

# Retail Signatures

Quickly find retail tenants for your location



## Designed for:

- Real estate brokers
- Shopping center owners & developers
- Real estate investments trusts
- Lending banks
- Retailers

## Tenant Viability Analysis

A list of retail chains best suited to your proposed site, narrowed from a universe of retail chains in your location's market.

## Tenant Ranking Analysis

Get all the information in the Tenant Viability Analysis plus Site Potential and Site Quality Scores for retail chains in your market.

## Retail Signatures

- Self service
- Simple & easy
- Affordable
- Fast
- Quality data
- Detailed

[www.retailsignatures.com](http://www.retailsignatures.com)



## RETAIL Signatures

Now you can gain a fast, detailed answer to a critical question: **What retail tenants are most likely to lease my available space?**

Retail Signatures is a Web-based analytic service that provides a list of retail chains most likely to lease your available space, making prospecting efforts faster and more effective.

## Gain These Advantages

- **Fill available retail space faster** — Retail Signatures gives you a short list of retail chains to call upon: just the retailers that are a good fit for your available location and most likely to lease from you.
- **Make prospecting easier** — Retail Signatures provides analysis that shows which retailers are likely to succeed at your available location. Use the analysis as a prospecting tool when approaching retailers to demonstrate the viability of the space.
- **Gain revenue faster** — an empty space means no lease revenue. When you use Retail Signatures, you can target fewer, but more qualified retailers, get leases signed faster and realize revenue sooner.
- **Save time and money** — unlike lengthy and costly vendor engagements, Retail Signatures is affordable and fast. You can purchase an analytic report in minutes and have the information in hand you need to target the retailers most likely to lease your space.

## Tenant Viability Analysis

The first thing you need to know about a proposed site is which retail chains are more likely to lease the space. The Tenant Viability Analysis gets right to the point by listing only those retail chains whose current operations match up well with your suggested site, narrowed from a universe of retail chains in your location's market.

The list of qualifying retail chains is based on two key criteria:

- The existing presence of the retail chain in the market
- Sufficient distance from a retail chain's sister stores to minimize the effect of sales transfer

For those retail chains that qualify as 'viable' for the suggested location, the Tenant Viability Analysis will:

- List the retail chain—at the brand-name level, not just the category level
- Provide the distance from the proposed location to the nearest sister store for the retail chain
- Provide a Competitive Density Index Score for each qualifying retail category within the proposed site's market

**Competitive Density Index Score**— Indicates the presence of competitor stores and sister stores of the proposed tenant for a specific retail category. The index score is calculated by comparing the number of competitors in the market to the average number of competitors in similar markets for that retail category.

## Project Management & Analytic Consulting

- Customer Profiling
- Market Potential Analysis
- Trade Area Development
- Site Selection
- Sales Territory Design
- Demographic Analysis

## Geographic & Production Services

- Geocoding
- Map Production
- Database Development
- Database Acquisition
- Large-size Map Printing

## Software & Data

- Mapping Software
- Custom Applications
- Demographics & Analytical Data
- Street and Boundary Data

## Tenant Ranking Analysis

When you need to find a retail tenant to lease your space fast, perform a Tenant Ranking Analysis. The Tenant Ranking Analysis includes all the information from the Tenant Viability Analysis, plus the following information for faster and more targeted retail recruitment efforts:

- **Site Potential Score** for all qualifying retail chains in the market
- **Site Quality Score** for all qualifying retail chains in the market
- A list of remaining retail chains outside of your current market that still rate as above average for both Site Potential and Site Quality Scores

**Site Potential Score**—Indicates the potential of the suggested site for a specific retail chain. The score is calculated by estimating the number of households in the trade area that are potential customers, based upon the chain's typical profile.

The Site Potential Score uses a 5-star scoring system, representing poor to excellent potential.

**Site Quality Score**—Indicates the fit of the proposed site in relation to a specific retail chain. 'Fit' measures the similarity between the households surrounding each brand's existing store locations and the area surrounding your proposed site. The score is calculated by comparing the trade area profile of the suggested site to the established profile of a specific retail chain. The Site Quality Score uses a 5-star scoring system, representing poor to excellent fit.

## Complete Data

ReCAP retail database is the most accurate and reliable retail location data available on the market today, and is used in Retail Signatures. It contains more than 930,000 unique retail locations throughout the United States and Canada.

STI: LandScape™, the segmentation system used to create trade area profiles in Retail Signatures, helps retailers perform more accurate consumer targeting than ever before, and as a result gain a competitive advantage in today's markets. LandScape provides more precise views of consumers' purchasing propensities—today's only "lifestyle with attitude" market segmentation system.

Developed by Mapping Analytics  
Retail Signatures was developed by Mapping Analytics, a provider of analytical services, software, custom applications and data to help companies select profitable store sites and optimize their network of store locations. Since 1989, we have helped companies of all sizes profile their customers and predict market potential for their products and services, then apply this intelligence to site selection and network optimization.