

## SITE SCORE APP

### ABOUT THE APP:

- EVALUATE A SITE BASED ON USER DEFINED CHARACTERISTICS AND UNDERSTAND POTENTIAL OPPORTUNITY BASED ON THE SELECTED CHARACTERISTICS. BENCHMARK AGAINST EXISTING SITES.
- INPUT: POINT ON A MAP OR ADDRESS; TRADE AREA (UP TO 3) IN MINUTES; VARIABLES WITH TARGET AND WEIGHT
- OUTPUT: SITE SCORE; THEMATIC MAPS; DEMOGRAPHIC REPORTING

### AVAILABLE VARIABLES FOR ANALYSIS:

- TOTAL POPULATION
- POPULATION DENSITY
- MEDIAN AGE
- MEDIAN HOUSEHOLD INCOME
- MEDIAN HOUSEHOLD VALUE
- AVERAGE HOUSEHOLD SIZE
- MOSAIC GROUPS (SEGMENTATION)

### TYPICAL USERS:

- INDUSTRIES – RETAILERS, RESTAURANTS, FRANCHISEES, REAL ESTATE/BROKER ORGANIZATIONS, HEALTHCARE ORGANIZATIONS
- USER ROLES – REAL ESTATE DEVELOPER, REAL ESTATE BROKER, C-LEVEL, FINANCE, STRATEGY

### APPS USERS ALSO BOUGHT:

- MARKET ANALYSIS
- NEW STORE IMPACT/STORE CLOSURE
- COMPETITION

### PRICE:

\$1,000/REPORT

\*FOR CUSTOM VARIABLES TO BE INCLUDED IN THE REPORT, PLEASE CONTACT US FOR A QUOTE

