

FRED: Plan Markets & Evaluate Sites with the World's Smartest, Fastest System

PRODUCT DESCRIPTION

FRED is the world's first, comprehensive simulation of all US retail activity. FRED was developed using the intelligence contained in the current locations of each retail chain, AI-based modeling logic and many kinds of data including retail synergy, lifestyle data, consumer brand preferences from Nielsen and Experian, economic data, attractions data, business data and much more.

FRED is driven by location intelligence not store sales performance. FRED's goal is to find the ideal locations for your concept anywhere in the country. It does this instantly because we have already graded all 4,000,000 US retail sites for you.

PRODUCT ATTRIBUTES

- **Your custom FRED system is already constructed, validated and ready for you to use today.**
- Your license includes location data for all of your major competitors, over 2,000 chains, and information on 50,000 centers.
- FRED offers a site evaluation tool that grades a location and then compares the site to all other sites in the United States in your retail category.
- FRED has powerful market planning tools. Because it has pre-scored all 1,000,000 US retail districts for your concept, you can see immediately where to locate in any market.
- FRED has a unique set of customer location tools not offered by any other company. It finds your core customers in any market using brand preference survey data coming from Nielsen and Experian.
- GAP analysis, special SEARCH tools, automatic annual updating and the ease of working with Google Maps are important additional features.

REPORTS FROM FRED

Not interested in having another site model? That is fine. **FRED is glad to offer a second opinion when needed.** Our team offers same day service for site evaluation reports and market planning maps.

Contact Us: info@theretailplanet.com
505-820-1886

TRIAL	MARKET	REGIONAL	NATIONAL
Individual User	Real Estate Professional	Real Estate Team	Real Estate Team
Free	\$95/month/market	\$395/month/region	\$1995/month
SIGN UP: IT IS FREE	BUY NOW	BUY NOW	BUY NOW
Geography Included is Retailer's Home Market	Geography Included is Retailer's Home Market and any new markets added.	Geography Included is Retailer's Home Market and any US regions added.	Geography Included is Retailer's Home Market and all US regions.
Includes all features in the FRED System.	Includes all features in the FRED System.	Includes all features in the FRED System.	Includes all features in the FRED System.
<ul style="list-style-type: none"> • Site Evaluation • Market Planning • Customer Locator • 2,000 Chain Locations • 50,000 Shopping Centers 	<ul style="list-style-type: none"> • 1 User • Unlimited Usage • Online Support 	<ul style="list-style-type: none"> • 3 Users • Unlimited Usage • Online Support • Company Branding 	<ul style="list-style-type: none"> • 5 Users • Unlimited Usage • Online Support • Company Branding • Logo on Reports • Excel Downloads
Unlimited Usage			
Online Support			