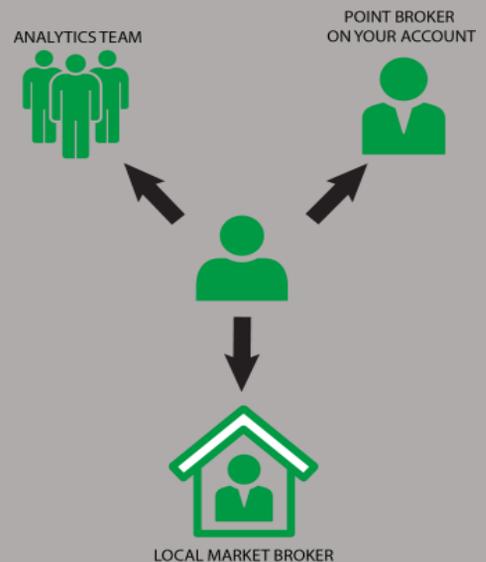RESOLUT

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.

300+ CLIENTS | 50 STATES | 130+ COUNTRIES
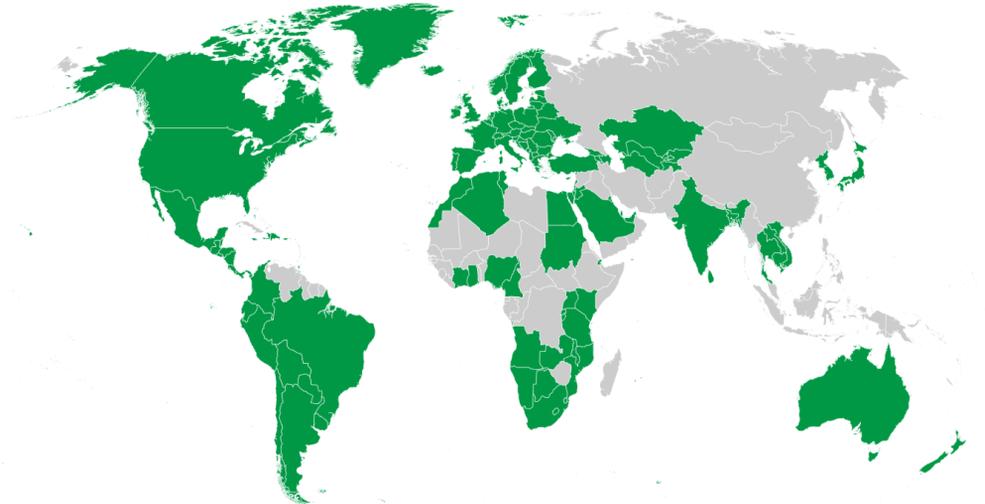
Identify Target Customer

Target Customers in Trade Area

Units Possible in a Market

Blueprint for Opening Sequence

Market Analytics Platform

COMPASS: IDENTIFYING THE CONSUMER BASE

DEMOGRAPHICS · PSYCHOGRAPHIC · CUSTOMER SEGMENTATION · CONSUMER BUYING BEHAVIOR

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?

Nashville, TN – 10 Minute Drivetime
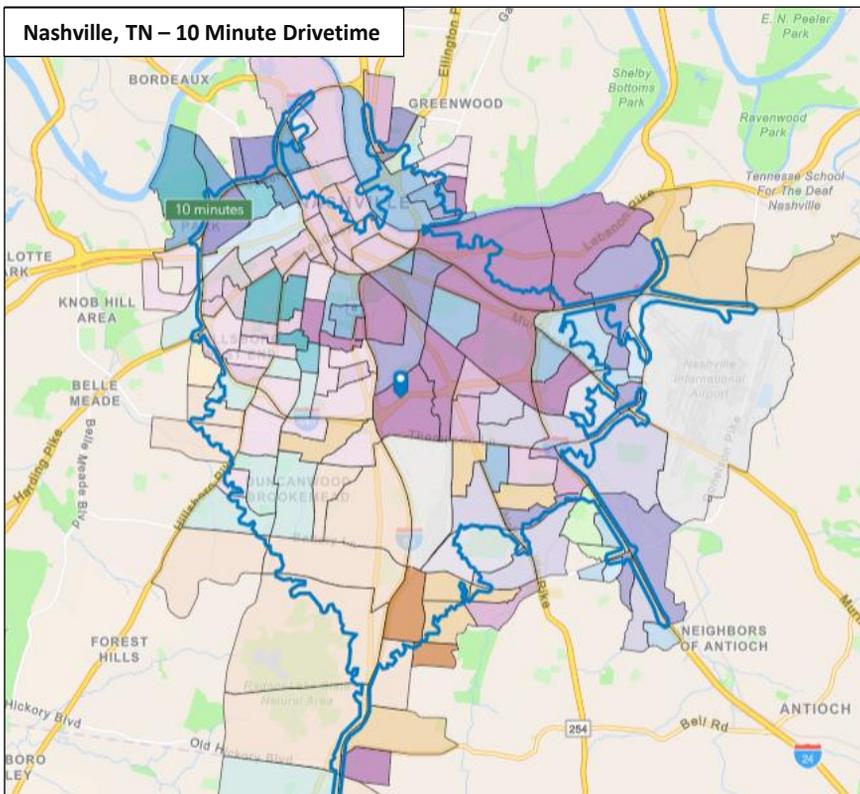
D4 Metro Renters
Singles Living Alone
High-Rises

- Households
- Diversity
- Age
- Income

- Shop at specialty grocery stores
- Visit movies, theater, bars, museums
- Frequent internet use
- Travel domestically, internationally

H4 Urban Chic
Married Couples, Singles Living Alone
Single Family, Multi-Units

- Households
- Diversity
- Age
- Income

- Use credit cards with loyalty points
- Invest in homes and retirement plans
- Use internet for networking
- Health-conscious

A6 Young and Restless
Singles Living Alone, Married Couples
Multi-Units

- Households
- Diversity
- Age
- Income

- Frequent convenience stores
- Maintain auto and renter's insurance
- Play video games, use social media
- Tend to visit urgent care centers

Market Analytics Platform

RE

CONTEMPORARY HOUSEHOLDS

URBAN THREADS
- A1 Independent Cityscapes
- A2 City Commons
- A3 Social Security Set
- A4 Fresh Ambitions
- A5 Welcome Waves
- A6 Young and Restless

BOOKS AND BOOTS
- B1 Dorms to Diplomas
- B2 College Towns
- B3 Military Proximity

METRO VIBES
- C1 Single Thrifties
- C2 Kids and Kin
- C3 Metro Fusion
- C4 Family Foundations
- C5 Diverse Horizons
- C6 Moderate Metros

TECH TRAILBLAZERS
- D1 Emerging Hub
- D2 Trendsetters
- D3 Modern Minds
- D4 Metro Renters
- D5 Laptops and Lattes

FAMILY PORTRAITS

COMMUNITY CONNECTIONS
- E1 Modest-Income Homes
- E2 Southwestern Families
- E3 Hometown Charm
- E4 Mobile Meadows
- E5 Rural Versatility
- E6 Family Bonds

URBAN HARMONY
- F1 High-Rise Renters
- F2 Family Extensions
- F3 Downtown Melting Pot
- F4 City Strivers
- F5 Uptown Lights

FAMILY FABRIC
- G1 Shared Roots
- G2 Up-and-Coming Families
- G3 Generational Ties

FAMILY PROSPERITY
- H1 Flourishing Families
- H2 Boomburbs
- H3 Neighborhood Spirit
- H4 Urban Chic

MATURE AND RETIRED LIVING

COUNTRYSCAPES
- I1 Small Town Sincerity
- I2 Scenic Byways
- I3 Heartland Communities
- I4 Rooted Rural
- I5 Rural Resort Dwellers
- I6 Southern Satellites
- I7 Country Charm

MATURE REFLECTIONS
- J1 Senior Escapes
- J2 The Elders
- J3 Retirement Communities
- J4 Silver and Gold

SUBURBAN SHINE
- K1 Legacy Hills
- K2 Middle Ground
- K3 Loyal Locals
- K4 Classic Comfort
- K5 Dreambelt
- K6 City Greens
- K7 Room to Roam
- K8 Burbs and Beyond

PREMIER ESTATES
- L1 Savvy Suburbanites
- L2 Professional Pride
- L3 Top Tier

- Unclassified

ArcGIS TAPESTRY
The Fabric of US Neighborhoods

CONTEMPORARY HOUSEHOLDS				FAMILY PORTRAITS				MATURE AND RETIRED LIVING			
LifeMode A: Urban Threads	LifeMode B: Books and Boots	LifeMode C: Metro Vibes	LifeMode D: Tech Trailblazers	LifeMode E: Community Connections	LifeMode F: Urban Harmony	LifeMode G: Family Fabric	LifeMode H: Family Prosperity	LifeMode I: Countryscapes	LifeMode J: Mature Reflections	LifeMode K: Suburban Shine	LifeMode L: Premier Estates

RESOLUT
RE

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

Chicago, IL

STORE CAPACITY

Charlotte, NC

Potential Stores
Competition

Market Analytics Platform
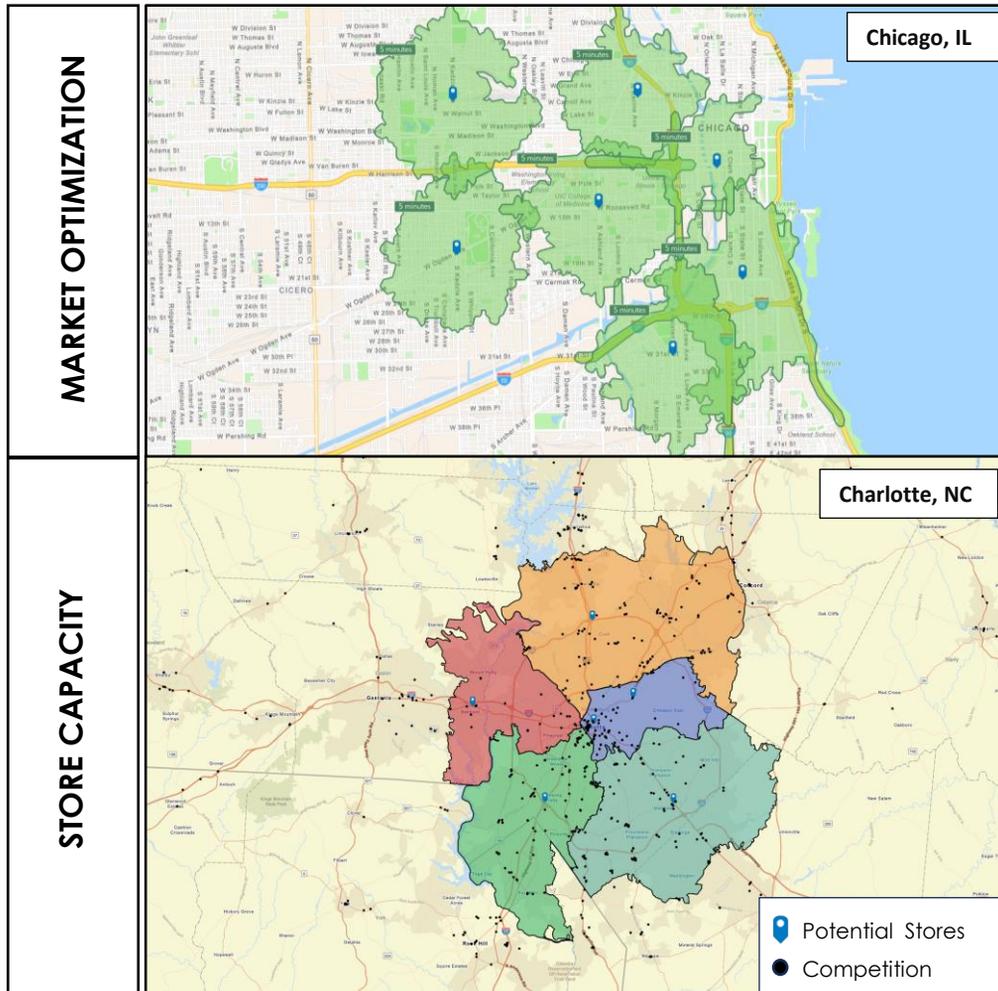
CITY SKYLINES: A STRATEGIC BLUEPRINT FOR FUTURE EXPANSION
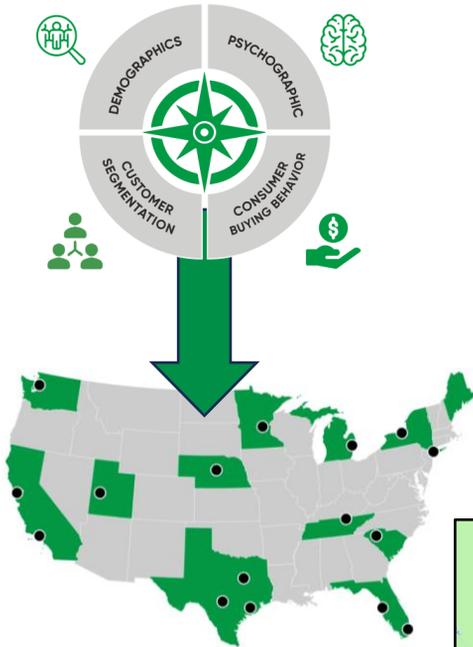
THIS PROGRAM COMBINES INFORMATION FROM COMPASS AND BUILDER AND ASKS...

● 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?

Miami Metro Area, FL

CAPACITY SCENARIOS

STRATEGY	# OF STORE(S)
Conservative Pop 150k	1
Moderate Pop 100k	4
Aggressive Pop 75k	8

Market Ranking

1. Miami
2. North Miami
3. Ft. Lauderdale
4. Hollywood
5. Miami Beach
6. Hialeah
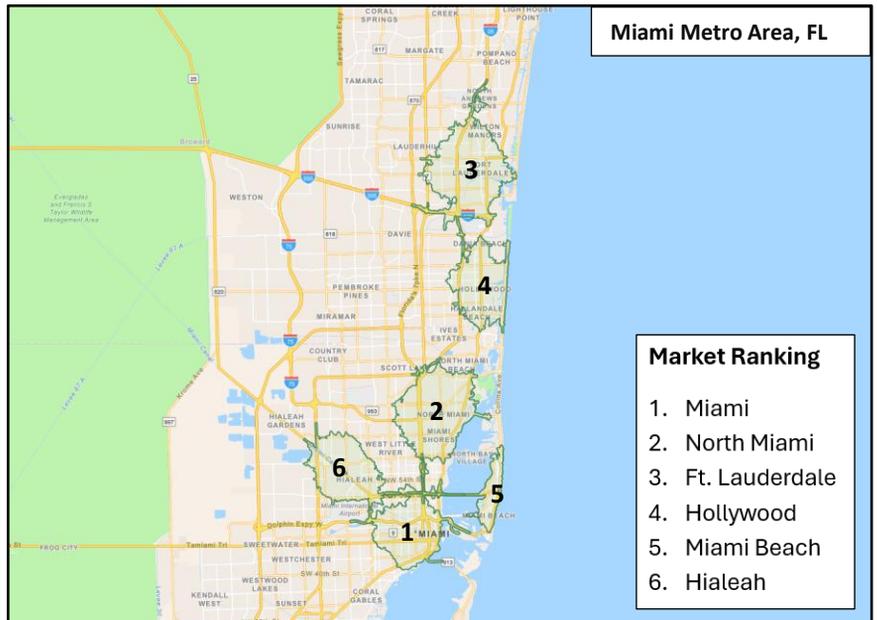
The map and chart illustrate store capacity and three market penetration scenarios based on the information gathered in City Skylines.

Market Analytics Platform

🟢 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.

2024 Participated in Weight Lifting/12 Mo (Index)

136	to 157
117	to 135
97	to 116
66	to 96
51	to 65

Seattle, WA

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.

2024 Food Away from Home (Index)

197	to 213
155	to 196
132	to 154
101	to 131
50	to 100

San Diego, CA

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

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.

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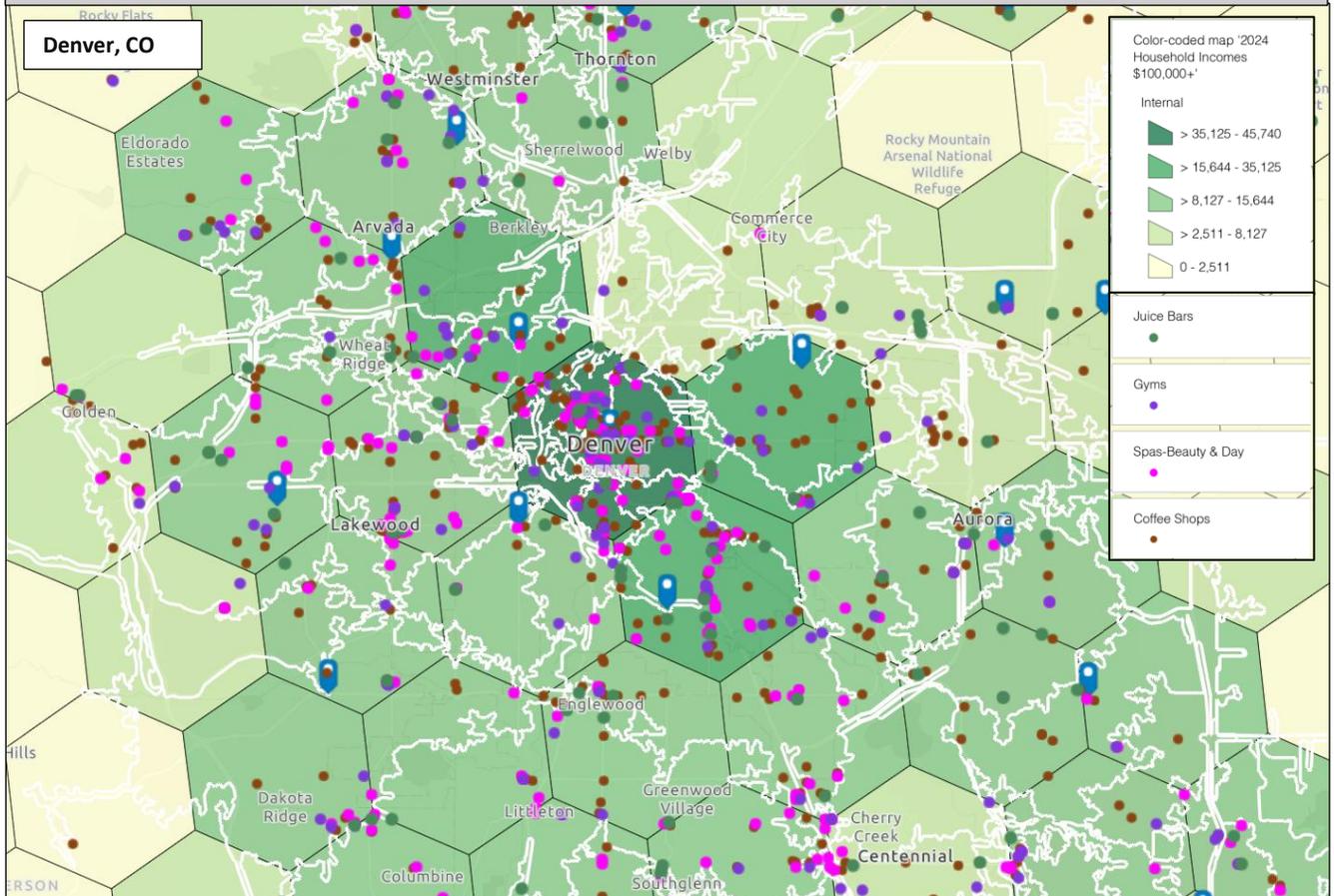
AI – Geofencing

- 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:

Site Insights

Perspective

Brand Loyalty

Customer Journey

🏠 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.

Placer.ai

Market Analytics Platform
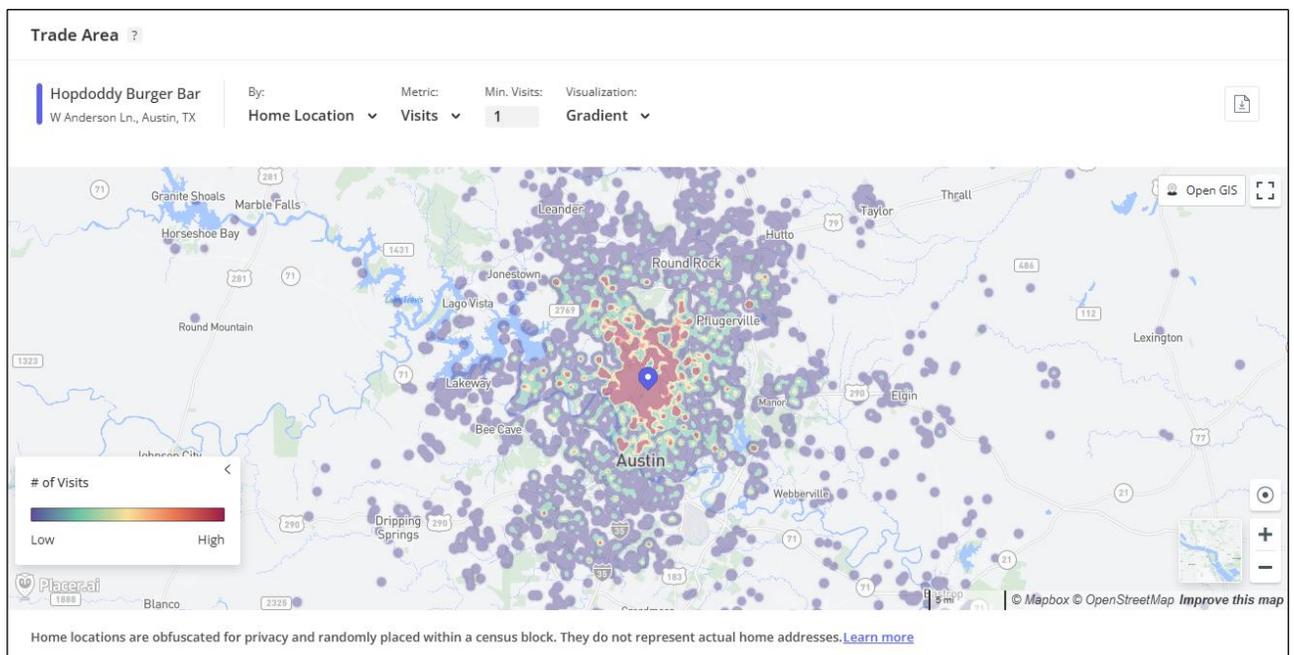
Customer Journey

- 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.

Visitor Journey ?

Hopdoddy Burger Bar
W Anderson Ln., Austin, TX

Show by: Location | Category | **Category Group**

Prior				Post
Home	43.9%		49.9%	Home
Work	9.7%		9.8%	Shops & Services
Shops & Services	8.2%		6.7%	Work
Dining	7.1%		6.3%	Shopping Centers
Shopping Centers	4.5%		6.1%	Dining

Placer.ai

Market Analytics Platform

Perspective

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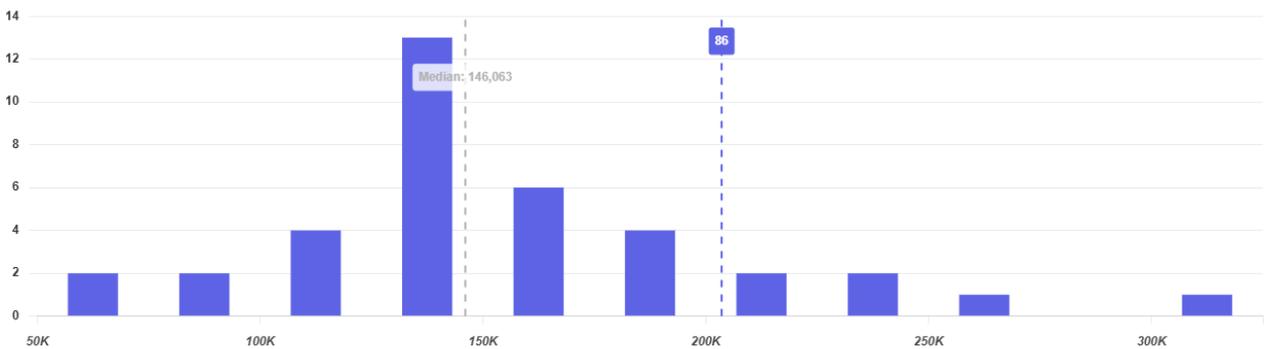- RESOLUT RE shows you some *Perspective* by comparing foot traffic against your peers.

Market Analytics Platform
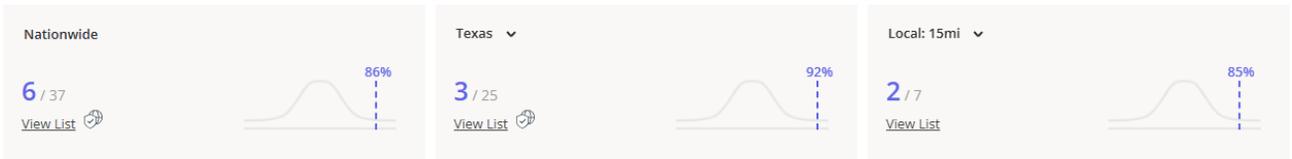
Customer Journey

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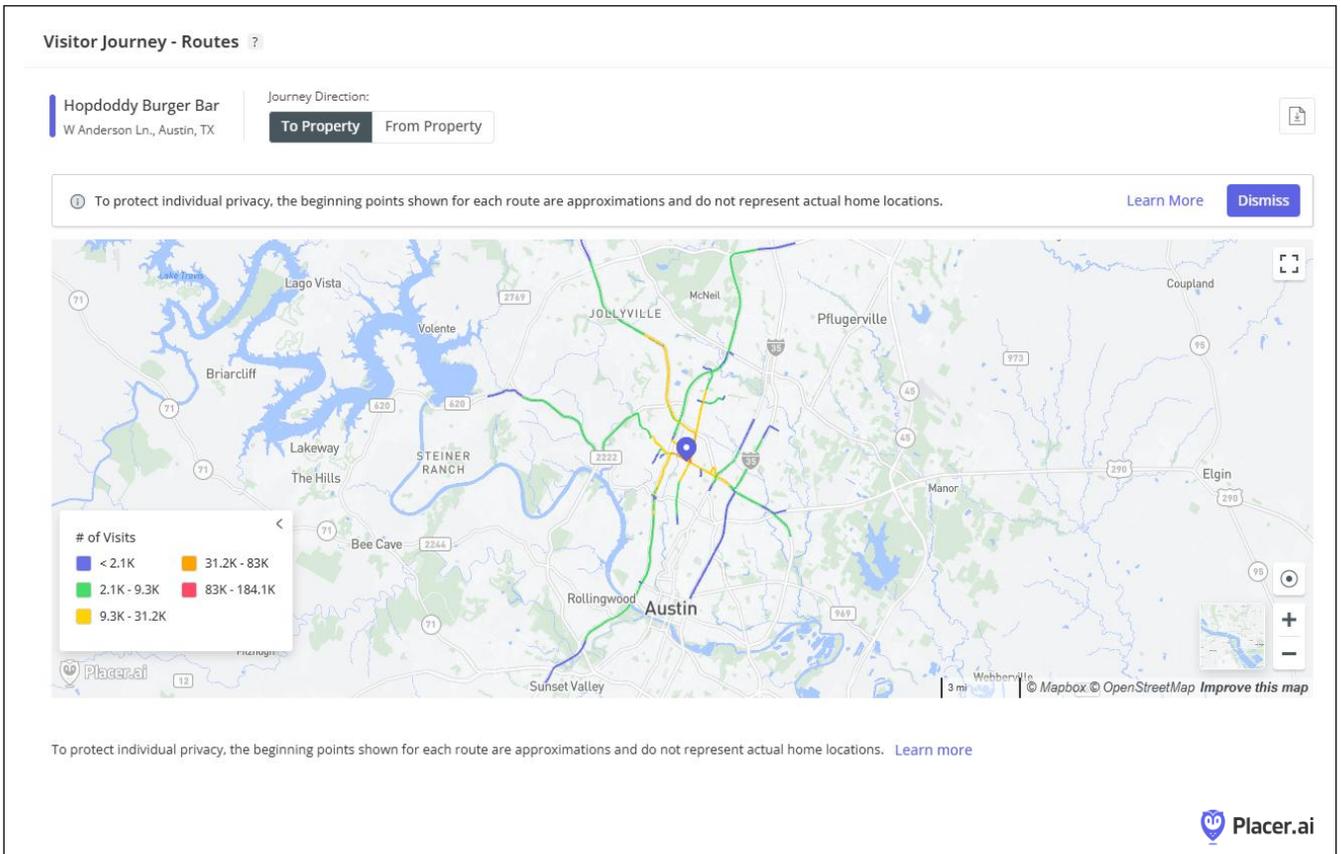
Brand Loyalty

- 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
W Anderson Ln., Austin, TX

Metric:
Visits ∨

Visit Duration ?

Hopdoddy Burger Bar
W Anderson Ln., Austin, TX

Metric:
Visits ∨

| Average Stay | 47 min |
| Median Stay | 44 min |

Placer.ai
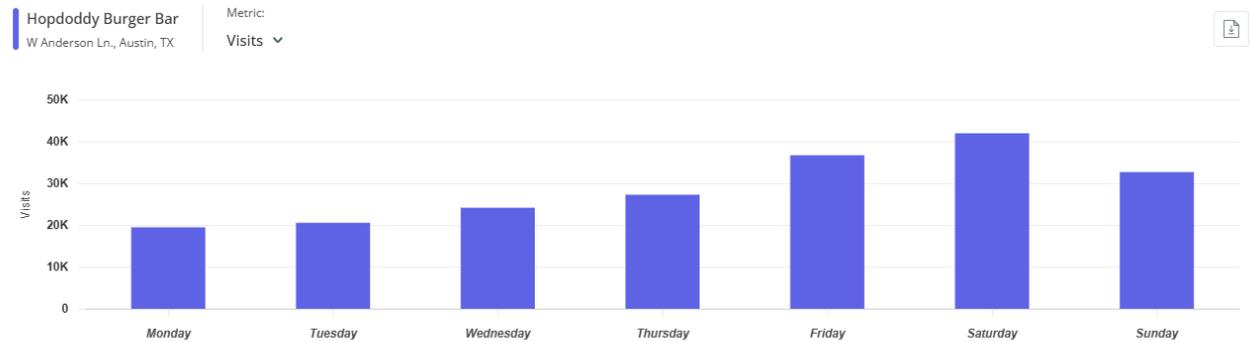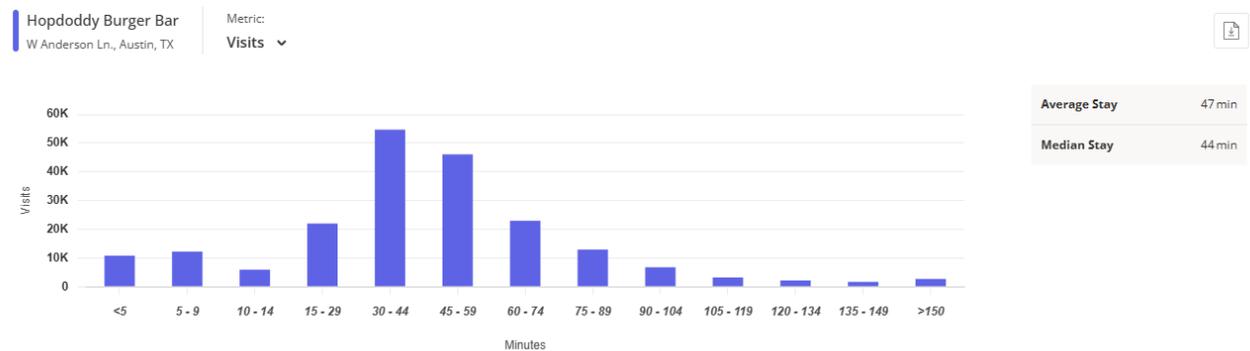
MARKET ANALYTICS PLATFORM **PLUS**

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**

Market Analytics Platform PLUS

Site Insights

RESOLUT RE — Randolph, NJ

MARKET FACTS

2024 Total Daytime Population	224,060
2010 Total Population	230,950
2024 Total Population	240,007
2029 Total Population	238,419
2024-2029 Growth Rate: Population	-0.13%
2024 Median Household Income	$124,764
2024 Median Disposable Income	$102,632
2024 Average Household Income	$174,279
2024 Median Age	42.1
2024 Total Households	90,099

POPULATION, INCOME, JOBS

	TOTAL
Total Population Age 5 or Less	14,285
Total Population Age 9 or Less	25,320
Total Population Age 18 or Less	50,211
2024 HH Income $100000-149999	17,544
2024 HH Income $150000-199999	13,034
2024 HH Income $200000+	24,865
2024 Total Employees (SIC)	112,175

CONSUMER SPENDING

	SPI
2024 Elementary/High School Tuition	167
2024 Tuition-Oth Schools	169
2024 Day Care/Nursery/Preschools	161
2024 Child Care	163

Randolph, NJ

BRIGHT HORIZONS	4
GODDARD	3
KIDDIE ACADEMY	0
LIGHTBRIDGE	2
PRIMROSE	1
THE LEARNING EXPERIENCE	2
ALL CHILD CARE CENTERS	48

Randolph, NJ (20 minutes)

School Student Enrollment (ACS)

GRADE	PRIVATE	PUBLIC
Kindergarten	304	2,298
Grades 1 - 4	704	9,984
Grades 5 - 8	884	11,281
Grades 9 - 12	1,256	12,017

Relationship
- 2024 Household Incomes $100,000+
- 2024 Both Ages less than 9

2B Pleasantville — 17,384 households	19.3% of Households	
1D Savvy Suburbanites — 13,093 households	14.5% of Households	
1B Professional Pride — 10,785 households	12.0% of Households	

Wealth Index — 174

Housing Afforability Index — 82

Utilites Map

Market Analytics Platform PLUS
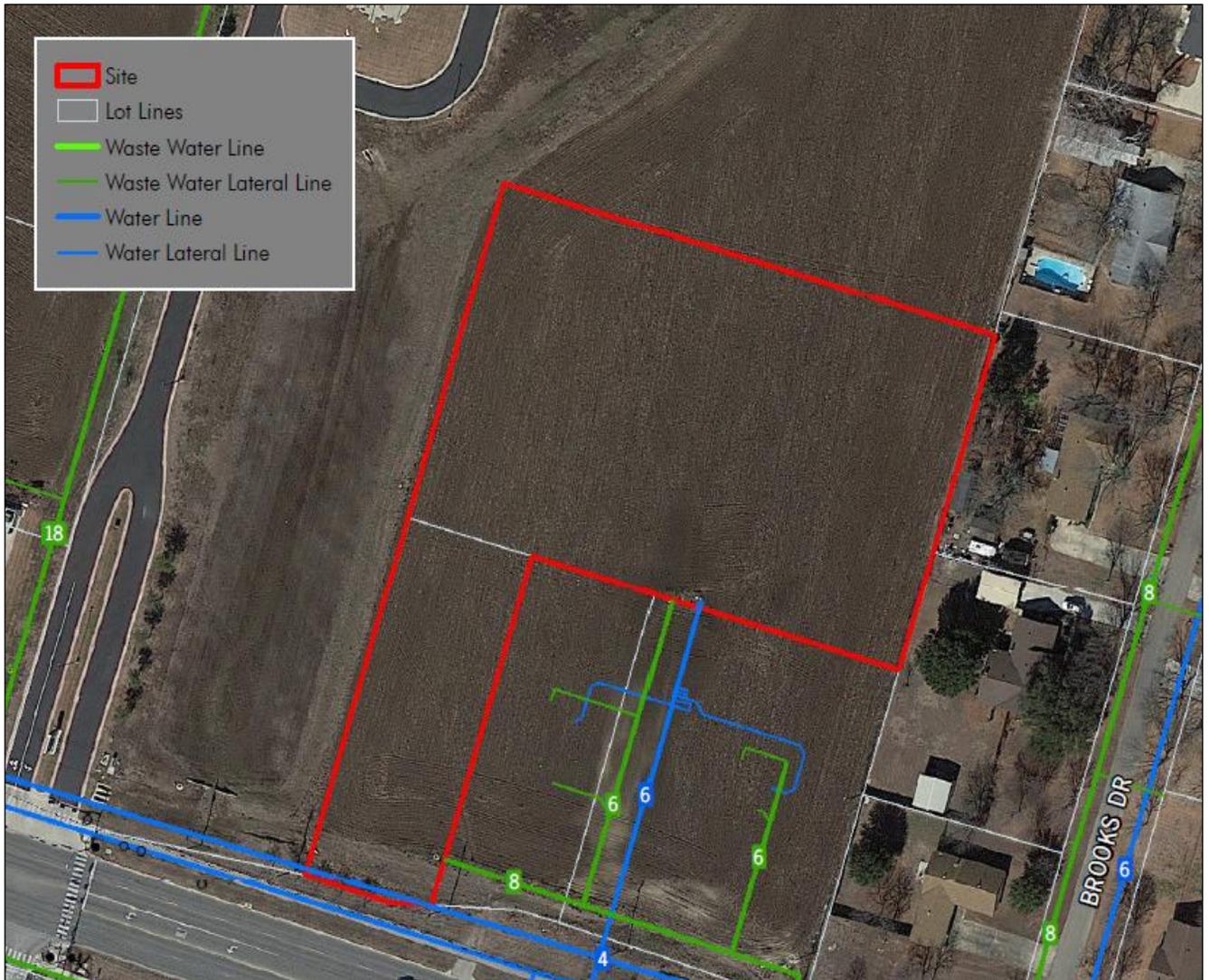
Planned Developments

Downtown Orlando, FL- Planned Developments

Market Analytics Platform PLUS
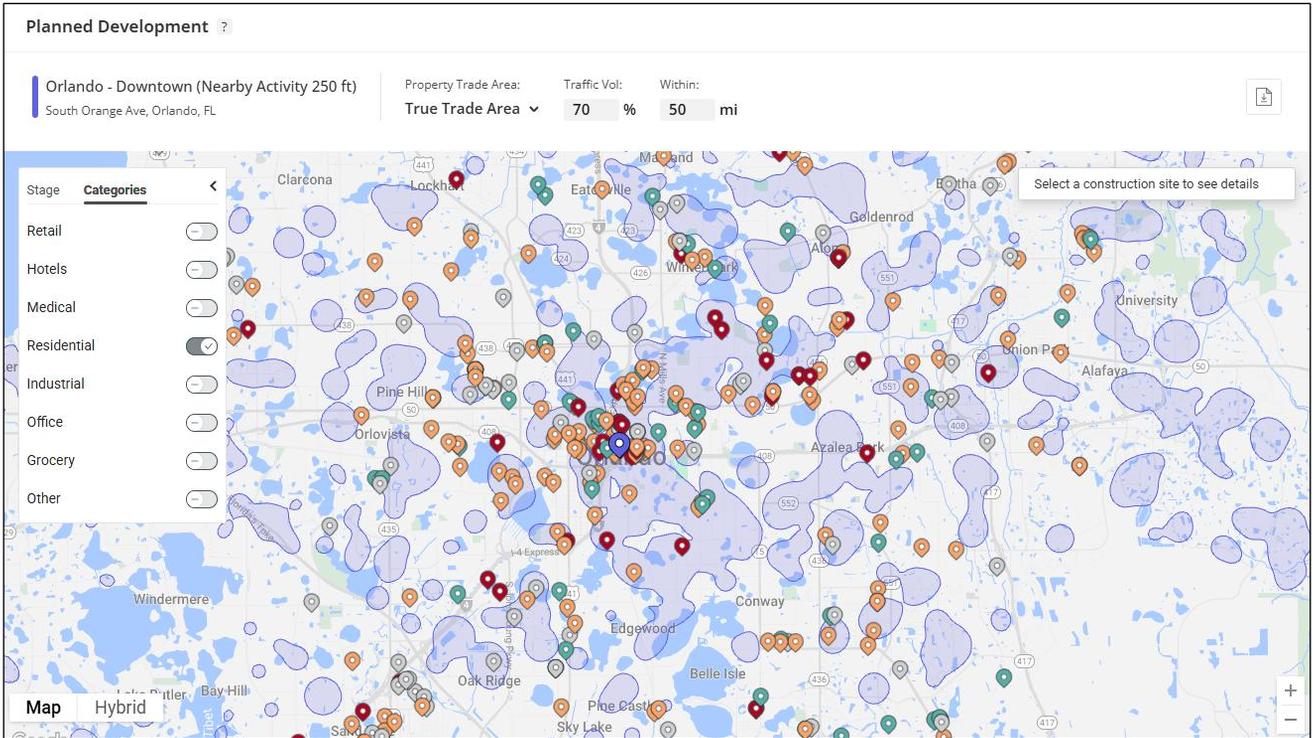
True Trade Area

Downtown Orlando, FL – Tru Trade Area

Placer.ai

Market Analytics Platform PLUS
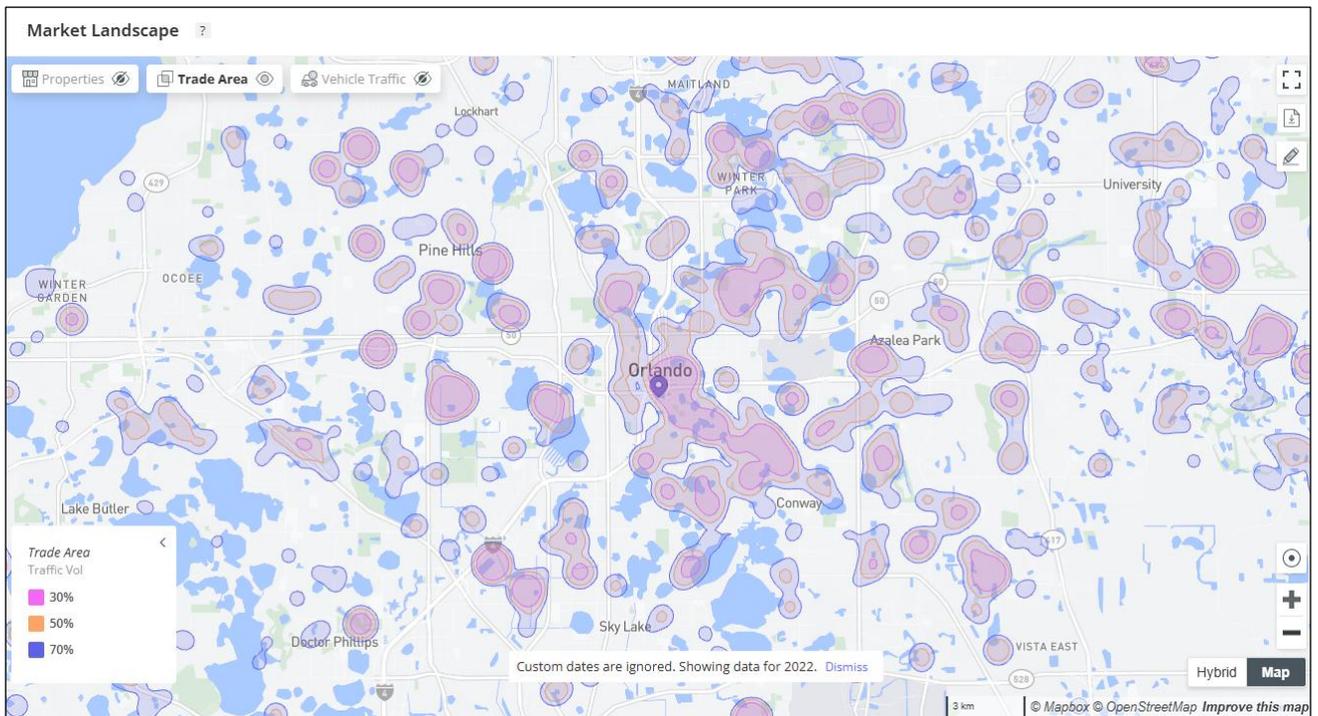
Geofencing - Infographics

GEOFENCING - **Slidell, LA**

Metrics

Property:
Vanguard Key Clubs / Washin...

Visits	151K
Visits / sq ft	7.96
Size - sq ft	19K
Visitors	73.9K
Visit Frequency	2.04
Avg. Dwell Time	51 min
Visits YoY	-5%
Visits Yo2Y	-3.9%
Visits Yo3Y	-6.6%

Trade Area
Heatmap
High
Low

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

Placer.ai

RESOLUT
RE
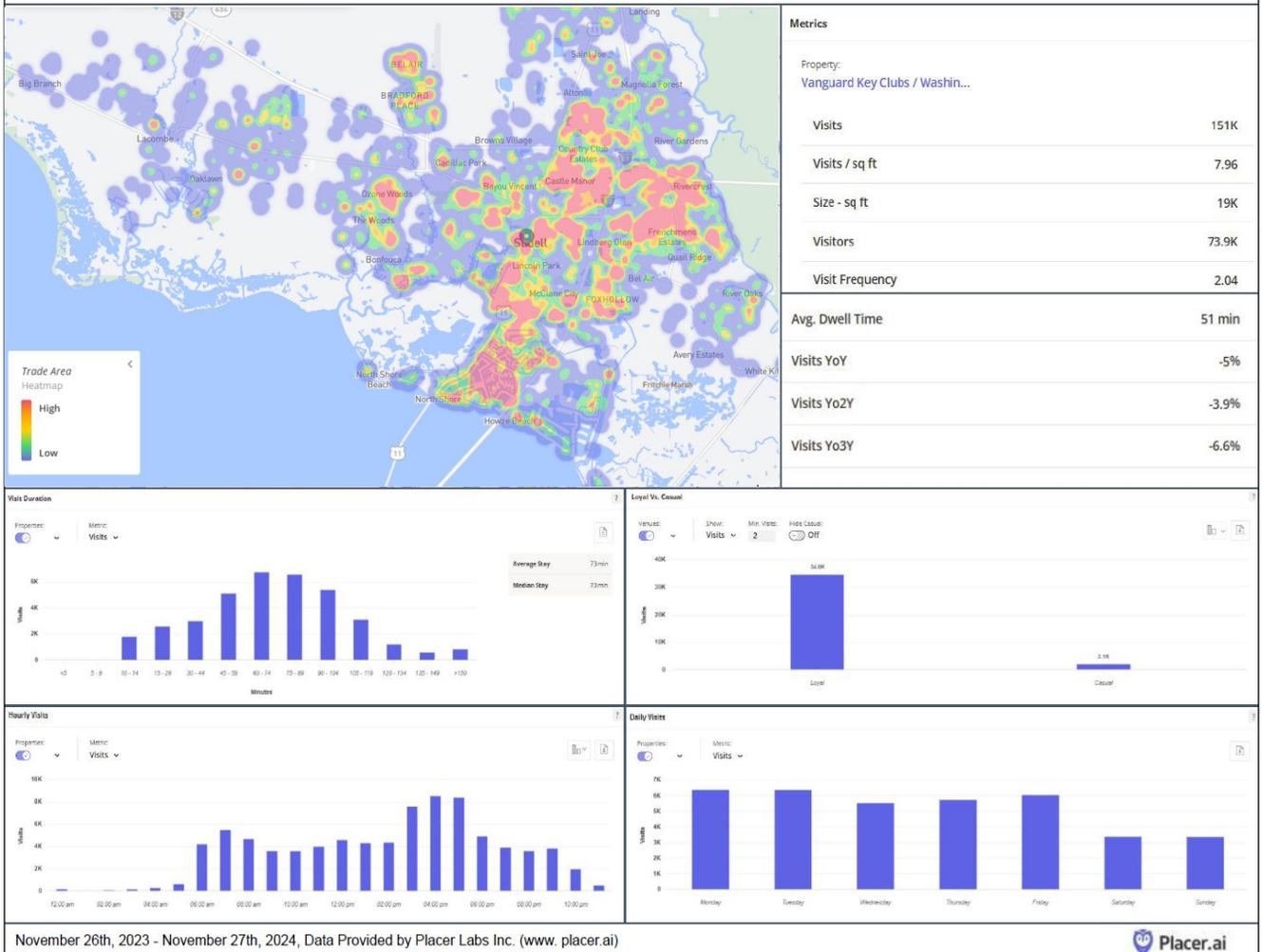
Webmap Smart Map Search by State

US States filtered by Population Growth

Webmap - Census Tracts Custom Filters

Census Tracts filtered by Population Growth, Population Age 0-4 and Population Age 25+ with Bachelor's Degree.

Census Tracts labeled from top to bottom: Population Growth, Population Age 0-4 and Population Age 25+ with Bachelor's Degree.

Webmap Site Specific Details
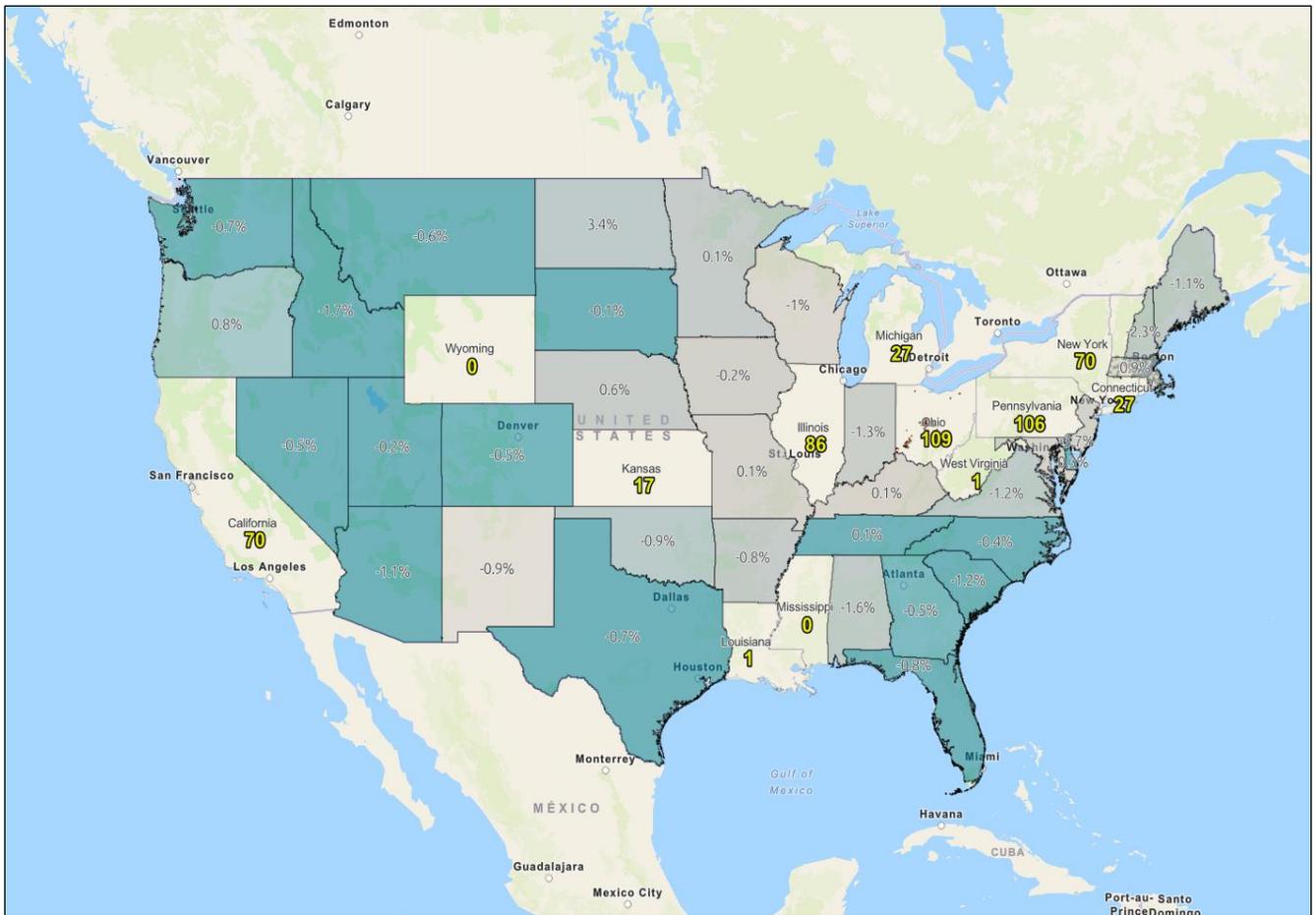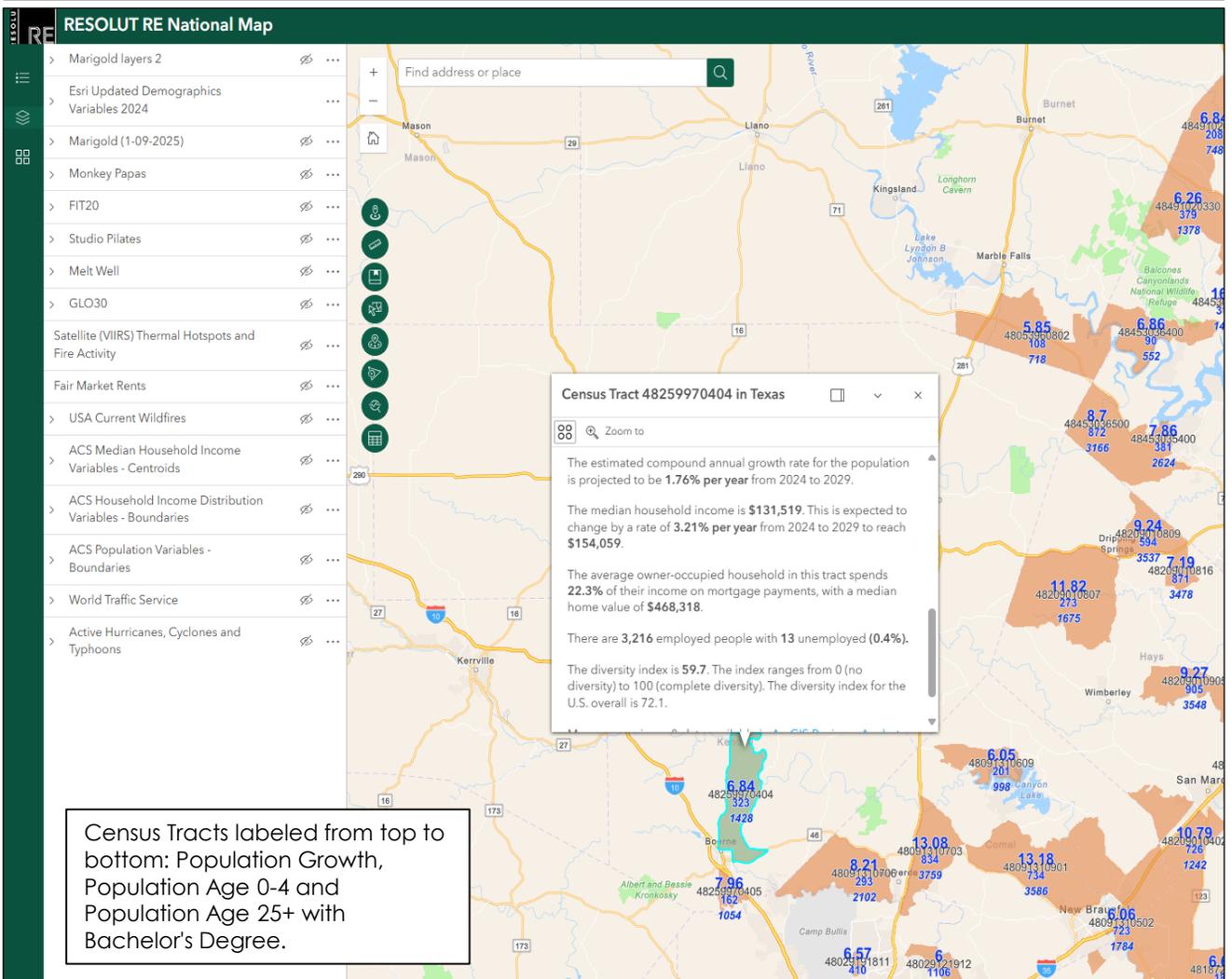
5-10-15 Minute Drive Time & Custom Report

RESOLUT RE National Map

Business Analyst

Search | Buffers | Infographics

Select an infographic to view information about your chosen area.

Laundromat Infographic

Back | Run Infographic

Census Tracts labeled from top to bottom: Population Growth, Population Age 0-4 and Population Age 25+ with Bachelor's Degree.

RESOLUT RE
Laundromat Assessment
ESRI 2024 Data

KEY FACTS	
2024 Total Population	41,438
2024 Household Incomes less than $60,000 (%)	37%
2024 Renter Occupied HUs (%)	71%
2024 Average Household Size	1.89
2024 Hispanic & Black Population	30%
2024 Median Household Income	$80,846

OTHER KEY FACTS	
2024 Rent (Avg)	15,301
2022 HHs: Inc Below Poverty Level (ACS 5-Yr)	3,377
2024 Pop Age 25+: High School/No Diploma	482

CONSUMER SPENDING (SPI)	
2024 Coin-Op Apparel Laundry/Dry Cleaning (Index)	166
2024 Apparel Laundry/Dry Cleaning (Index)	118
2024 Spent $1-99 at Laundromat/6 Mo (Index)	124
2024 Spent $100+ at Laundromat/6 Mo (Index)	120

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.

NATIONAL TENANT REPRESENTATION PROCESS

Market Analytics
1
- Identify target markets
- Evaluate demographics
- Calculate capacity & opening sequence
- Optimize opportunity

Site Selection
2
- Work with local brokers
- Refine criteria
- Assess and tour sites

Master Broker Consulting
3
- Submit LOIs
- Negotiate through the LOI
- Hand the lease to you and your attorney