

GeoAnalytic Consulting



There is a geographic dimension to virtually every marketing problem. GeoAnalytics provides an understanding of the relationship among geographic variables, economic forces, marketing factors, and business success.

GeoAnalytics integrates:

Technology—Decision Analyst utilizes state of the art Geographic Information Systems (GIS) that merge computer mapping software with our proprietary database capabilities. This allows for spatial relationships, patterns, and trends in data to be visualized through various layers of geography.

Analytics—Decision Analyst applies proven research and analytical methods that examine both quantitative and qualitative aspects of the locational issue under consideration. Our capabilities include choice modeling, optimization techniques, and market segmentation analyses, plus analog, regression, and retail store gravity modeling. Our capabilities include analog analytics, as well as statistical gravity models to predict the impact of retail agglomeration and customer proximity on location. Marketing effects are incorporated using choice modeling, optimization techniques, market segmentation, and simulation.

Research—Survey-based information, plus focus groups and depth interviews, are combined with syndicated and secondary data to bring powerful new information to traditional retail and shopping center analyses.

Experience—The GeoAnalytics Team has extensive experience in real estate research and analysis across a wide variety of retail, residential, commercial office, and mixed-use development projects. We offer a valuable “real world” perspective gained from field work in over 150 metropolitan areas, including the 20 largest in the United States.

Decision Analyst “Difference”

We think of retail trade areas as complex and evolving ecosystems, instead of simple and static “distance rings” around a location. We examine in detail the underlying trade area dynamics that shift and influence store and shopping center performance, including:

- Population and household growth patterns.
- Demographic characteristics.
- Topographic features and road patterns.
- Economic activity.
- Commuting patterns.
- Competitive forces.
- Sister store positioning/sales cannibalization.
- Household spending patterns.
- Marketing variables such as pricing, positioning, and advertising.



We view GeoAnalytics as not only applicable to new development activity, but to existing projects under consideration for acquisition, expansion, or redevelopment.

GeoAnalytic Services

Provided below are the types of analyses Decision Analyst commonly conducts.



Location Analyses. A location analysis or a retail site selection study evaluates the potential opportunity for a specific site. This is applicable for retail stores investigating new locations, or shopping center developers interested in understanding the market opportunity a proposed site might offer.

Strategic Market Plans. The strategic market plan determines the optimum number of locations in market to ensure a productive and profitable store program. If you are not positioned in the market, this analysis would determine the supportable store rollout and appropriate locations. If you are already positioned in the market, this analysis would strategically review your current geographic coverage and recommend future actions to open, close, relocate, or retain stores.

Who Could Benefit from GeoAnalytics?

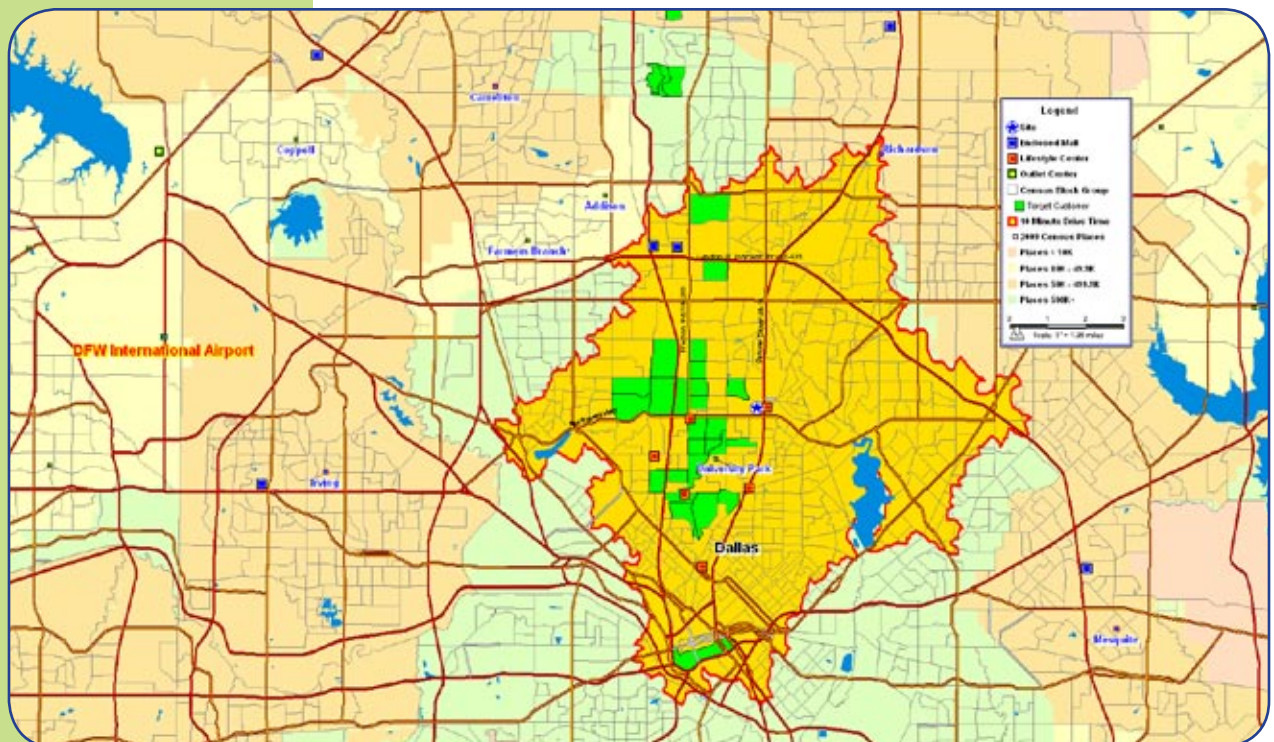
The services provided by the GeoAnalytics Team help and facilitate decision-making across an array of different groups:

- Shopping Center Owners
- Leasing & Marketing Teams
- Brokers and Tenant Reps
- Retailers
- Restaurants
- Developers
- Lending Institutions
- Private Equity Firms
- Investment Firms
- Governmental Entities
- Chambers of Commerce
- Economic Development Groups

Shopping Center Relocation Studies. During the life cycle of a shopping center, the underlying market dynamics are continually evolving. Rates of population growth (or decline), demographic characteristics, economic forces, and competitive factors all influence the relative health of a retail shopping destination and the geographic reach of its trade area. These variables largely determine the tenant mix and define the target market for a shopping center. The strategic challenge is to remain aligned with the optimal target market and customer base. Our integrated team approach to this analysis draws on extensive market knowledge, detailed field work, customized survey research, advanced analytics, and GIS technology.

Acquisition Reviews. This type of analysis provides an objective, fact-based perspective to facilitate your investment decisions in acquiring a retail store, shopping center, apartment complex, or office building, whether a single location or portfolio.

Geographic Information System (GIS) mapping. We provide meaningful visual representations of market and economic data and its spatial relationship to a development site, store location, or shopping center. Using selected primary, secondary, census, or client-provided data, Decision Analyst's GIS Mapping Group can create a series of visually effective thematic maps to highlight marketing opportunities. Each map is customized, presenting the



data by market, trade area, or other area-specific geography. These insightful maps provide an immediate understanding of strategic market opportunities.

Custom Marketing Research

Real estate research information needs are often unique and require an analysis tailored to your specific business and marketing issues. Based on thorough discussions and brainstorming with the client, Decision Analyst can design a custom research study to meet your specific market information needs. Such analyses might include:

- Specific reviews of market population growth, demographics, economic activity, competition, or retail sales potential.
- Pre-market entry store concept testing.
- Positioning research.
- Advertising testing.
- Promotion testing.
- Database analytics.
- Customer attitudinal surveys.
- Customer satisfaction and loyalty.
- Shopper behavior and preference surveys.



Why Decision Analyst?

Decision Analyst is a leading international marketing research and analytical consulting firm with over 30 years of experience in state-of-the-art GeoAnalytics and Spatial Intelligence. A team of Ph.D.s help clients optimize decision-making through GeoAnalytics and Advanced Analytics services.

**Call Decision Analyst at 1-817-640-6166
or visit www.decisionanalyst.com for more information.**