

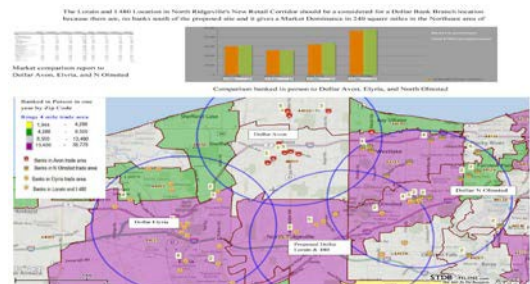
SUCCESS MATCHING....

A retailer and investor's ultimate goal is to clone their successful retail outlets and investments.

- **Success Matching** allows the entrepreneur to compare successful existing locations.
- **Success Matching** can generate custom comparison reports using variables such as consumer spending.
- Location successful profitability can be compared to county, census tract, and national levels to check performance.

When businesses evaluate locations, they often compare 1 sites to one another, or to a benchmark site that is known to be successful, to judge the suitability of the candidate locations. With **Success Matching**, small businesses, retailers, real estate professionals, and many other business segments can now take advantage of new comparison reports. .

- Many locations are geographically dispersed, sometimes over large distances. Managers and analysts in charge of site selection thus often do not have intimate knowledge of the individual parcels or surrounding locations **Success Matching** provides accurate, detailed data reports, which allow them to respond to competitive pressures quickly and efficiently.
- **Success Matching** can now quickly access preformatted reports or create and save custom comparison reports with variables of their choosing that best meet their individual business needs.
- For example, the recent economic downturn has led to numerous retailers closing store locations across the country **Success Matching** allows retailers to compare existing locations, not just in terms of same-store sales, but also with detailed analysis a visual comparison of proposed locations to a successful benchmark site. geographic region surrounding a particular location.



Visual comparison of proposed locations to a Successful benchmark location

- Economic developers use comparison reports to help attract new business to their cities. Bench marking a prospective site to an already successful location highlights the demographic and geographic similarities between the sites. Economic developers can then use this analysis to show new businesses side-by-side data that can provide insights about the local labor force, population, and spending and lifestyle habits. Evaluating candidate sites in this manner reduces the time needed to compile and evaluate critical input factors when deciding whether to move ahead with a development or not.
- Financial institutions are also using the new capabilities to compare their locations. By combining demographic characteristics with individual site performance indicators, the characteristics common to successful sites can be easily identified, **Success Matching** can then be used to find other suitable locations with similar characteristics. Customized Level of Service



Thousands of companies and individuals have already integrated comparison reporting into their decision-making processes, making it an important business resource. **Success Matching** give the entrepreneur this capability.

To compare your locations contact a **RESGcompanies** team member: [Contact RESG team member](#)