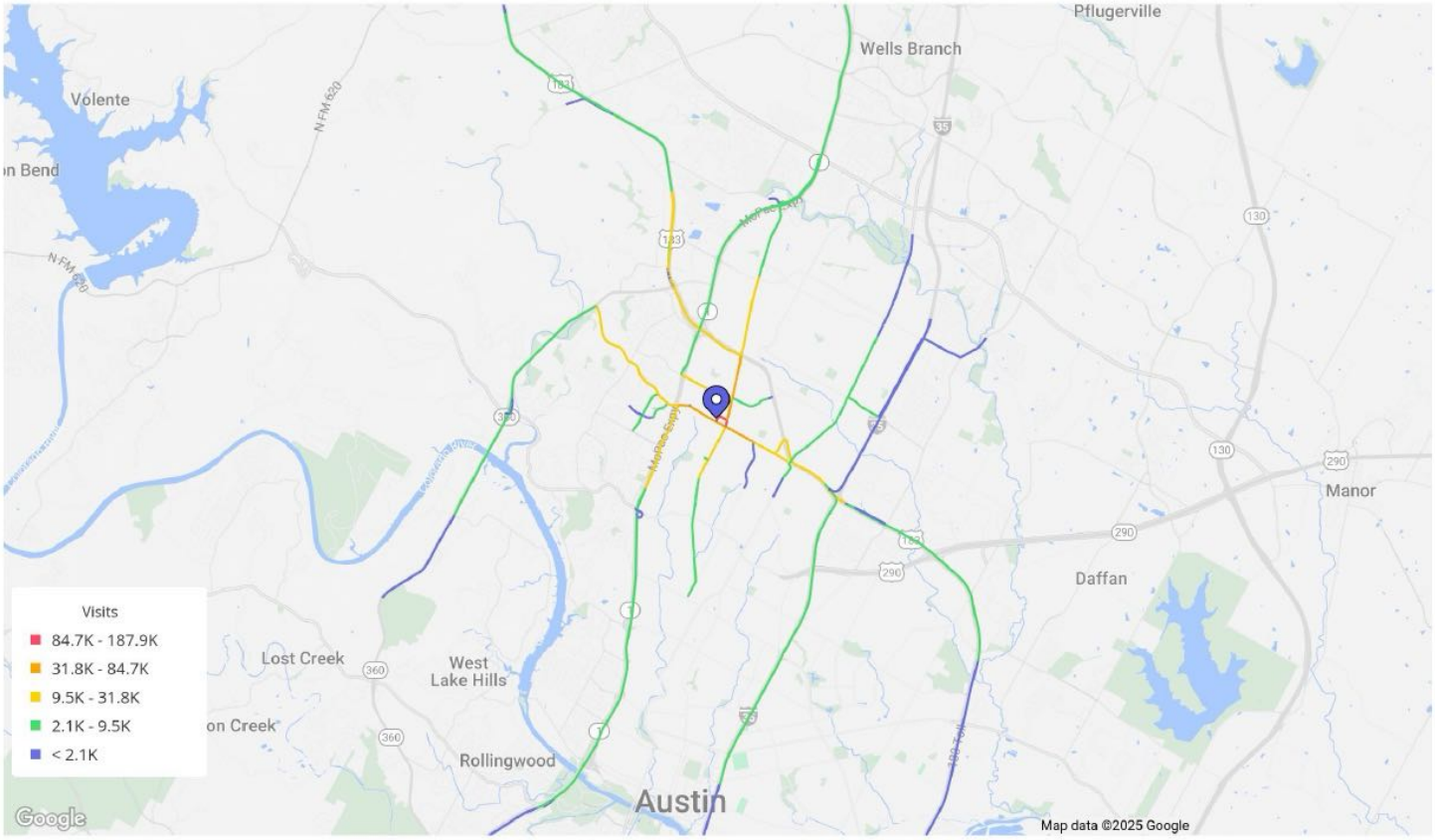
Customer Journey

Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Feb 1st, 2024 - Jan 31st, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

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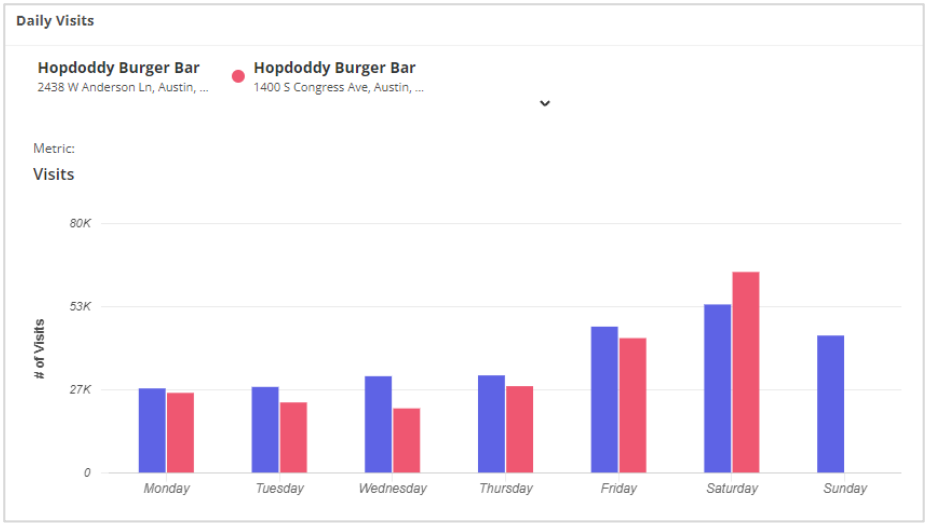
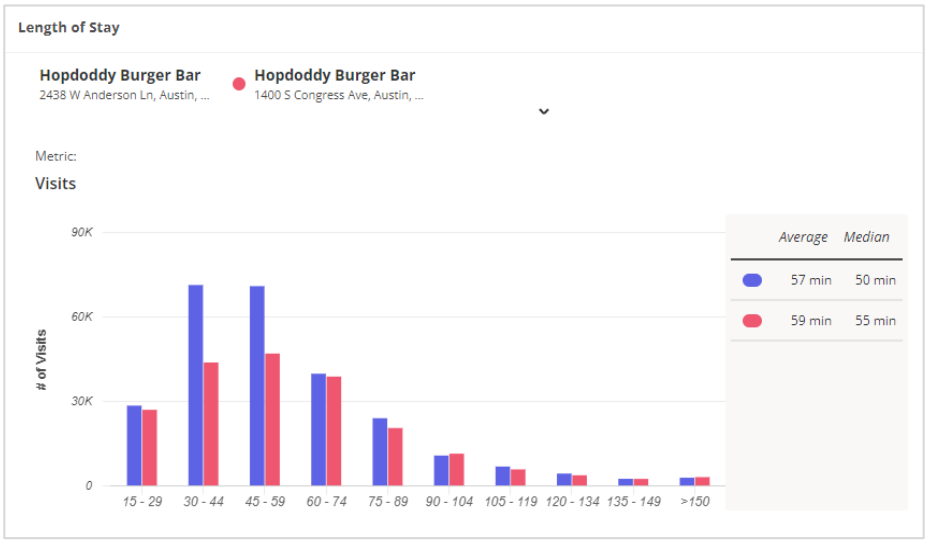
Brand Loyalty

- 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 PLUS

Customize your analysis to maximize your opportunities.

Specialized customizations can include:

- **Site Insights Details**
- **Utilities Maps**
- **Planned Developments**
- **True Trade Areas**
- **Geofencing Infographics**
- **Webmap Filters**

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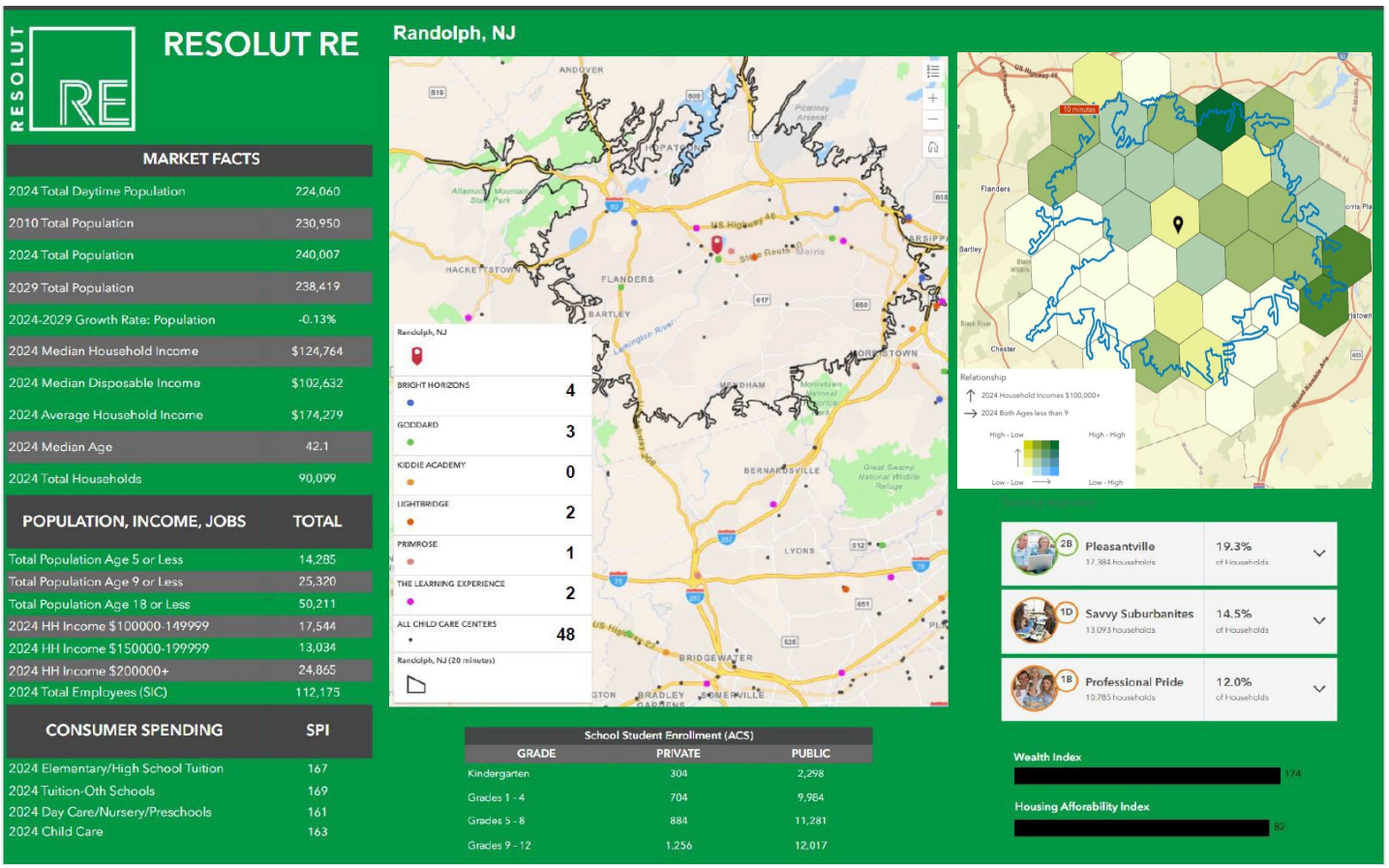
Site Insights



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Utilites Map

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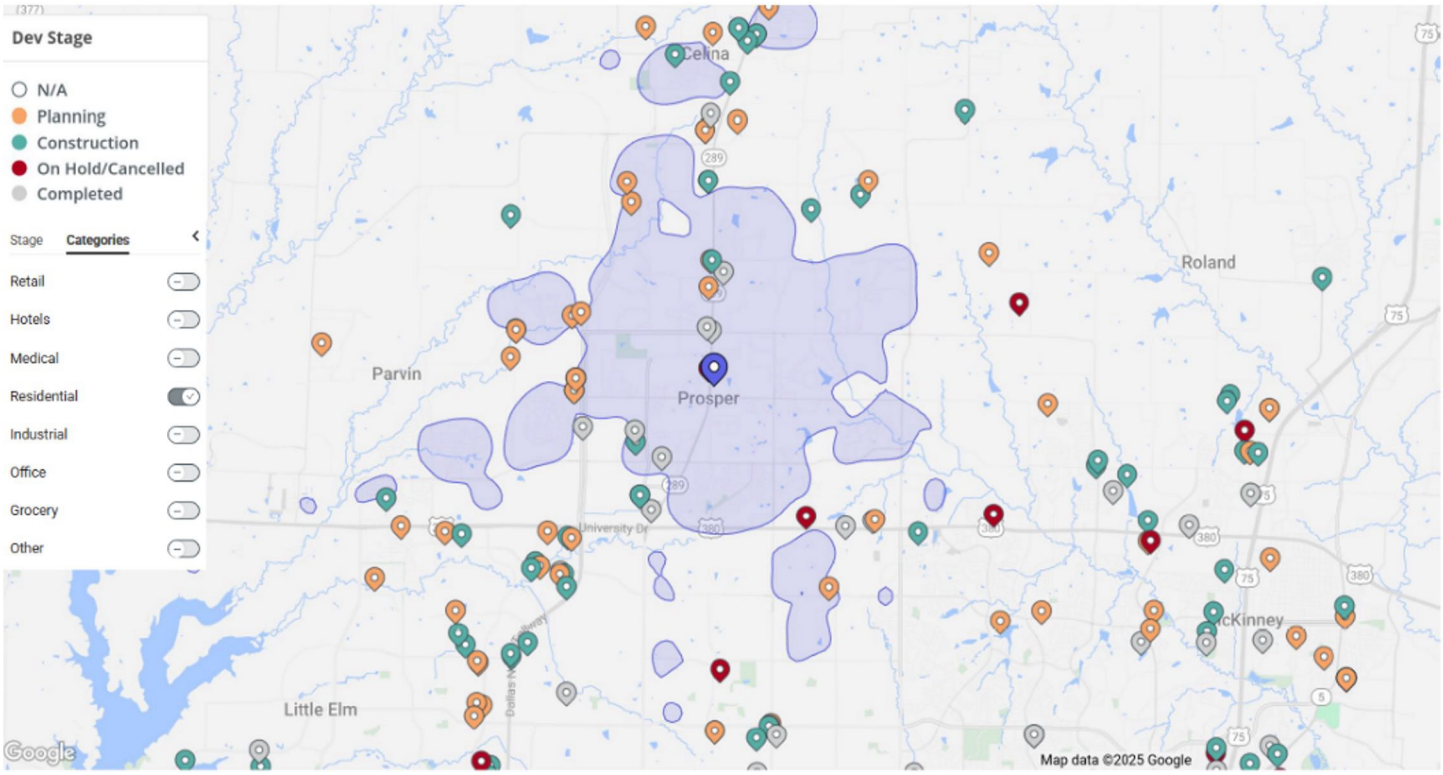
Planned Developments

The Shops at Prosper Trail - 1170 N Preston Rd, Prosper, Texas - GEOFENCING

Planned Development

The Shops at Prosper Trail
1170 N Preston Rd, Prosper, TX 75078



Oct 2nd, 2024 - Dec 31st, 2024
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

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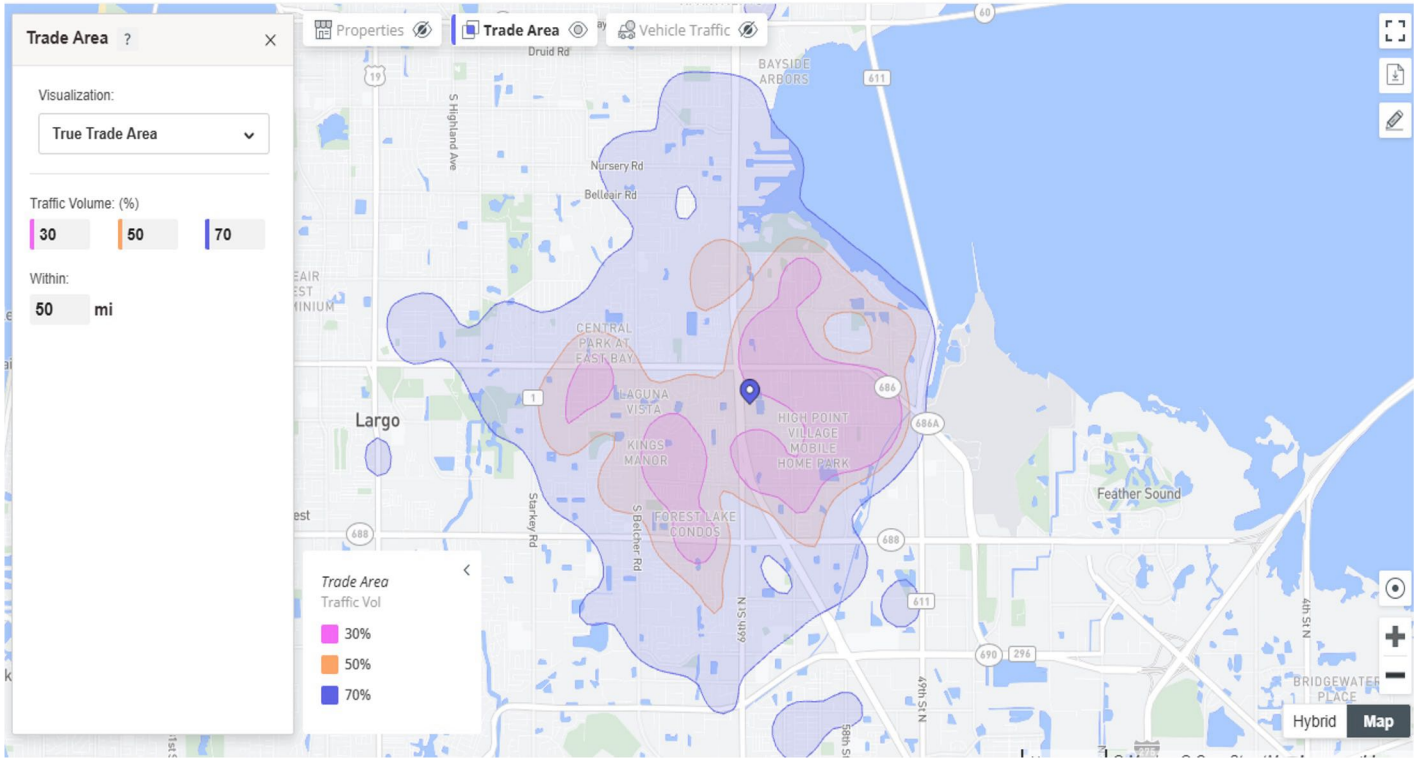
True Trade Area

Walmart, Clearwater, FL - Placer True Trade Area

Market Landscape



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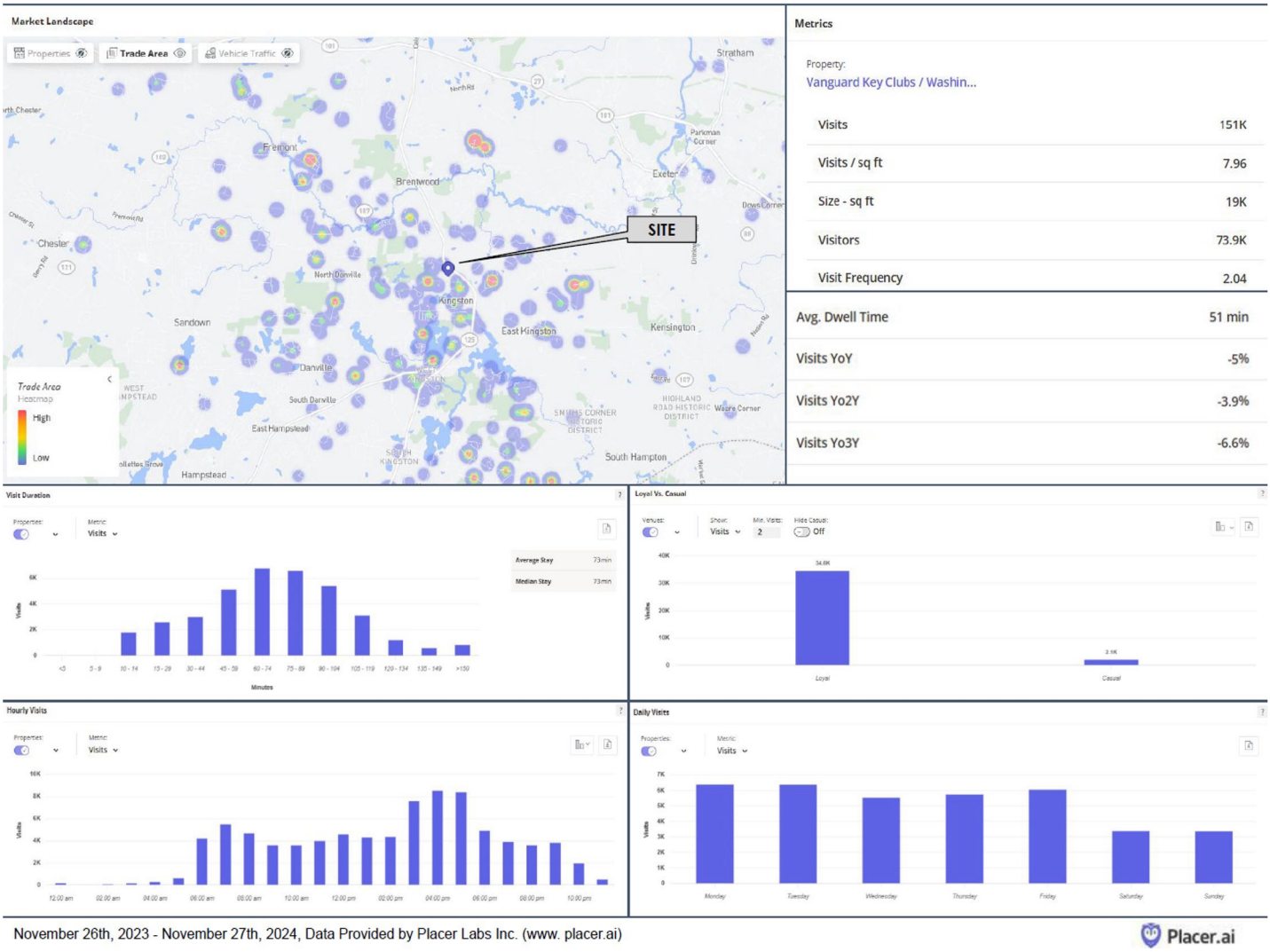
Geofencing - Infographics

GEOFENCING - **Kingston**



November 26th, 2023 - November 27th, 2024, Data Provided by Placer Labs Inc. (www. placer.ai)

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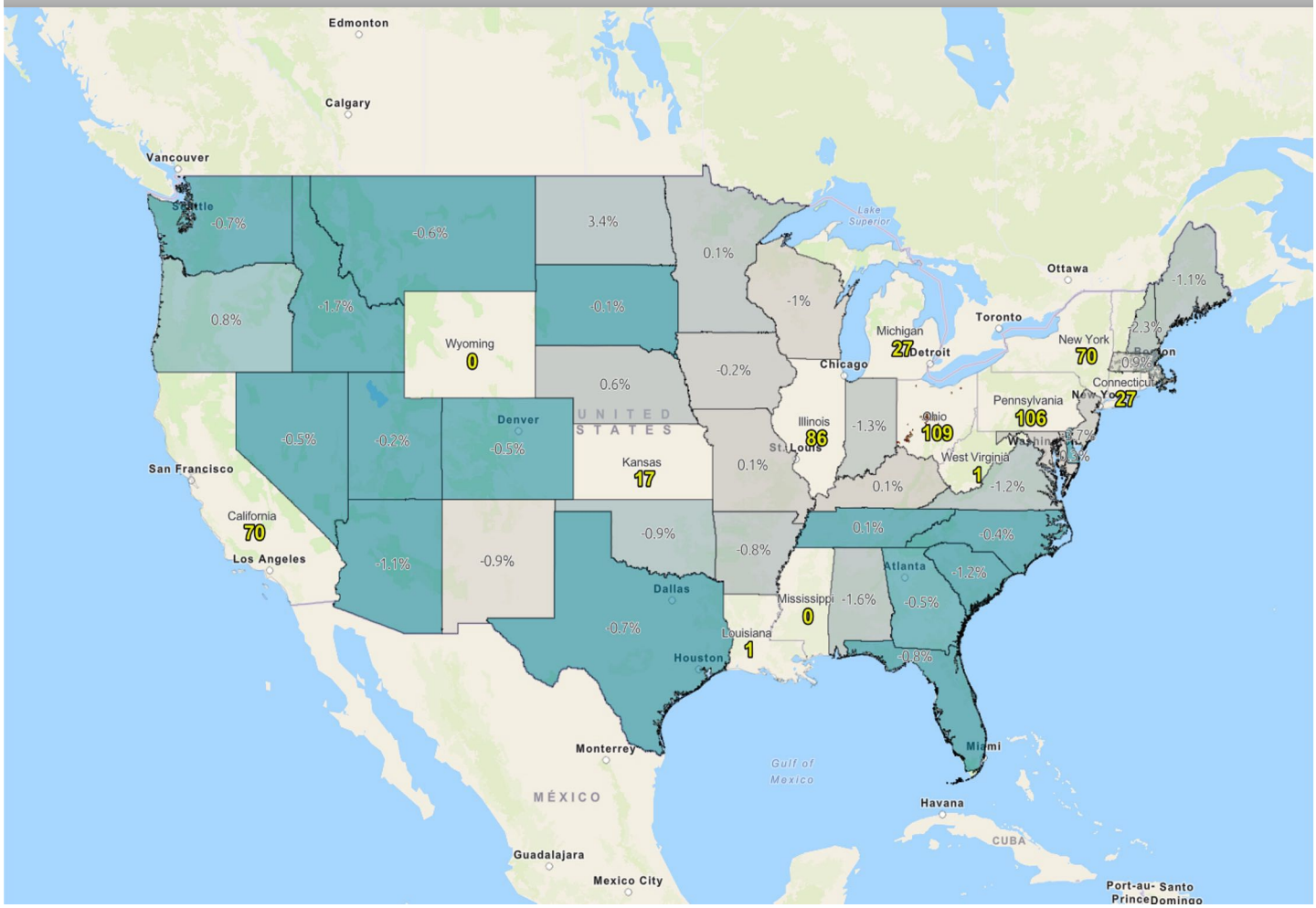
Webmap Filters by State

US States filtered by Population Growth



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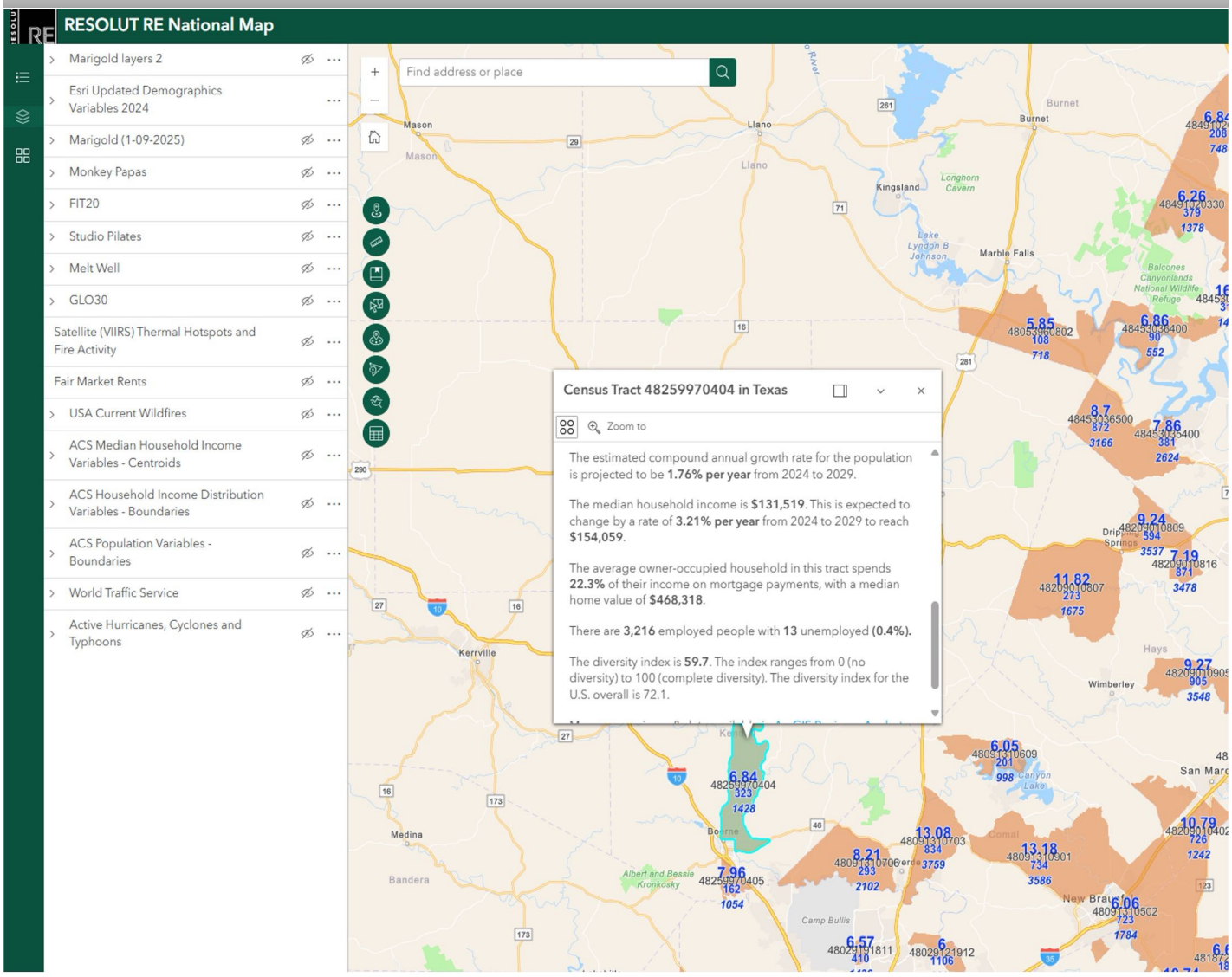
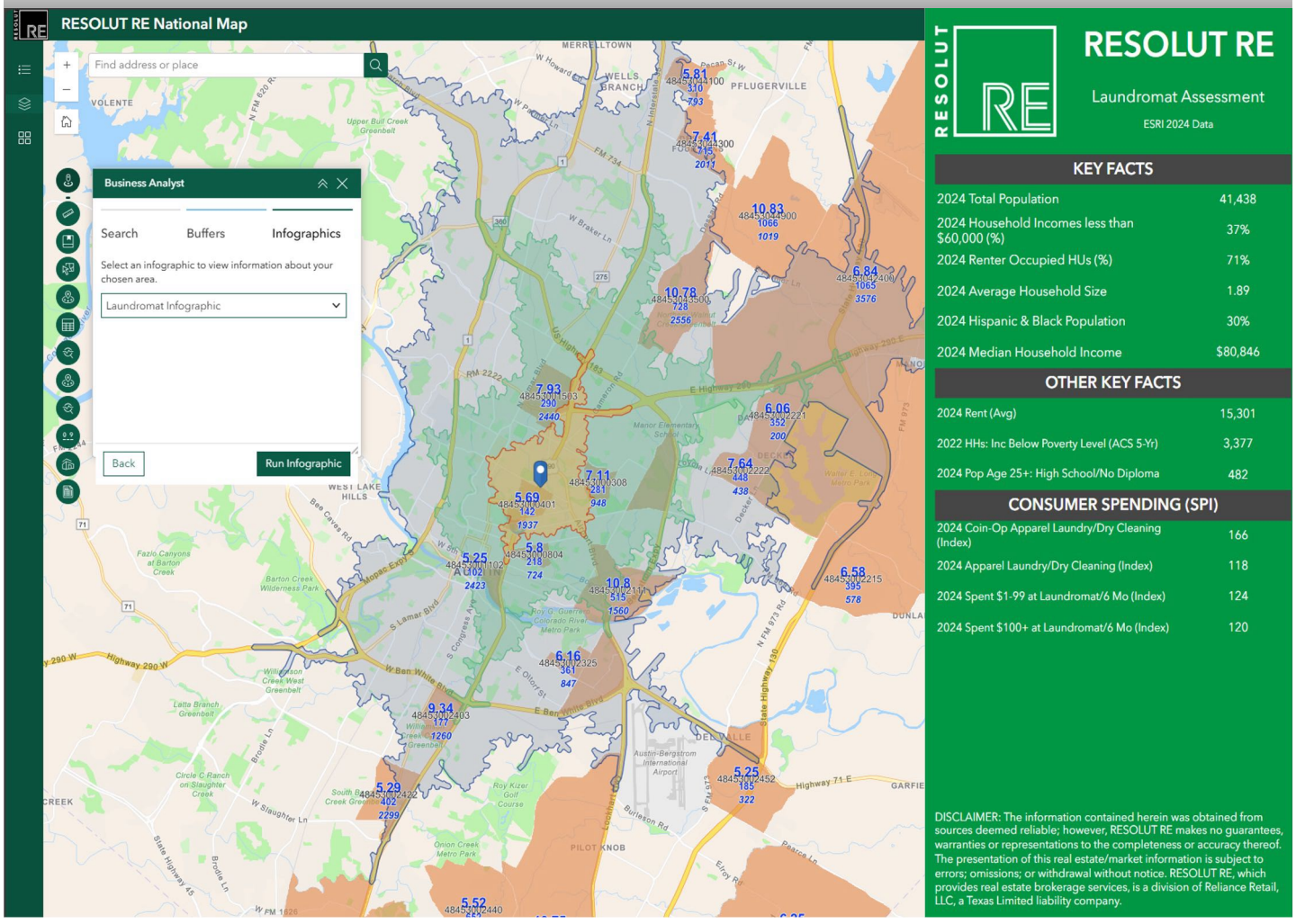
Webmap Filters by Zip Code

Census Tracts filtered by Average Income, Pop. Growth and Pop. Age 0-5



Webmap Filters - Detail

5-10-15 Minute Drive Time & Custom Report



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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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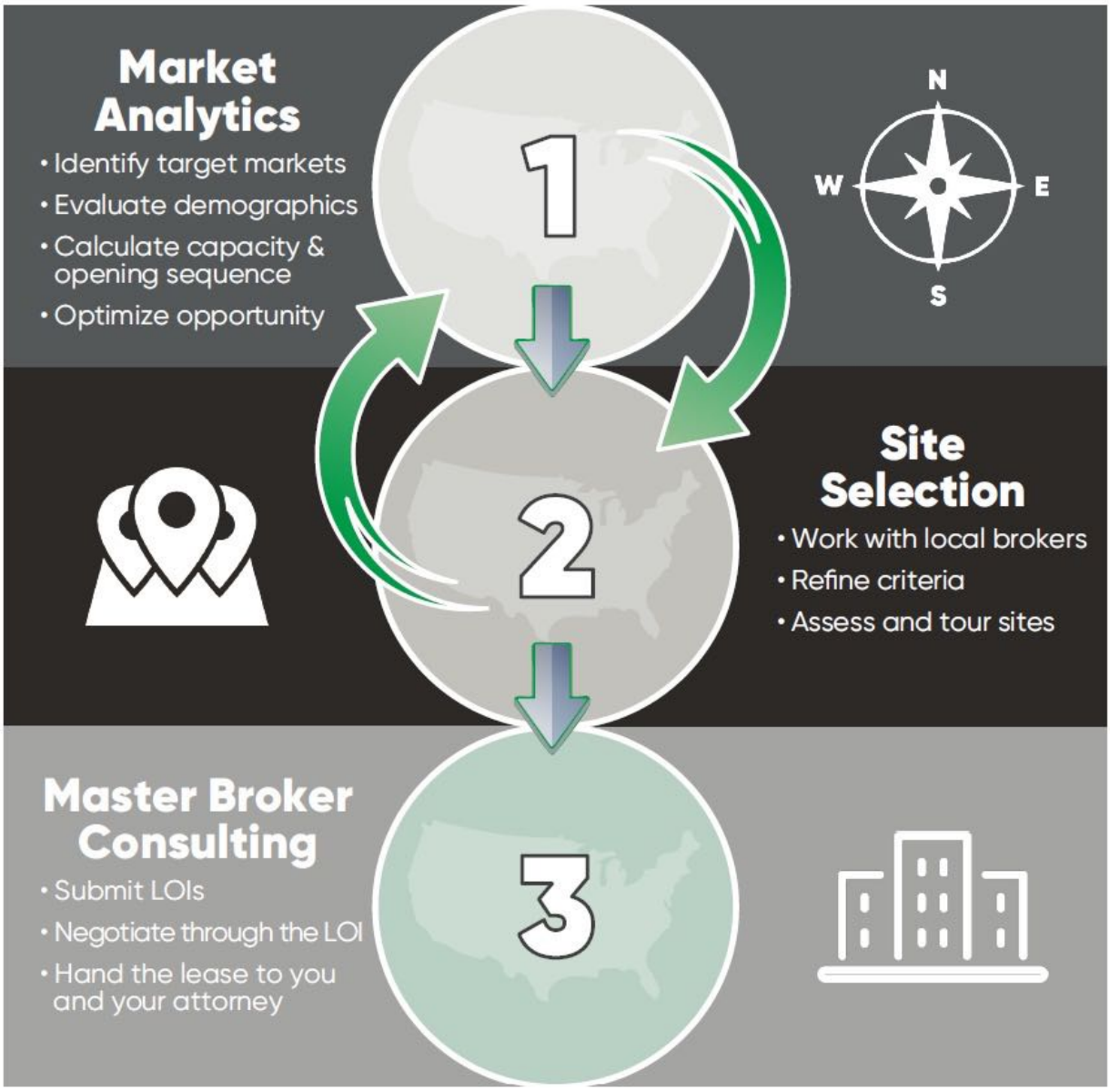
NATIONAL TENANT REPRESENTATION PROCESS



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NEXT STEPS

- Where are we growing next ?

- Contact us:

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