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	650+ Clients 90% Actor 4 and 1 Brun Lare Mit 1600 Million 6 Million - Holdsho desvolor (Portion Rhs.	Rotall Recruitment Training

1	Know your ACTUAL retail trade area
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## Know your ACTUAL retail trade area

Using municipal boundaries for trade areas drastically undersells a market's retail potential

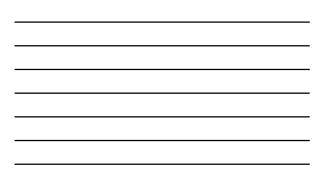
Traditionally, drive-times and radials have been used to measure (and standardize) trade areas, but do not tell the full story





















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## Do your Research

Questions you should ask:

- Expansion plans for your region?
- Which contact covers your market?
- Do they work with preferred developers?
- Looking to lease, buy, build-to-suit? Second generation
- Active franchisees in the area? Nearest franchisee?

Get to Know Key Decision Makers



## Get to Know Key Decision Makers

Begin reach out to local and regional brokers and tenant reps to form relationships

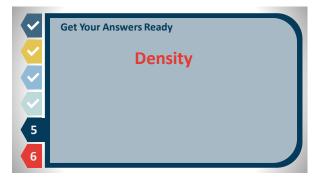
Show knowledge by explaining WHY their brand is a fit for your community, based on criteria

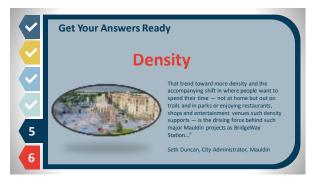
Invite them to your market



	Get Your Answers Ready	
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	Get Your Answers Ready	

Questions to think about...

- What is the planning and approval process like?
- How does your community communicate?
- How does zoning/ordinances affect development?
- Are you business friendly?

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	Understand what's realistic
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6	





## Understand what's realistic

- What is your community a fit for?
- Demographics (population, incomes, etc..)
- Store Spacing

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- Real Estate
- Retail Development Stage / Tier



1. Know Your Trade Area	
2. Keep Sites Inventory	(R) The Retail Coach.
3. Do Your Research	Questions?
4. Get to Know Decision Makers	
5. Get Your Answers Ready	Charles Parker Project Director 662-231-9078 cparker@theretailcoach.net
6. Understand What's Realistic	

