

TIGER Broker: Find Retail Property Best Use and Recruit the Top Chains

PRODUCT DESCRIPTION

TIGER is the first, comprehensive system simulating all US retail activity designed especially for brokers. TIGER was developed using the intelligence contained in the current locations of 3,000 retail chains combined with 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.

TIGER focuses on location intelligence not store sales performance. TIGER's first goal is to quickly examine any location you own or represent and find the "best use" for it evaluating it for every type of retail activity and 1,100 specific chains. Then, it prepares custom reports coming from your firm to recruit the retail chains of interest.

PRODUCT ATTRIBUTES

- The TIGER system has been constructed for all US markets, validated for 1,100 chains and is ready for you to use today.
- It includes location data on over 2,000 chains, and detailed information on 50,000 centers.
- TIGER offers a site evaluation tool that grades any location of interest for 1,100 retail concepts and then ranks the concepts by category so you can determine which will work best. You chose the retailers of interest and TIGER will create a custom recruitment report, from your company, to send.
- TIGER has powerful market planning tools to help your retail clients. Because it has pre-scored all 1,000,000 US retail districts for your concept, you can see immediately where a client should locate in any market.
- TIGER has a unique set of customer location tools not offered by any other company. It finds the core customers for any chain using brand preference data coming from Nielsen and Experian.
- Working with small retailers or chains not part of TIGER? Not a problem. TIGER will build a forecasting model for the missing retailer in just a few minutes.

COSTS & EXCLUSIVE TERRITORIES

Only one exclusive TIGER license is available to a broker in each CBSA or state territory. Annual costs vary from \$5,000 to \$25,000.

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