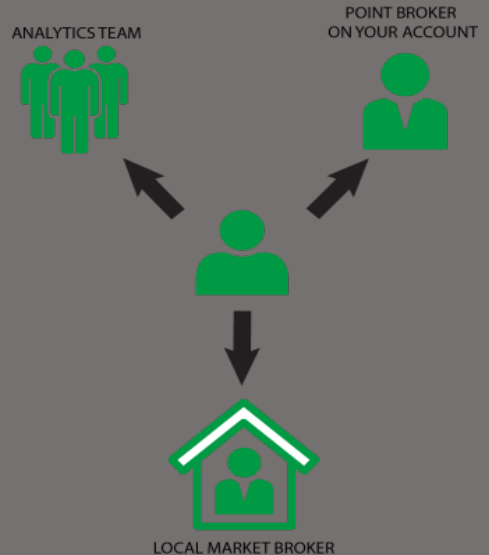RESOLUT

RE

NATIONAL PLATFORM

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

ANALYTICS TEAM

POINT BROKER ON YOUR ACCOUNT

LOCAL MARKET BROKER

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.

Our Clients

300+ CLIENTS	50 STATES	130+ COUNTRIES

Acai Express · Adventure Kids Playcare · Anchor Bar Original Buffalo Wing · Atomic Wings · Bahia Bowls · Blimpie · bodenvy · Boost Bowls · Bubbakoo's Burritos

Buena Onda Baja Taqueria · byrider · Cabinet IQ · Calliope's New Orleans Style Seafood & Po'boys · TC · Casual Pint · Choice Hotels · Country Inn & Suites by Radisson · Creative World School

D-BAT · Dog Training Elite · DreamMaker Bath & Kitchen · Everhome Suites Extended Stay by Choice Hotels · F|S · The French American Academy Bilingual Education, International Citizens · Gofer · The Gravity Vault Indoor Rock Gyms · hands of hope Physical Therapy & Wellness

Hammer Nails Grooming for Guys · Hello Sugar · Huckleberry's Breakfast · Lunch · IHOP Restaurant · Jinushi Co.,Ltd. · Kahwa Coffee Roasters · Keppner Boxing & Fitness Est 2013 · MapleBear Canadian School · Miami Grill

MindChamps · Morelia Gourmet Paletas · NobiliTea · Freeze-Me · Pirtek · The Point Pub & Grill · PJ's Coffee of New Orleans · Pulse Performance Products · Sea Love

Teaspoon · Tumbles · USA Ninja Challenge · Wayback Burgers · WoodSpring Suites An Extended Stay Hotel · World Gym

WoW · Ziebart · Zion Healing Center · Zunzibar Cocktails & Dreams

Market Analytics Platform

Customer Behavior:

COMPASS
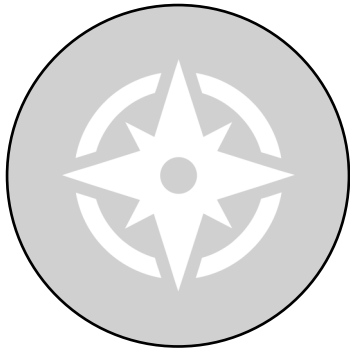
BUILDER

CITY SKYLINES

TOOLBOX
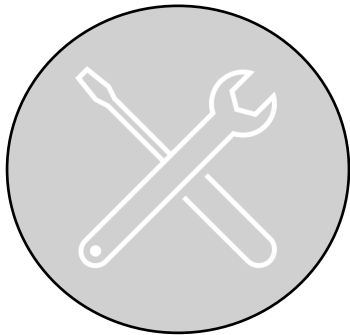
SCORECARD

MARKET DISCOVERY

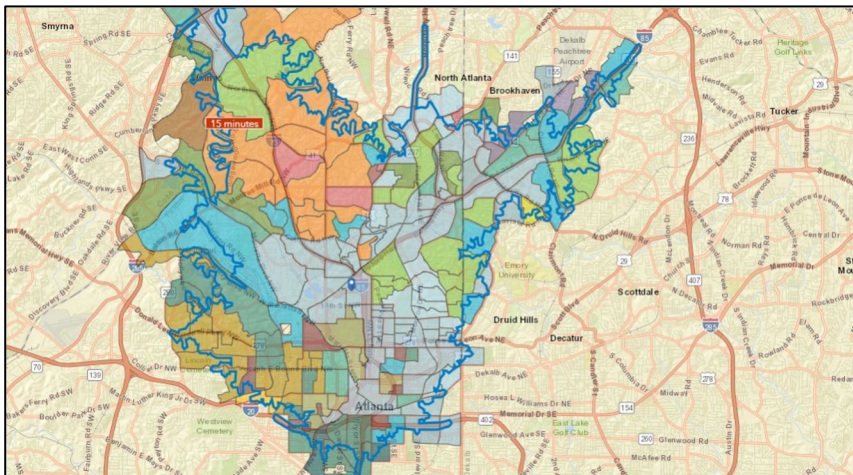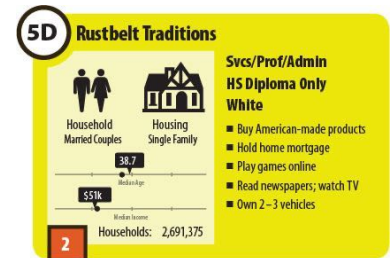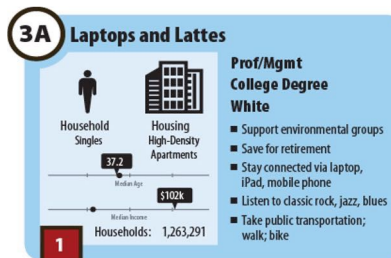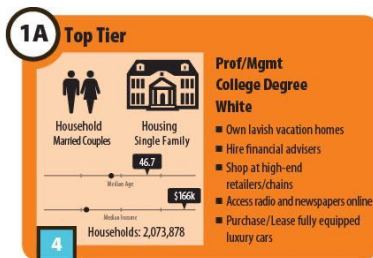## Customer Pattern:

ARTIFICIAL INTELLIGENCE
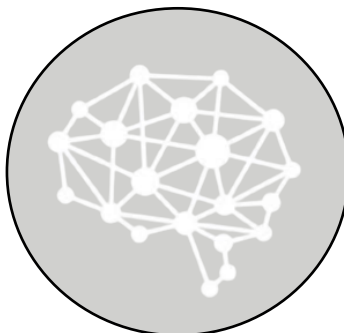
COMPASS: IDENTIFYING THE CONSUMER BASE

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?

1A Top Tier

Prof/Mgmt
College Degree
White

Household Married Couples
Housing Single Family

Median Age 46.7

Median Income $166k

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

4

Households: 2,073,878

3A Laptops and Lattes

Prof/Mgmt
College Degree
White

Household Singles
Housing High-Density Apartments

Median Age 37.2

Median Income $102k

- Support environmental groups
- Save for retirement
- Stay connected via laptop, iPad, mobile phone
- Listen to classic rock, jazz, blues
- Take public transportation; walk; bike

1

Households: 1,263,291

5D Rustbelt Traditions

Svcs/Prof/Admin
HS Diploma Only
White

Household Married Couples
Housing Single Family

Median Age 38.7

Median Income $51k

- Buy American-made products
- Hold home mortgage
- Play games online
- Read newspapers; watch TV
- Own 2–3 vehicles

2

Households: 2,691,375

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

Tapestry Segmentation –
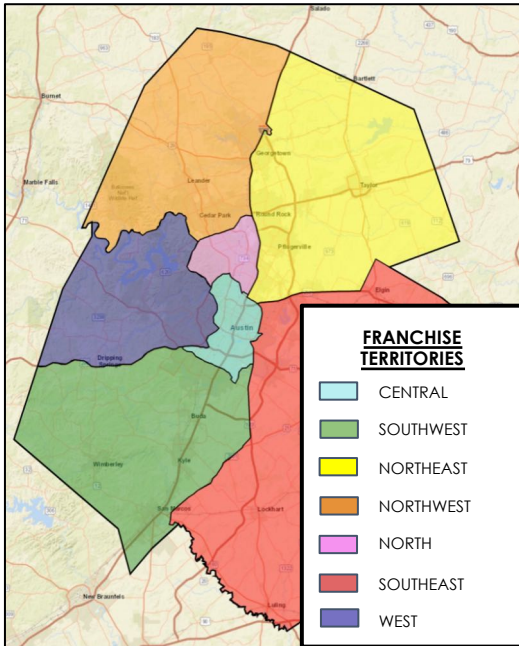# National Perspective
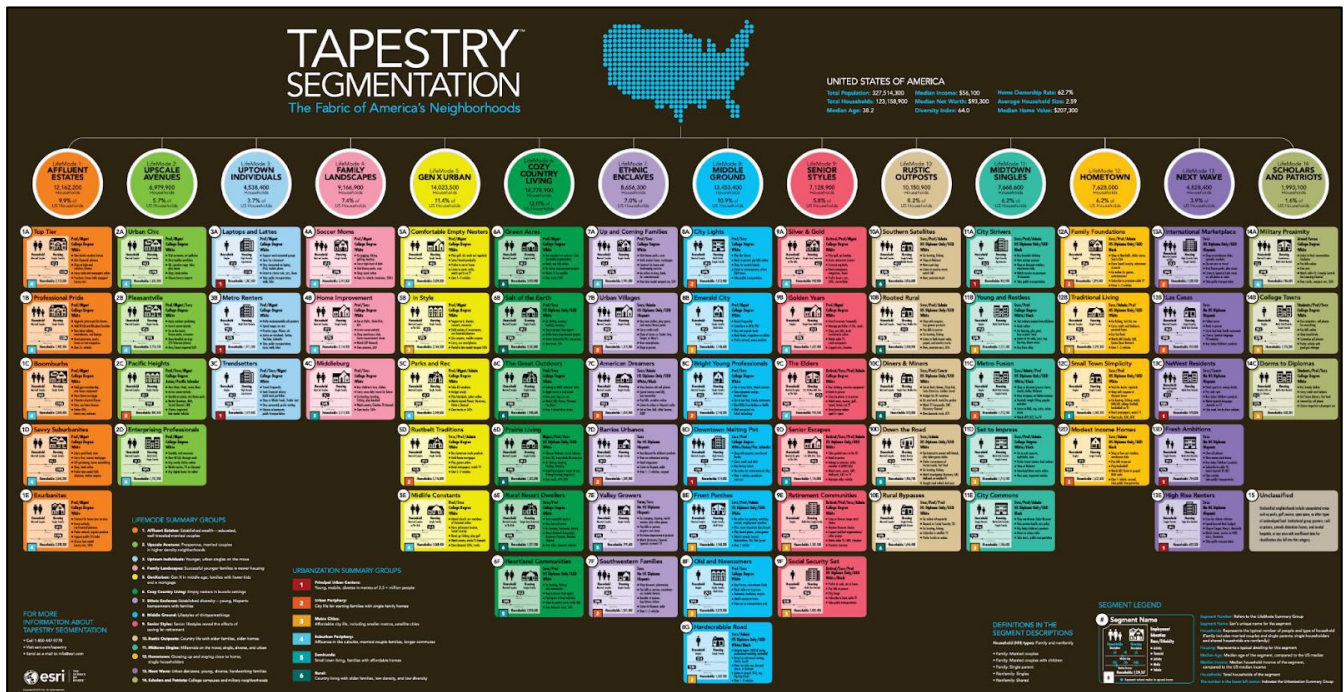
LIFEMODE SUMMARY GROUPS

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

BUILDER: STRATEGIZING ENTRY INTO NEW MARKETS

FRANCHISE TERRITORIES

- CENTRAL
- SOUTHWEST
- NORTHEAST
- NORTHWEST
- NORTH
- SOUTHEAST
- WEST

THIS PROGRAM ASKS:

- Where are the best potential target areas and why? (Store 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?
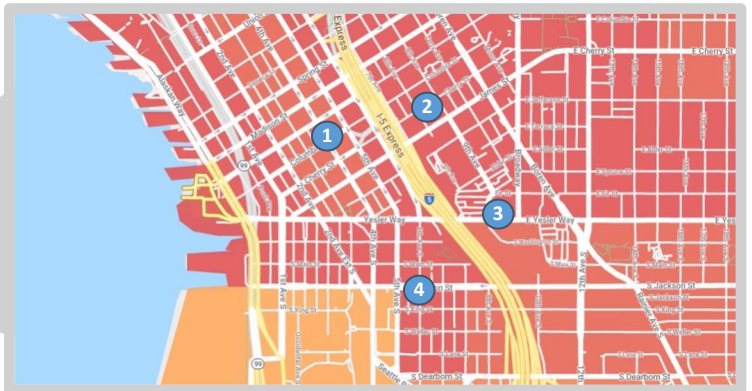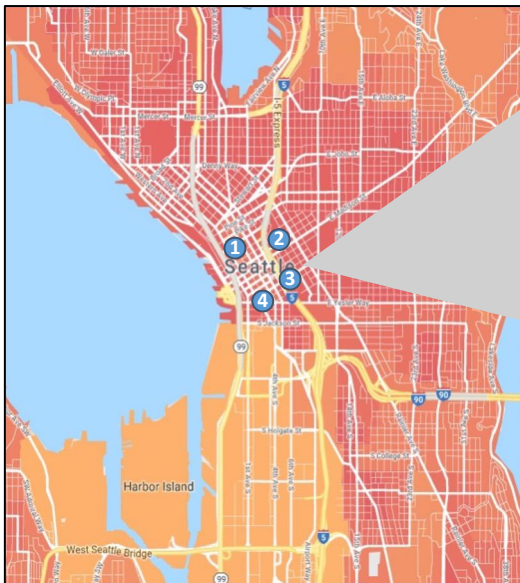
The image to the left/above are an example of a Market Optimization analysis, one of the most utilized reports within Builder. Market Optimization demonstrates the optimal unit capacity (based on a select number of variables) within a given market.

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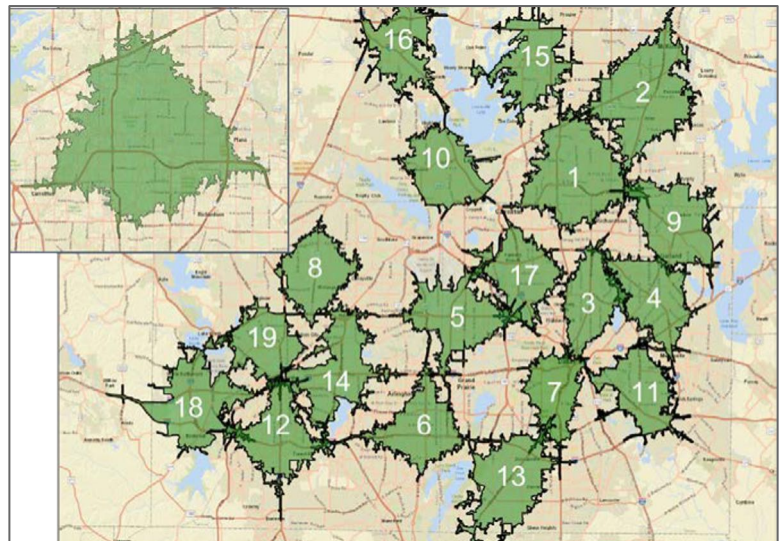
The map and chart illustrate store capacity and three market penetration scenarios based on the information gathered in City Skylines.
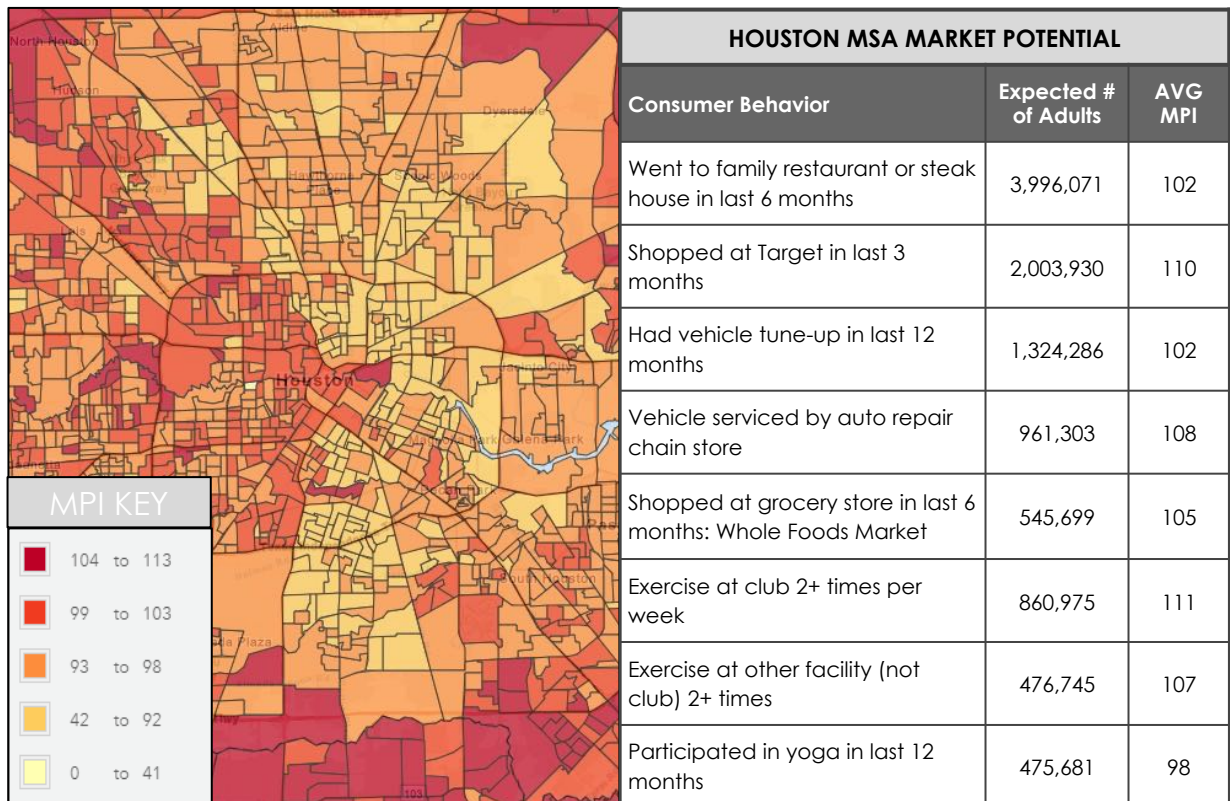
Market Analytics Platform

RESOLUT
RE

🔧 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.

MPI KEY

🟥	104 to 113
🟧	99 to 103
🟧	93 to 98
🟨	42 to 92
🟨	0 to 41

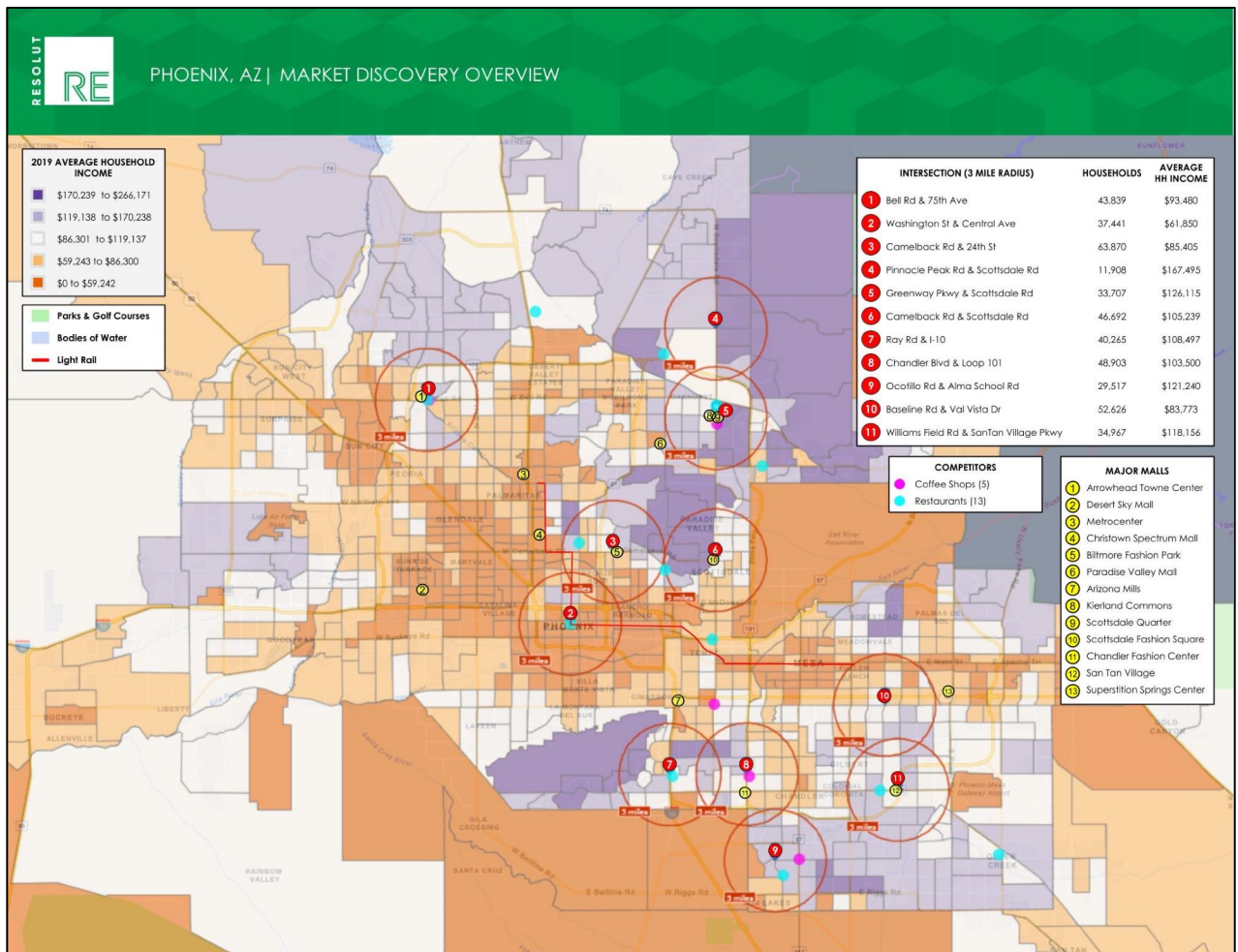| HOUSTON MSA MARKET POTENTIAL		
Consumer Behavior	**Expected # of Adults**	**AVG MPI**
Went to family restaurant or steak house in last 6 months	3,996,071	102
Shopped at Target in last 3 months	2,003,930	110
Had vehicle tune-up in last 12 months	1,324,286	102
Vehicle serviced by auto repair chain store	961,303	108
Shopped at grocery store in last 6 months: Whole Foods Market	545,699	105
Exercise at club 2+ times per week	860,975	111
Exercise at other facility (not club) 2+ times	476,745	107
Participated in yoga in last 12 months	475,681	98

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.
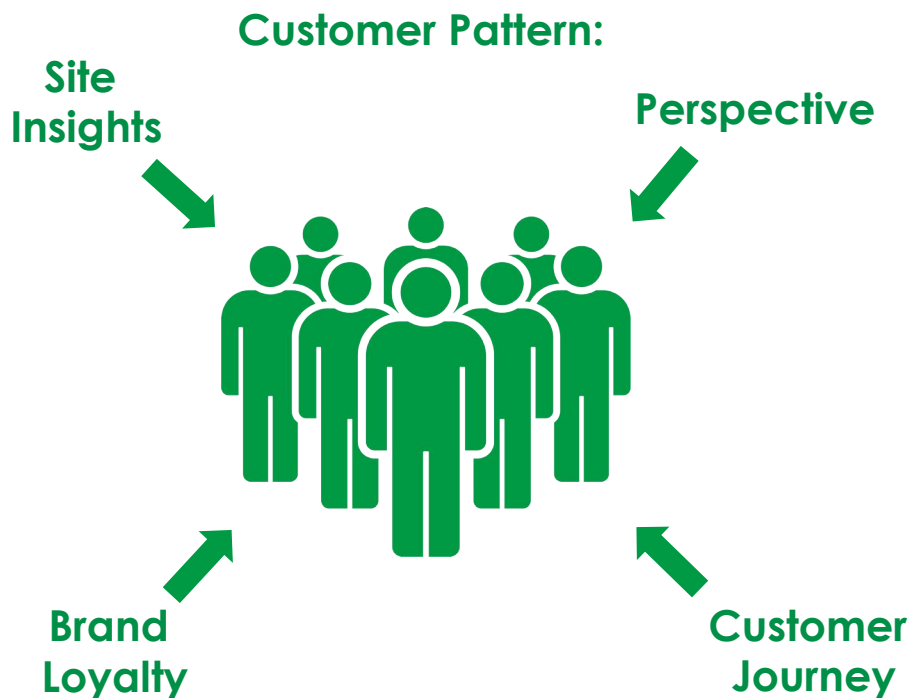- Sequence Opportunities.
- Manage Expectations.

PHOENIX, AZ | MARKET DISCOVERY OVERVIEW

2019 AVERAGE HOUSEHOLD INCOME
- $170,239 to $266,171
- $119,138 to $170,238
- $86,301 to $119,137
- $59,243 to $86,300
- $0 to $59,242

Parks & Golf Courses
Bodies of Water
Light Rail

	INTERSECTION (3 MILE RADIUS)	HOUSEHOLDS	AVERAGE HH INCOME
1	Bell Rd & 75th Ave	43,839	$93,480
2	Washington St & Central Ave	37,441	$61,850
3	Camelback Rd & 24th St	63,870	$85,405
4	Pinnacle Peak Rd & Scottsdale Rd	11,908	$167,495
5	Greenway Pkwy & Scottsdale Rd	33,707	$126,115
6	Camelback Rd & Scottsdale Rd	46,692	$105,239
7	Ray Rd & I-10	40,265	$108,497
8	Chandler Blvd & Loop 101	48,903	$103,500
9	Ocotillo Rd & Alma School Rd	29,517	$121,240
10	Baseline Rd & Val Vista Dr	52,626	$83,773
11	Williams Field Rd & SanTan Village Pkwy	34,967	$118,156

COMPETITORS
- Coffee Shops (5)
- Restaurants (13)

MAJOR MALLS
1. Arrowhead Towne Center
2. Desert Sky Mall
3. Metrocenter
4. Christown Spectrum Mall
5. Biltmore Fashion Park
6. Paradise Valley Mall
7. Arizona Mills
8. Kierland Commons
9. Scottsdale Quarter
10. Scottsdale Fashion Square
11. Chandler Fashion Center
12. San Tan Village
13. Superstition Springs Center

Artificial Intelligence – 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, 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.

Customer Pattern:

Site Insights

Perspective

Brand Loyalty

Customer Journey

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?)
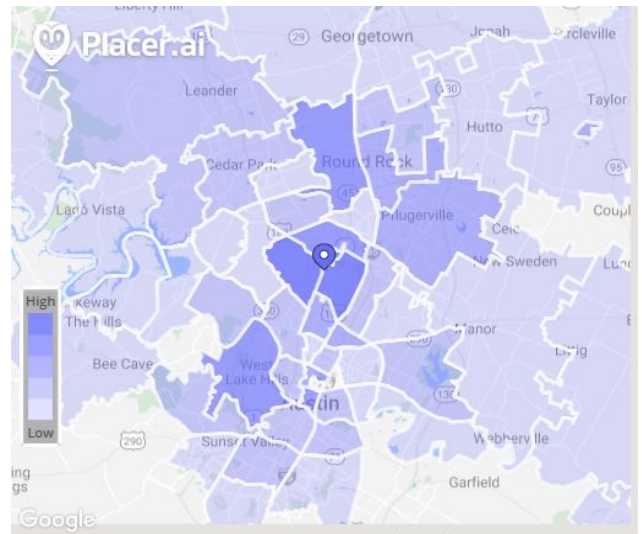- Understand the journey from home and the journey from work to visit the site!

Site - Visit By Home
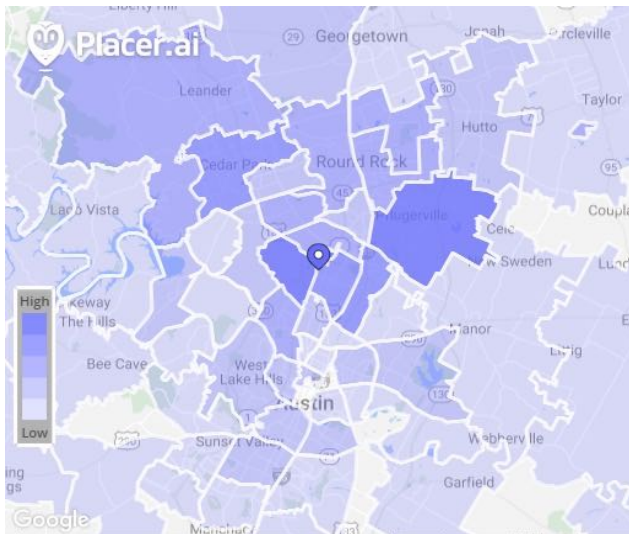
The Domain / 11310 Domain Dr., Austin, 78758, TX | Based on visitor By Home Location | Jan 1st, 2020 - Jun 30th, 2020
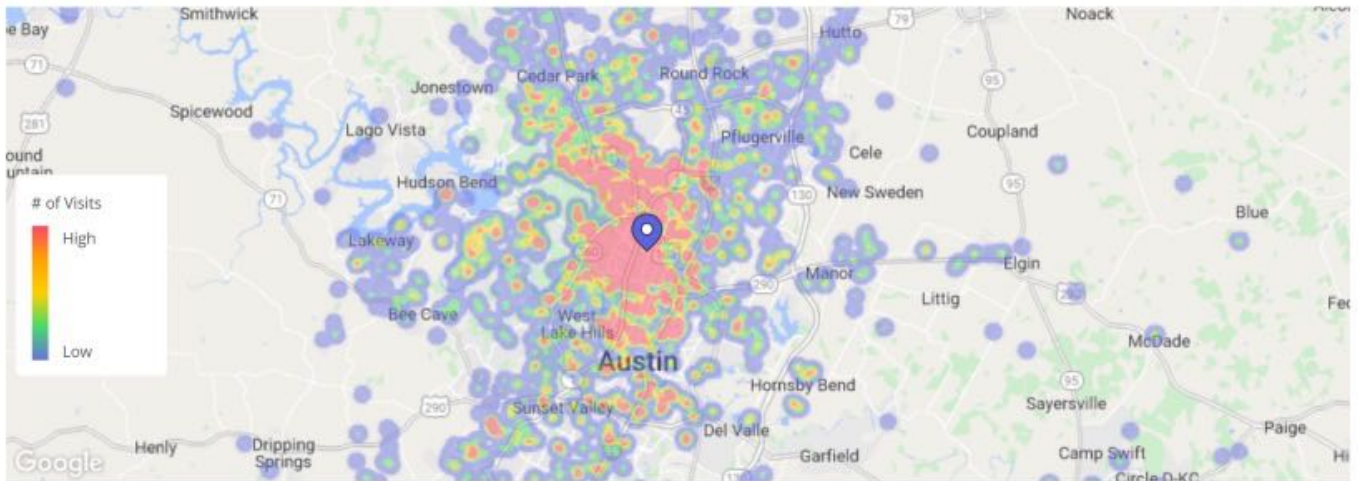
Data provided by Placer Labs Inc. (www.placer.ai)

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)

Market Analytics Platform

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

Hopdoddy Burger Bar
2438 W Anderson Ln, Austin, TX 78757

May 1st, 2021 - Apr 30th, 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai
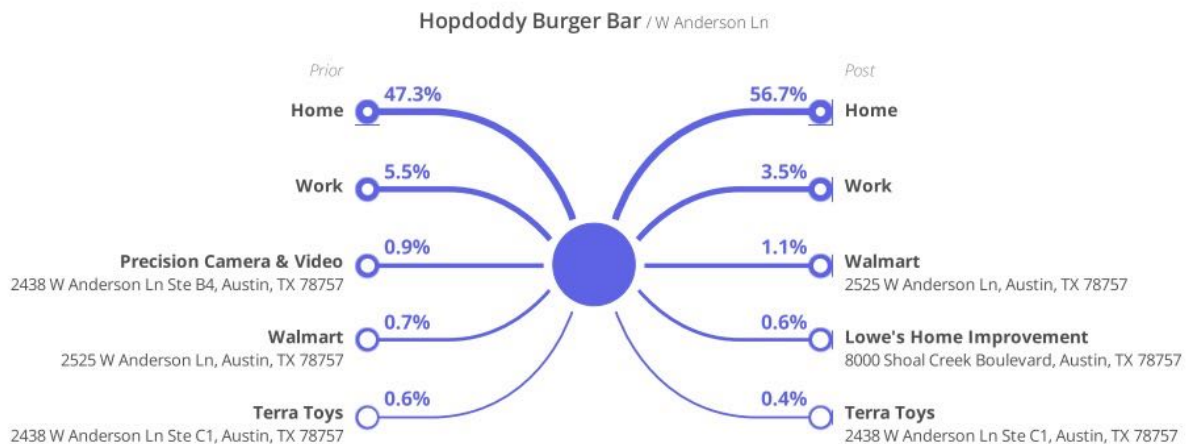
Site Insights

- 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.

Visitor Journey

Hopdoddy Burger Bar / W Anderson Ln

Prior   *Post*

Prior	%		%	Post
Home	47.3%		56.7%	Home
Work	5.5%		3.5%	Work
Precision Camera & Video 2438 W Anderson Ln Ste B4, Austin, TX 78757	0.9%		1.1%	Walmart 2525 W Anderson Ln, Austin, TX 78757
Walmart 2525 W Anderson Ln, Austin, TX 78757	0.7%		0.6%	Lowe's Home Improvement 8000 Shoal Creek Boulevard, Austin, TX 78757
Terra Toys 2438 W Anderson Ln Ste C1, Austin, TX 78757	0.6%		0.4%	Terra Toys 2438 W Anderson Ln Ste C1, Austin, TX 78757

May 1, 2021 - Apr 30, 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai
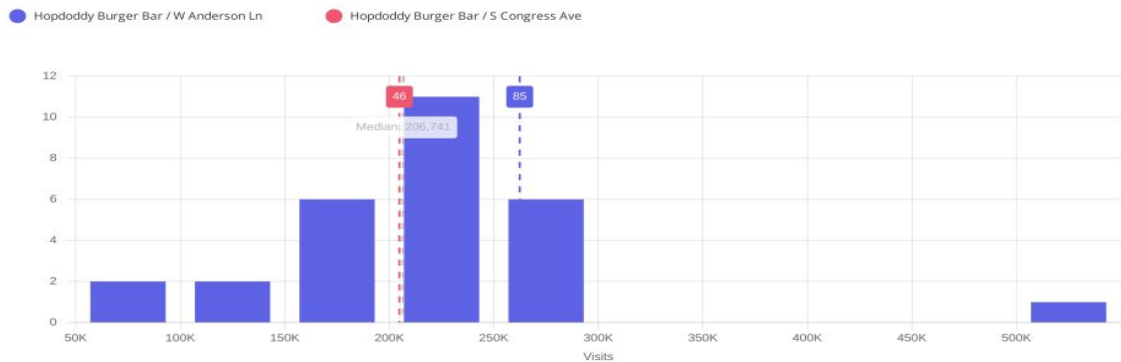
Perspective

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

Percentile Rank - Chain: Hopdoddy Burger Bar

● Hopdoddy Burger Bar / W Anderson Ln   ● Hopdoddy Burger Bar / S Congress Ave

Median: 206,741

46   85

Showing Chain: Hopdoddy Burger Bar | Region: Nationwide | Coverage Hopdoddy Burger Bar Nationwide 88% (05.2022), Coverage Hopdoddy Burger Bar Nationwide 88% (05.2022) | Metric Visits | May 1, 2021 - Apr 30, 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Ranking Overview - Category: Fast Food & QSR

● Hopdoddy Burger Bar / W Anderson Ln   ● Hopdoddy Burger Bar / S Congress Ave

United States	Texas	Local (15 mi)
5,315 / 88,952 — 94%	660 / 10,415 — 93%	36 / 482 — 92%
9,831 / 88,952 — 88%	1,236 / 10,415 — 88%	48 / 358 — 86%

Showing Category: Fast Food & QSR | Metric Visits | May 1, 2021 - Apr 30, 2022
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Market Analytics Platform

Customer Journey

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

Visitor Journey - Routes

Visits
- 50.2K - 257.2K
- 10.2K - 50.2K
- 6K - 10.2K
- 4.1K - 6K
- < 4.1K
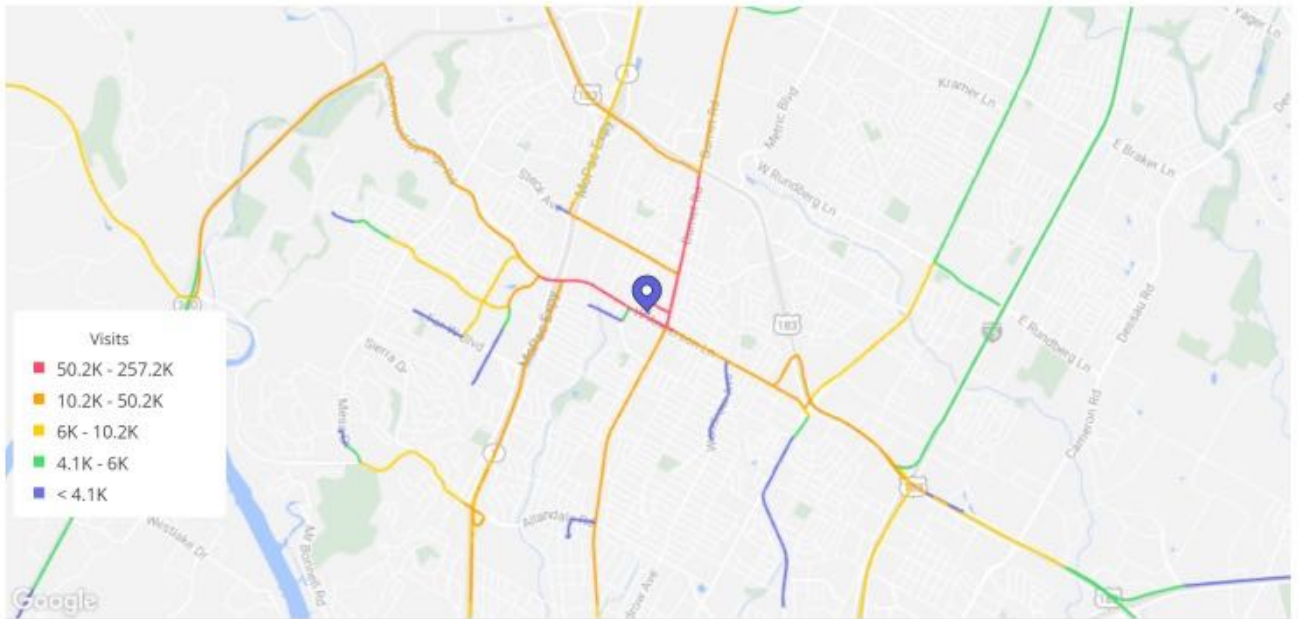
Journey Direction: To Property | May 1st, 2021 - Apr 30th, 2022
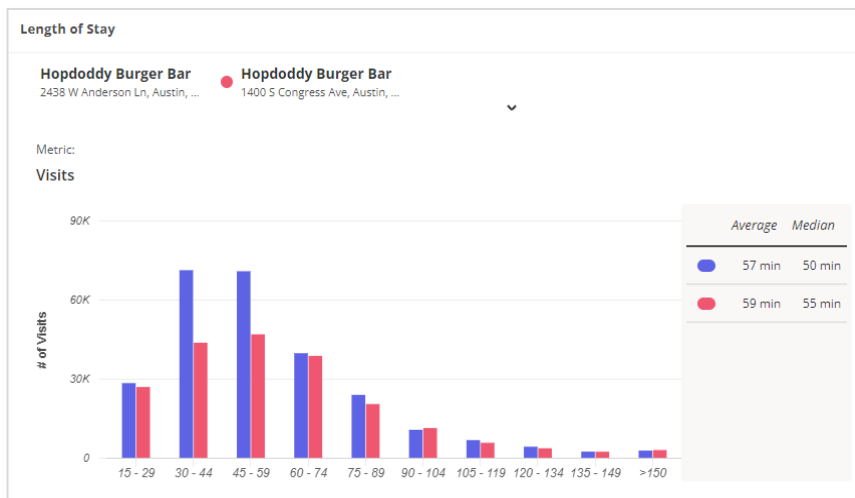Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

RESOLUT RE

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.

Daily Visits

Hopdoddy Burger Bar
2438 W Anderson Ln, Austin, ...

Hopdoddy Burger Bar
1400 S Congress Ave, Austin, ...

Metric:
Visits

# of Visits

Length of Stay

Hopdoddy Burger Bar
2438 W Anderson Ln, Austin, ...

Hopdoddy Burger Bar
1400 S Congress Ave, Austin, ...

Metric:
Visits

# of Visits

	Average	Median
●	57 min	50 min
●	59 min	55 min

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
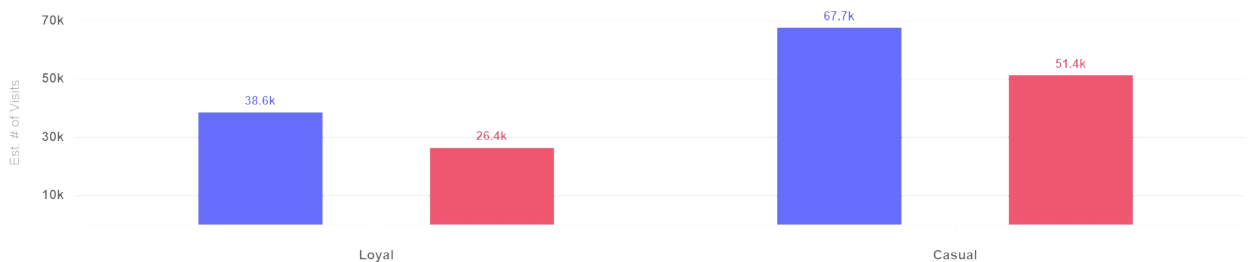
Accumulated Visits
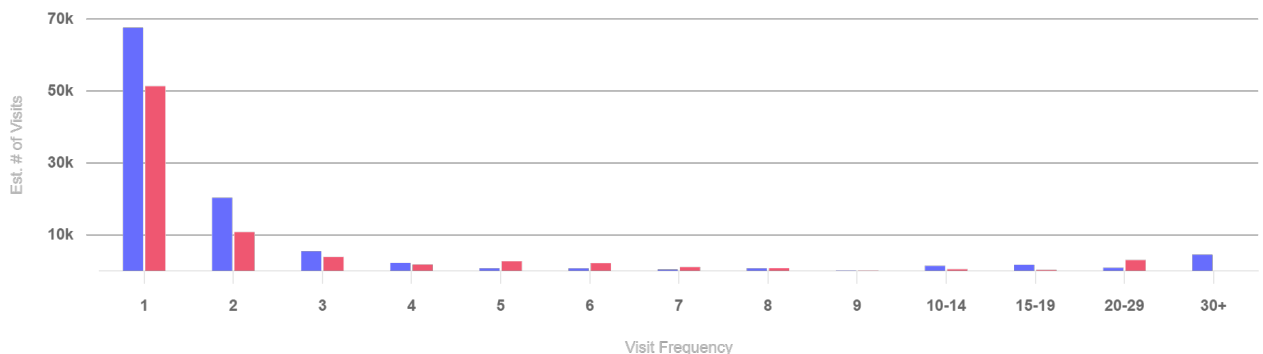
Who Will Be On Your Team?

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.

Connect With Us

DAVID SIMMONDS
PRESIDENT & FOUNDER
david@resolutre.com
512.917.0416

GEORGE ANDERSON
EXECUTIVE VICE PRESIDENT OF MARKET ANALYTICS &
RESEARCH
george@resolutre.com
512.765.2310

Version: Feb 2024