

# Get Smart, Fast Help: Essential Reports for Retailers, Brokers & Property Managers

## PRODUCT DESCRIPTION

Not interesting in licensing another site planning system or running reports --- but you do need some help? We understand! Sometimes it is precious to have a second opinion, quickly, to support a close decision or just convenient to have someone else do the reports you need. TheRetailPlanet.com works with Dr. Richard Fenker's company, WorldForecastingSystems.com (WFS), to provide the reports and analyses needed. Dr. Fenker's team developed our TIGER and FRED platforms that simulate all US retail activity and provide reports for retailers and brokers. They look forward to helping you!

Not that all of our reports focus on location intelligence and customer intelligence not store sales performance.

## AVAILABLE REPORTS

- **"Best Use" Property Reports** for brokers and property managers. ready for you to use today. We will select the best retail categories and top retailers.
- **Retailer Recruitment Packages** coming from your company. You can select the retailers of interest and we will generate reports for you. This is normally the second step after we do a "best use" analysis for the property.
- **Site Evaluation Reports** for any retail chain or small retailer. Our custom report includes an analysis of the location on five key performance dimensions, a ranking comparing it to all other US locations in your category and a map of your market showing key competitors.
- **Market Planning Map:** A market-level view of your city showing all of the areas you might consider in selecting new retail locations for your concept.
- **Customer Location Map:** A market-level view of where potential customers live in the market to help your planning.
- **Complete Report Package:** A comprehensive package of maps and reports to guide your decision process. An hour of consultation with an expert is an option here.

## COSTS

Costs range from \$95 to \$495 and are based on the number of retail categories evaluated and other report options. Please contact us for a detailed price sheet. Expert consultation is \$250 per hour.

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