

HOW DO I IDENTIFY RETAIL OPPORTUNITY IN A MARKET?

February 8, 2016

STDB TOOLS TO USE

- Business Analyst
- Retail MarketPlace Profile

Click on image to the right to begin video tutorial. Written tutorial with screen shots is below:

STDB
Site to do Business

esri Retail MarketPlace Profile
111 E Main St, Celina, Texas, 75009
Ring: 5 mile radius
Prepared by Esri
Latitude: 33.3729
Longitude: -96.78363

Summary Demographics

2015 Population	12,299
2015 Households	3,839
2015 Median Disposable Income	\$82,176
2015 Per Capita Income	\$42,760

Industry Summary

NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
44-45,722	\$277,305,948	\$69,462,411	\$207,843,537	59.9	65
Total Retail Trade and Food & Drink		\$0,878,971	\$188,667,570	60.8	48
Total Food & Drink		\$8,583,441	\$19,175,966	52.8	17

Industry Group

NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	\$5,697,672	\$53,177,994	82.4	5	
Automobile Dealers	\$0	\$47,891,463	100.0	0	
Other Motor Vehicle Dealers	\$4,306,400	\$2,646,356	23.2	3	
Auto Parts, Accessories & Tire Stores	\$238,728	\$3,712,719	88.6	2	
Furniture & Home Furnishings Stores	\$1,757,181	\$5,622,327	61.5	2	
Furniture Stores	\$746,491	\$4,133,309	73.5	1	
Home Furnishings Stores	\$1,010,690	\$1,489,017	42.4	1	
Electronics & Appliance Stores	\$3,685,869	-\$1,298,824	-5.0	4	
Bldg Material & Supplies Dealers	\$11,028,962	\$6,454,631	\$4,574,331	36.2	3
Lawn & Garden Equip & Supply Stores	\$1,047,321	\$7,136,924	-65,089,603	-74.4	6
Food & Beverage Stores	\$44,594,716	\$6,270,746	\$38,323,970	75.3	7
Grocery Stores	\$39,602,875	\$5,371,311	\$34,231,564	76.1	4
Specialty Food Stores	\$2,806,684	\$298,502	\$2,508,182	80.8	2
Beer, Wine & Liquor Stores	\$2,185,156	\$600,933	\$1,584,223	56.9	1
Health & Personal Care Stores	\$13,114,524	\$5,734,762	\$7,379,762	39.2	4
Gasoline Stations	\$16,862,850	\$7,956,284	\$8,906,566	35.9	1
Clothing & Clothing Accessories Stores	\$11,186,743	\$458,573	\$10,728,170	92.1	1
Clothing Stores	\$7,366,883	\$0	\$6,908,310	88.3	1
Shoe Stores	\$1,268,310	\$0	\$1,268,310	100.0	0
Jewelry, Luggage & Leather Goods Stores	\$7,551,550	\$0	\$7,551,550	100.0	0

Get Started Identifying Retail Opportunity:

Written tutorial here:

1. Login to www.stdb.com.

STDB FEATURES SAMPLES MEMBERSHIP CONTACT US SUPPORT **SIGN IN**

The Site To Do Business For Real Estate Professionals

POWERED BY XCELIGENT

The Site To Do Business or STDB, is a veteran market leader in commercial real estate demographics. Over the past 15 years, the technology has developed to best serve the needs of commercial real estate professionals across the country. By integrating online data into a dynamic GIS mapping environment, the site allows users to competently and consistently make the best decision possible for a given piece of real estate.

What is STDB? Schedule an Online Demonstration!

2. Navigate to Esri BAO.

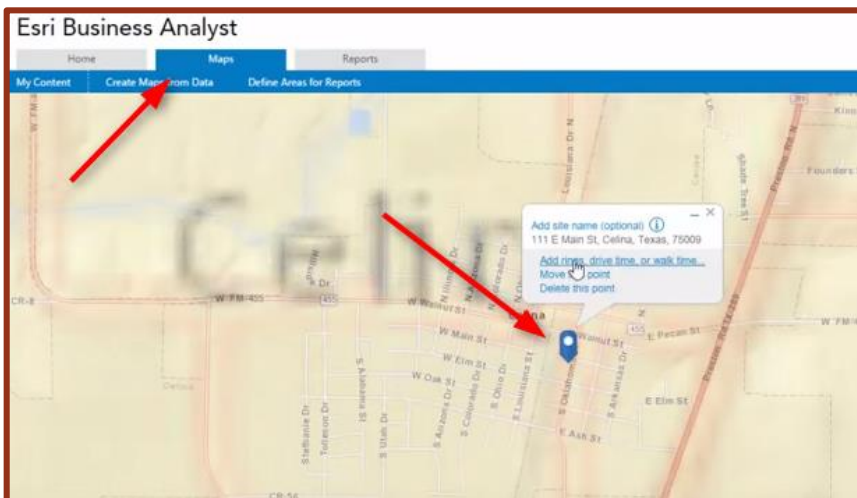


Demographic, Mapping and Prospecting Tools

choose from STDB Applications Below:

- esri BAO** (indicated by a red arrow)
Business Analyst Online (BAO) is the replacement to the Site Analysis product. Use BAO to generate demographic reports using rings, drive-times, or bands, generate color-coded maps by choosing from thousands of variables, and much more
- ArcGIS Online**
ArcGIS Online gives you the ability to create interactive web maps using your own data combined with information available in the marketplace.
- DatabaseUSA**
Database USA is a prospecting tool to identify certain types of business.
- Pictometry**
Ability to download high resolution oblique aerial photography based on point or address location
- RiskMeter Online**
NEW FLOOD MAPS from RiskMeter offer digital representations of the FEMA Flood Maps which can be overlaid on a street map or hybrid aerial map.

3. Click on the Map tab and pin a point on the map for your site.



Esri Business Analyst

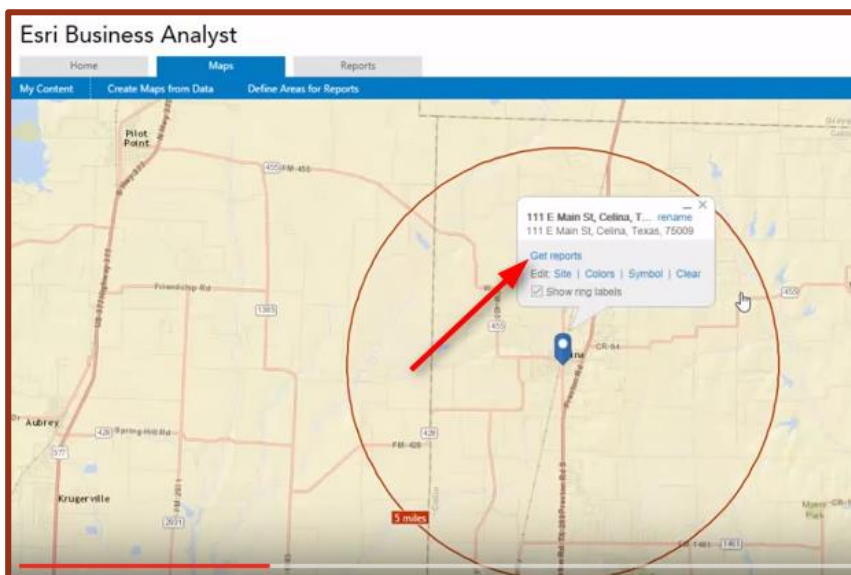
Home | **Maps** | Reports

My Content | Create Maps from Data | Define Areas for Reports

A red arrow points to the 'Maps' tab. Another red arrow points to a blue pin on a map of Celina, Texas. A context menu is open over the pin with the following options:

- Add site name (optional)
- 111 E Main St, Celina, Texas, 75009
- Add rings, drive time, or walk time
- Move point
- Delete this point

4. Add rings, drive times, or walk times to create your site and click on Get Report.



Esri Business Analyst

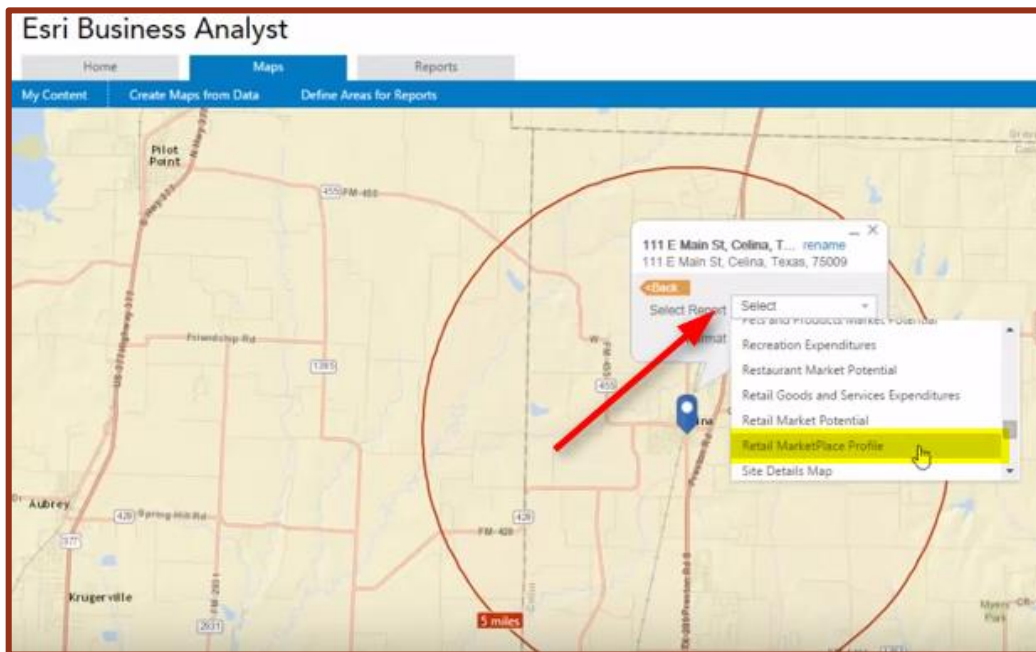
Home | **Maps** | Reports

My Content | Create Maps from Data | Define Areas for Reports

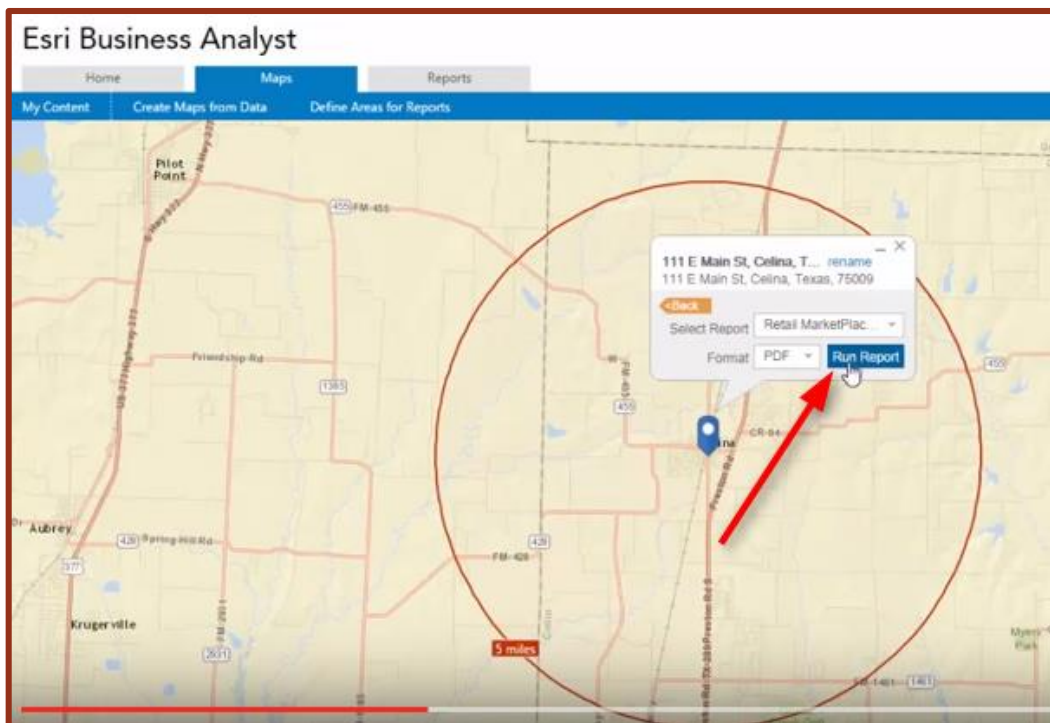
A red arrow points to a blue pin on a map. A large red circle with a '5 miles' label is drawn around the pin. A context menu is open over the pin with the following options:

- 111 E Main St, Celina, T... rename
- 111 E Main St, Celina, Texas, 75009
- Get reports
- Edit Site | Colors | Symbol | Clear
- Show ring labels

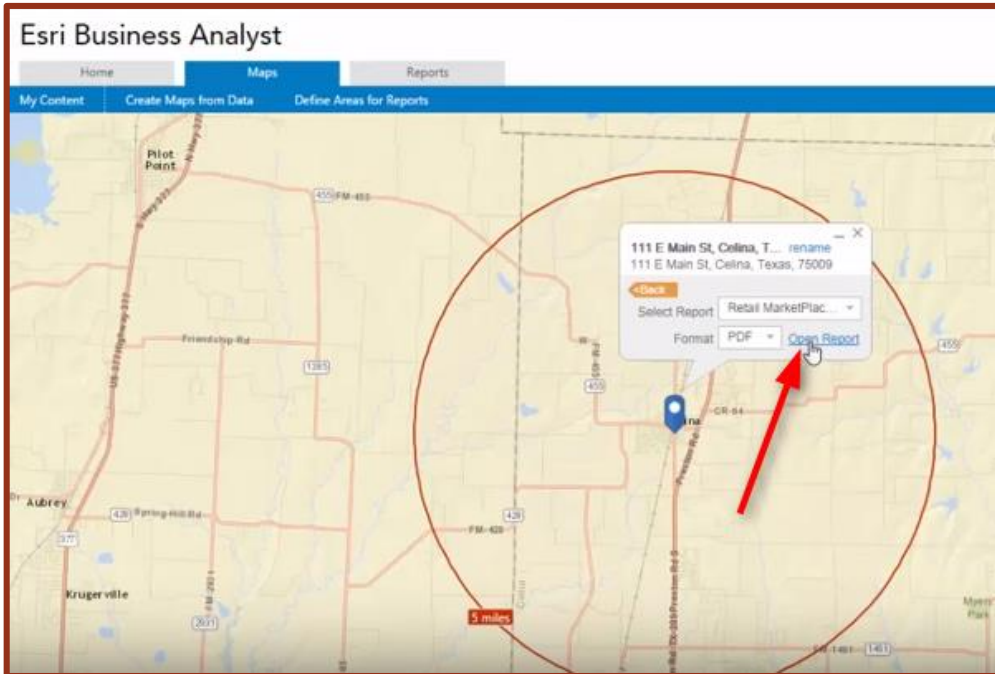
5. Scroll down and choose the Retail MarketPlace Profile report to identify your retail opportunity in a market.



6. Next, click Run Report.



7. Click Open Report.



8. It will then open a new tab with the PDF Document of the report.

The screenshot shows a web browser displaying a PDF report titled 'Retail MarketPlace Profile' for the location 111 E Main St, Celina, Texas, 75009. The report includes summary demographics and an industry summary table.

Summary Demographics

2015 Population	12,299
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Industry Summary

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44-45,722	\$277,305,948	\$69,462,411	\$207,843,537	59.9	65
Total Retail Trade and Food & Drink				60.8	48
Total Retail Trade	\$249,546,541	\$60,878,971	\$188,667,570		17
Total Food & Drink	\$27,759,407	\$8,583,441	\$19,175,966		

Industry Group

NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
441	\$58,875,666	\$5,697,672	\$53,177,994	92.4	5
Automobile Dealers		\$0	\$47,891,463	100.0	0
Other Motor Vehicle Dealers	\$7,032,756	\$4,386,400	\$2,646,356	23.2	3
Auto Parts, Accessories & Tire Stores	\$3,951,447	\$238,728	\$3,712,719	88.6	2
Furniture & Home Furnishings Stores	\$7,379,508	\$1,757,181	\$5,622,327	61.5	2
Furniture Stores	\$4,879,800	\$746,491	\$4,133,309	73.5	1
Home Furnishings Stores	\$2,499,707	\$1,010,690	\$1,489,017	42.4	1
Electronics & Appliance Stores	\$12,387,045	\$13,685,869	-\$1,298,824	-5.0	4
Bldg Materials, Garden Equip. & Supply Stores	\$12,076,283	\$13,591,556	-\$1,515,273	-5.9	9
Bldg Material & Supplies Dealers	\$11,028,962	\$6,454,631	\$4,574,331	26.2	3
Lawn & Garden Equip & Supply Stores	\$1,047,321	\$7,136,924	-\$6,089,603	-74.4	6
Food & Beverage Stores	\$44,594,716	\$6,270,746	\$38,323,970	75.3	7
Grocery Stores	\$39,602,875	\$5,371,311	\$34,231,564	76.1	4
Specialty Food Stores	\$2,806,664	\$298,502	\$2,508,162	90.8	2
Beer, Wine & Liquor Stores	\$2,185,156	\$606,933	\$1,578,223	56.9	1
Health & Personal Care Stores	\$13,114,524	\$5,734,762	\$7,379,762	39.2	4
Gasoline Stations	\$16,862,850	\$7,956,284	\$8,906,566	35.9	1
Clothing & Clothing Accessories Stores	\$11,186,743	\$458,573	\$10,728,170	92.1	1
Clothing Stores	\$7,366,883	\$458,573	\$6,908,310	88.3	1

9. This will tell you Demand and Supply of all retail industry groups within your area.

10. The existing Demand is based on the population, median disposable income, as well as per capita income of the population that lives within your ring, drive time, or walk time you created.

Ring: 5 mile radius Latitude: 33.32229 Longitude: -96.78363

Summary Demographics						
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Total Food & Drink	722	\$27,759,407	\$8,583,441	\$19,175,966	52.8	17
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	4411	\$58,875,666	\$5,697,672	\$53,177,994	82.4	5
Automobile Dealers	4411	\$47,891,463	\$0	\$47,891,463	100.0	0
Other Motor Vehicle Dealers	4412	\$7,032,756	\$4,386,400	\$2,646,356	23.2	3
Auto Parts, Accessories & Tire Stores	4413	\$3,951,447	\$238,728	\$3,712,719	88.6	2
Furniture & Home Furnishings Stores	442	\$7,379,508	\$1,757,181	\$5,622,327	61.5	2
Furniture Stores	4421	\$4,879,800	\$746,491	\$4,133,309	73.5	1
Home Furnishings Stores	4422	\$2,499,707	\$1,010,690	\$1,489,017	42.4	1
Electronics & Appliance Stores	443	\$12,387,045	\$13,685,869	-\$1,298,824	-5.0	4
Build Materials, Garden Equip. & Supply Stores	444	\$12,076,283	\$13,591,556	-\$1,515,273	-5.9	9
Build Material & Supplies Dealers	4441	\$11,028,962	\$6,454,631	\$4,574,331	26.2	3
Lawn & Garden Equip & Supply Stores	4442	\$1,047,321	\$7,136,924	-\$6,089,603	-74.4	6
Food & Beverage Stores	445	\$44,594,716	\$6,270,746	\$38,323,970	75.3	7
Grocery Stores	4451	\$39,602,875	\$5,371,311	\$34,231,564	76.1	4
Specialty Food Stores	4452	\$2,806,684	\$298,502	\$2,508,182	80.8	2
Beer, Wine & Liquor Stores	4453	\$2,185,156	\$600,933	\$1,584,223	56.9	1
Health & Personal Care Stores	446,4461	\$13,114,524	\$5,734,762	\$7,379,762	39.2	4
Gasoline Stations	447,4471	\$16,862,850	\$7,956,284	\$8,906,566	35.9	1
Clothing & Clothing Accessories Stores	448	\$11,186,743	\$458,573	\$10,728,170	92.1	1
Clothing Stores	4481	\$7,366,883	\$458,573	\$6,908,310	88.3	1
Shoe Stores	4482	\$1,268,310	\$0	\$1,268,310	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,551,550	\$0	\$2,551,550	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$7,602,033	\$1,602,286	\$5,999,747	65.2	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,015,001	\$1,602,286	\$4,412,715	57.9	5
Book, Periodical & Music Stores	4512	\$1,587,032	\$0	\$1,587,032	100.0	0
General Merchandise Stores	452	\$49,402,905	\$822,031	\$48,580,874	96.7	1
Department Stores Excluding Leased Depts.	4521	\$37,527,972	\$0	\$37,527,972	100.0	0
Other General Merchandise Stores	4529	\$11,874,933	\$822,031	\$11,052,902	87.1	1
Miscellaneous Store Retailers	453	\$10,946,073	\$1,335,978	\$9,610,095	78.2	6
Florists	4531	\$451,404	\$373,305	\$78,099	9.5	2
Office Supplies, Stationery & Gift Stores	4532	\$1,953,012	\$0	\$1,953,012	100.0	0

11. The Supply comes down to the existing sales of the stores that fall into the different NAICS codes.

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Clothing Stores	4481	\$7,366,883	\$458,573	\$6,908,310	88.3	1
Shoe Stores	4482	\$1,268,310	\$0	\$1,268,310	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$2,551,550	\$0	\$2,551,550	100.0	0
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General Merchandise Stores	452	\$49,402,905	\$822,031	\$48,580,874	96.7	1
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Other General Merchandise Stores	4529	\$11,874,933	\$822,031	\$11,052,902	87.1	1
Miscellaneous Store Retailers	453	\$10,946,073	\$1,335,978	\$9,610,095	78.2	6
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Office Supplies, Stationery & Gift Stores	4532	\$1,953,012	\$0	\$1,953,012	100.0	0

12. The Retail Gap is the difference between supply and demand.