The**RetailCoach**®

RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

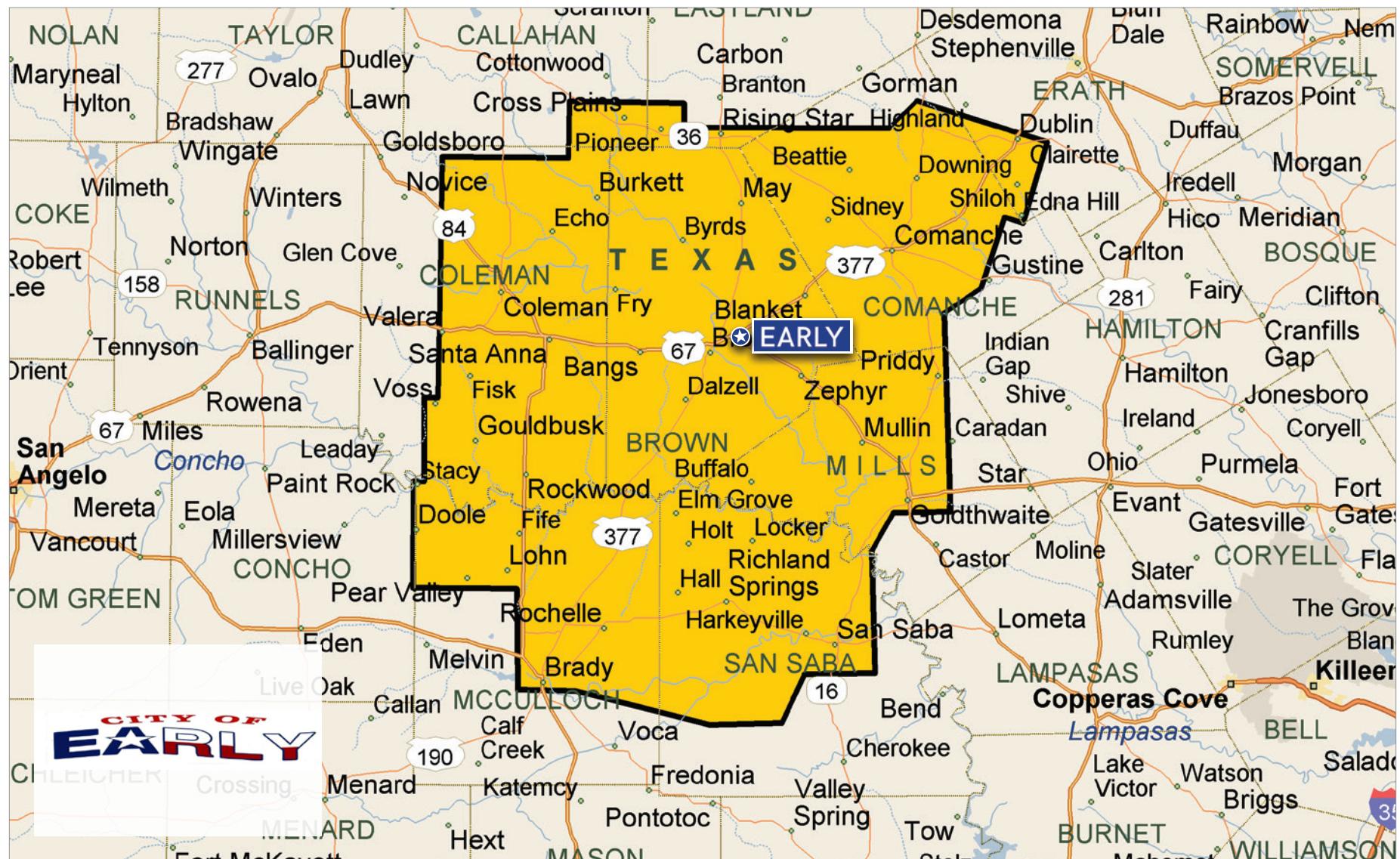Early, Texas

Prepared for
City of Early
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CITY OF
EARLY

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	**$1,130,657,624.58**	**$518,721,611.00**	**$611,936,013.58**	**0.459**
441	Motor Vehicle and Parts Dealers	$252,098,927.51	$81,624,835.00	$170,474,092.51	0.324
4411	Automotive Dealers	$216,980,380.21	$66,624,283.00	$150,356,097.21	0.307
4412	Other Motor Vehicle Dealers	$14,098,240.38	$2,150,677.00	$11,947,563.38	0.153
4413	Automotive Parts/Accsrs, Tire Stores	$21,020,306.92	$12,849,875.00	$8,170,431.92	0.611
442	Furniture and Home Furnishings Stores	$25,721,711.56	$6,449,986.00	$19,271,725.56	0.251
4421	Furniture Stores	$14,783,696.55	$5,484,635.00	$9,299,061.55	0.371
4422	Home Furnishing Stores	$10,938,015.00	$965,351.00	$9,972,664.00	0.088
443	Electronics and Appliance Stores	$40,757,101.24	$4,703,904.00	$36,053,197.24	0.115
44311	Appliances, TVs, Electronics Stores	$20,378,550.62	$2,751,952.00	$17,626,598.62	0.135
443111	Household Appliances Stores	$2,625,740.84	$589,024.00	$2,036,716.84	0.224
443112	Electronics Stores	$17,752,809.78	$1,362,928.00	$16,389,881.78	0.077
444	Building Material, Garden Equip Stores	$111,671,437.88	$39,659,622.00	$72,011,815.88	0.355
4441	Building Material and Supply Dealers	$102,511,783.62	$37,731,075.00	$64,780,708.62	0.368
44411	Home Centers	$39,759,263.01	$34,187,654.00	$5,571,609.01	0.860
44412	Paint and Wallpaper Stores	$2,849,720.63	$1,438,756.00	$1,410,964.63	0.505
44413	Hardware Stores	$9,429,171.39	$1,675,498.00	$7,753,673.39	0.178
44419	Other Building Materials Dealers	$50,473,628.58	$429,167.00	$50,044,461.58	0.009
444191	Building Materials, Lumberyards	$18,831,823.44	$3,144,941.00	$15,686,882.44	0.167
4442	Lawn, Garden Equipment, Supplies Stores	$9,159,654.25	$1,928,547.00	$7,231,107.25	0.211
44421	Outdoor Power Equipment Stores	$1,353,627.54	$0.00	$1,353,627.54	0.000
44422	Nursery and Garden Centers	$7,806,026.72	$1,928,547.00	$5,877,479.72	0.247

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	$142,764,700.42	$89,606,094.00	$53,158,606.42	0.628
4451	Grocery Stores	$129,882,609.93	$84,021,213.00	$45,861,396.93	0.647
44511	Supermarkets, Grocery (Ex Conv) Stores	$119,315,848.08	$83,476,913.00	$35,838,935.08	0.700
44512	Convenience Stores	$10,566,761.85	$544,300.00	$10,022,461.85	0.052
4452	Specialty Food Stores	$5,595,232.18	$597,419.00	$4,997,813.18	0.107
4453	Beer, Wine and Liquor Stores	$7,286,858.31	$4,987,462.00	$2,299,396.31	0.684
446	Health and Personal Care Stores	$69,724,359.60	$23,692,659.00	$46,031,700.60	0.340
44611	Pharmacies and Drug Stores	$55,608,927.61	$17,235,488.00	$38,373,439.61	0.310
44612	Cosmetics, Beauty Supplies, Perfume Stores	$6,885,583.95	$4,169,780.00	$2,715,803.95	0.606
44613	Optical Goods Stores	$2,247,627.25	$850,781.00	$1,396,846.25	0.379
44619	Other Health and Personal Care Stores	$4,982,220.80	$1,436,610.00	$3,545,610.80	0.288
447	Gasoline Stations	$87,059,554.86	$80,627,718.00	$6,431,836.86	0.926
44711	Gasoline Stations With Conv Stores	$47,424,999.72	$73,019,983.00	-$25,594,983.28	1.540
44719	Other Gasoline Stations	$39,634,555.14	$7,607,735.00	$32,026,820.14	0.192
448	Clothing and Clothing Accessories Stores	$48,960,651.00	$20,092,984.00	$28,867,667.00	0.410
4481	Clothing Stores	$35,902,308.63	$13,984,389.00	$21,917,919.63	0.390
44811	Men's Clothing Stores	$1,403,906.42	$0.00	$1,403,906.42	0.000
44812	Women's Clothing Stores	$7,737,391.72	$4,560,198.00	$3,177,193.72	0.589
44813	Childrens, Infants Clothing Stores	$1,698,906.70	$0.00	$1,698,906.70	0.000
44814	Family Clothing Stores	$20,294,390.90	$8,489,316.00	$11,805,074.90	0.418
44815	Clothing Accessories Stores	$1,848,096.82	$636,819.00	$1,211,277.82	0.345
44819	Other Clothing Stores	$2,919,616.07	$298,056.00	$2,621,560.07	0.102
4482	Shoe Stores	$7,271,931.56	$1,089,265.00	$6,182,666.56	0.150
4483	Jewelry, Luggage, Leather Goods Stores	$5,786,410.82	$5,019,330.00	$767,080.82	0.867
44831	Jewelry Stores	$5,248,226.00	$5,019,330.00	$228,896.00	0.956
44832	Luggage and Leather Goods Stores	$538,184.82	$0.00	$538,184.82	0.000

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	$22,473,741.07	$5,356,371.00	$17,117,370.07	0.238
4511	Sportng Goods, Hobby, Musical Inst Stores	$19,067,773.59	$3,321,684.00	$15,746,089.59	0.174
45111	Sporting Goods Stores	$13,628,945.48	$2,968,593.00	$10,660,352.48	0.218
45112	Hobby, Toys and Games Stores	$3,726,831.44	$353,091.00	$3,373,740.44	0.095
45113	Sew/Needlework/Piece Goods Stores	$693,049.35	$0.00	$693,049.35	0.000
45114	Musical Instrument and Supplies Stores	$1,018,947.31	$0.00	$1,018,947.31	0.000
4512	Book, Periodical and Music Stores	$3,405,967.49	$2,034,687.00	$1,371,280.49	0.597
45121	Book Stores and News Dealers	$3,405,967.49	$2,034,687.00	$1,371,280.49	0.597
451211	Book Stores	$3,040,587.90	$2,034,687.00	$1,005,900.90	0.669
451212	News Dealers and Newsstands	$365,379.58	$0.00	$365,379.58	0.000
452	General Merchandise Stores	$128,268,935.17	$105,943,198.00	$22,325,737.17	0.826
4521	Department Stores Excl Leased Depts	$84,116,951.87	$0.00	$84,116,951.87	0.000
4529	Other General Merchandise Stores	$44,151,983.31	$105,943,198.00	-$61,791,214.69	2.400
453	Miscellaneous Store Retailers	$28,605,860.96	$9,308,446.00	$19,297,414.96	0.325
4531	Florists	$1,338,895.29	$829,519.00	$509,376.29	0.620
4532	Office Supplies, Stationery, Gift Stores	$9,869,610.85	$5,589,387.00	$4,280,223.85	0.566
45321	Office Supplies and Stationery Stores	$5,599,801.32	$4,356,264.00	$1,243,537.32	0.778
45322	Gift, Novelty and Souvenir Stores	$4,269,809.54	$1,233,123.00	$3,036,686.54	0.289
4533	Used Merchandise Stores	$4,420,374.36	$1,400,290.00	$3,020,084.36	0.317
4539	Other Miscellaneous Store Retailers	$12,976,980.45	$1,489,250.00	$11,487,730.45	0.115
454	Non-Store Retailers	$50,401,626.42	$1,192,322.00	$49,209,304.42	0.024

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	$122,149,016.90	$50,463,472.00	$71,685,544.90	0.413
7223	Special Foodservices	$7,349,029.48	$0.00	$7,349,029.48	0.000
7224	Drinking Places -Alcoholic Beverages	$4,055,996.21	$2,345,580.00	$1,710,416.21	0.578
722511	Full Service Restaurants	$54,281,639.72	$14,791,159.00	$39,490,480.72	0.272
722513	Limited Service Eating Places	$50,187,855.77	$33,296,493.00	$16,891,362.77	0.663
722514	Cafeterias, Grill Buffets, and Buffets	$2,057,803.14	$0.00	$2,057,803.14	0.000
722515	Snack and Non-alcoholic Beverage Bars	$4,216,692.57	$30,240.00	$4,186,452.57	0.007

DESCRIPTION	DATA	%
Population		
2022 Projection	83,158	
2017 Estimate	81,299	
Growth 2017 - 2022		2.29%
2017 Est. Population by Single-Classification Race	81,299	
White Alone	68,794	84.62%
Black or African American Alone	2,138	2.63%
Amer. Indian and Alaska Native Alone	629	0.77%
Asian Alone	390	0.48%
Native Hawaiian and Other Pac. Isl. Alone	18	0.02%
Some Other Race Alone	7,407	9.11%
Two or More Races	1,923	2.37%
2017 Est. Population by Hispanic or Latino Origin	81,299	
Not Hispanic or Latino	61,269	75.36%
Hispanic or Latino	20,029	24.64%
Mexican	17,987	89.80%
Puerto Rican	112	0.56%
Cuban	24	0.12%
All Other Hispanic or Latino	1,906	9.52%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	20,029	
White Alone	11,488	57.36%
Black or African American Alone	174	0.87%
American Indian and Alaska Native Alone	223	1.11%
Asian Alone	8	0.04%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	7,350	36.70%
Two or More Races	786	3.93%
2017 Est. Pop by Race, Asian Alone, by Category	390	
Chinese, except Taiwanese	51	13.14%
Filipino	158	40.60%
Japanese	6	1.61%
Asian Indian	32	8.24%
Korean	27	6.84%
Vietnamese	20	5.20%
Cambodian	7	1.75%
Hmong	2	0.51%
Laotian	4	1.03%
Thai	18	4.62%
All Other Asian Races Including 2+ Category	64	16.46%

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	81,299	
Arab	82	0.10%
Czech	184	0.23%
Danish	40	0.05%
Dutch	669	0.82%
English	9,894	12.17%
French (except Basque)	851	1.05%
French Canadian	96	0.12%
German	6,660	8.19%
Greek	77	0.09%
Hungarian	16	0.02%
Irish	5,372	6.61%
Italian	616	0.76%
Lithuanian	3	0.00%
United States or American	7,946	9.77%
Norwegian	128	0.16%
Polish	265	0.33%
Portuguese	22	0.03%
Russian	44	0.05%
Scottish	853	1.05%
Scotch-Irish	992	1.22%
Slovak	0	0.00%
Subsaharan African	109	0.13%
Swedish	351	0.43%
Swiss	35	0.04%
Ukrainian	16	0.02%
Welsh	186	0.23%
West Indian (except Hisp. groups)	147	0.18%
Other ancestries	27,259	33.53%
Ancestry Unclassified	18,385	22.61%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	76,499	
Speak Only English at Home	66,076	86.38%
Speak Asian/Pac. Isl. Lang. at Home	248	0.32%
Speak IndoEuropean Language at Home	276	0.36%
Speak Spanish at Home	9,888	12.93%
Speak Other Language at Home	11	0.01%
2017 Est. Population by Age	81,299	
Age 0 - 4	4,800	5.90%
Age 5 - 9	4,930	6.06%
Age 10 - 14	5,229	6.43%
Age 15 - 17	3,356	4.13%
Age 18 - 20	3,318	4.08%
Age 21 - 24	4,108	5.05%
Age 25 - 34	8,815	10.84%
Age 35 - 44	8,547	10.51%
Age 45 - 54	9,703	11.94%
Age 55 - 64	10,835	13.33%
Age 65 - 74	10,270	12.63%
Age 75 - 84	5,252	6.46%
Age 85 and over	2,136	2.63%
Age 16 and over	65,237	80.24%
Age 18 and over	62,984	77.47%
Age 21 and over	59,666	73.39%
Age 65 and over	17,658	21.72%
2017 Est. Median Age	42.1	
2017 Est. Average Age	41.8	

DESCRIPTION	DATA	%
2017 Est. Population by Sex	81,299	
Male	40,311	49.58%
Female	40,988	50.42%
2017 Est. Male Population by Age	40,311	
Age 0 - 4	2,459	6.10%
Age 5 - 9	2,510	6.23%
Age 10 - 14	2,683	6.66%
Age 15 - 17	1,713	4.25%
Age 18 - 20	1,740	4.32%
Age 21 - 24	2,145	5.32%
Age 25 - 34	4,516	11.20%
Age 35 - 44	4,208	10.44%
Age 45 - 54	4,873	12.09%
Age 55 - 64	5,312	13.18%
Age 65 - 74	4,961	12.31%
Age 75 - 84	2,408	5.97%
Age 85 and over	782	1.94%
2017 Est. Median Age, Male	40.7	
2017 Est. Average Age, Male	40.8	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	40,988	
Age 0 - 4	2,341	5.71%
Age 5 - 9	2,420	5.90%
Age 10 - 14	2,546	6.21%
Age 15 - 17	1,644	4.01%
Age 18 - 20	1,578	3.85%
Age 21 - 24	1,963	4.79%
Age 25 - 34	4,298	10.49%
Age 35 - 44	4,338	10.58%
Age 45 - 54	4,830	11.78%
Age 55 - 64	5,523	13.48%
Age 65 - 74	5,309	12.95%
Age 75 - 84	2,844	6.94%
Age 85 and over	1,353	3.30%
2017 Est. Median Age, Female	43.5	
2017 Est. Average Age, Female	42.7	
2017 Est. Pop Age 15+ by Marital Status	66,340	
Total, Never Married	14,902	22.46%
Males, Never Married	8,685	13.09%
Females, Never Married	6,217	9.37%
Married, Spouse present	33,242	50.11%
Married, Spouse absent	3,864	5.82%
Widowed	5,927	8.93%
Males Widowed	1,194	1.80%
Females Widowed	4,732	7.13%
Divorced	8,406	12.67%
Males Divorced	4,041	6.09%
Females Divorced	4,364	6.58%

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	55,558	
Less than 9th grade	4,504	8.11%
Some High School, no diploma	5,603	10.08%
High School Graduate (or GED)	20,131	36.23%
Some College, no degree	13,361	24.05%
Associate Degree	2,918	5.25%
Bachelor's Degree	6,538	11.77%
Master's Degree	1,785	3.21%
Professional School Degree	425	0.77%
Doctorate Degree	293	0.53%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	10,361	
No High School Diploma	4,408	42.54%
High School Graduate	3,435	33.16%
Some College or Associate's Degree	2,038	19.67%
Bachelor's Degree or Higher	480	4.63%
Households		
2022 Projection	32,947	
2017 Estimate	32,151	
2010 Census	32,149	
2000 Census	31,601	
Growth 2017 - 2022		2.48%
Growth 2010 - 2017		0.01%
Growth 2000 - 2010		1.73%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	32,151	
Family Households	21,910	68.15%
Nonfamily Households	10,241	31.85%
2017 Est. Group Quarters Population	2,595	
2017 HHs by Ethnicity, Hispanic/Latino	5,751	
2017 Est. Households by HH Income	32,151	
Income < $15,000	4,937	15.35%
Income $15,000 - $24,999	4,457	13.86%
Income $25,000 - $34,999	4,251	13.22%
Income $35,000 - $49,999	5,470	17.01%
Income $50,000 - $74,999	5,632	17.52%
Income $75,000 - $99,999	3,175	9.87%
Income $100,000 - $124,999	1,892	5.88%
Income $125,000 - $149,999	965	3.00%
Income $150,000 - $199,999	643	2.00%
Income $200,000 - $249,999	290	0.90%
Income $250,000 - $499,999	306	0.95%
Income $500,000+	135	0.42%
2017 Est. Average Household Income	$56,568	
2017 Est. Median Household Income	$41,666	

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$42,753	
Black or African American Alone	$37,085	
American Indian and Alaska Native Alone	$32,454	
Asian Alone	$47,027	
Native Hawaiian and Other Pacific Islander Alone	$27,766	
Some Other Race Alone	$36,385	
Two or More Races	$31,619	
Hispanic or Latino	$37,417	
Not Hispanic or Latino	$42,968	
2017 Est. Family HH Type by Presence of Own Child.	21,910	
Married-Couple Family, own children	5,775	26.36%
Married-Couple Family, no own children	11,014	50.27%
Male Householder, own children	786	3.59%
Male Householder, no own children	742	3.39%
Female Householder, own children	2,032	9.27%
Female Householder, no own children	1,561	7.13%
2017 Est. Households by Household Size	32,151	
1-person	9,016	28.04%
2-person	11,677	36.32%
3-person	4,685	14.57%
4-person	3,624	11.27%
5-person	1,918	5.96%
6-person	773	2.41%
7-or-more-person	457	1.42%
2017 Est. Average Household Size	2.45	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	32,151	
Households with 1 or More People under Age 18:	10,059	31.29%
Married-Couple Family	6,528	64.89%
Other Family, Male Householder	921	9.16%
Other Family, Female Householder	2,474	24.60%
Nonfamily, Male Householder	108	1.08%
Nonfamily, Female Householder	28	0.28%
Households with No People under Age 18:	22,092	68.71%
Married-Couple Family	10,259	46.44%
Other Family, Male Householder	604	2.73%
Other Family, Female Householder	1,128	5.11%
Nonfamily, Male Householder	4,768	21.58%
Nonfamily, Female Householder	5,332	24.14%
2017 Est. Households by Number of Vehicles	32,151	
No Vehicles	2,138	6.65%
1 Vehicle	10,463	32.54%
2 Vehicles	13,104	40.76%
3 Vehicles	4,583	14.25%
4 Vehicles	1,253	3.90%
5 or more Vehicles	611	1.90%
2017 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2022 Projection	22,458	
2017 Estimate	21,910	
Growth 2017 - 2022		2.50%
2017 Est. Families by Poverty Status	21,910	
2017 Families at or Above Poverty	18,742	85.54%
2017 Families at or Above Poverty with Children	7,061	32.23%
2017 Families Below Poverty	3,168	14.46%
2017 Families Below Poverty with Children	2,474	11.29%
2017 Est. Pop Age 16+ by Employment Status	65,237	
In Armed Forces	48	0.07%
Civilian - Employed	32,922	50.47%
Civilian - Unemployed	1,712	2.62%
Not in Labor Force	30,555	46.84%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	33,373	
For-Profit Private Workers	21,397	64.11%
Non-Profit Private Workers	1,947	5.83%
Local Government Workers	2,616	7.84%
State Government Workers	2,702	8.10%
Federal Government Workers	518	1.55%
Self-Employed Workers	4,077	12.22%
Unpaid Family Workers	115	0.34%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	33,373	
Architect/Engineer	230	0.69%
Arts/Entertainment/Sports	199	0.60%
Building Grounds Maintenance	1,336	4.00%
Business/Financial Operations	621	1.86%
Community/Social Services	853	2.56%
Computer/Mathematical	156	0.47%
Construction/Extraction	2,481	7.43%
Education/Training/Library	2,132	6.39%
Farming/Fishing/Forestry	1,001	3.00%
Food Prep/Serving	1,894	5.68%
Health Practitioner/Technician	2,044	6.12%
Healthcare Support	858	2.57%
Maintenance Repair	1,161	3.48%
Legal	130	0.39%
Life/Physical/Social Science	131	0.39%
Management	2,726	8.17%
Office/Admin. Support	4,339	13.00%
Production	2,891	8.66%
Protective Services	1,065	3.19%
Sales/Related	3,159	9.46%
Personal Care/Service	1,258	3.77%
Transportation/Moving	2,710	8.12%
2017 Est. Pop 16+ by Occupation Classification	33,373	
Blue Collar	9,243	27.70%
White Collar	16,718	50.09%
Service and Farm	7,412	22.21%

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	32,873	
Drove Alone	27,715	84.31%
Car Pooled	3,480	10.59%
Public Transportation	70	0.21%
Walked	606	1.84%
Bicycle	45	0.14%
Other Means	197	0.60%
Worked at Home	760	2.31%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	16,858	
15 - 29 Minutes	9,173	
30 - 44 Minutes	3,575	
45 - 59 Minutes	1,029	
60 or more Minutes	1,460	
2017 Est. Avg Travel Time to Work in Minutes	20.00	
2017 Est. Occupied Housing Units by Tenure	32,151	
Owner Occupied	23,196	72.15%
Renter Occupied	8,955	27.85%
2017 Owner Occ. HUs: Avg. Length of Residence	17.4	
2017 Renter Occ. HUs: Avg. Length of Residence	7.0	

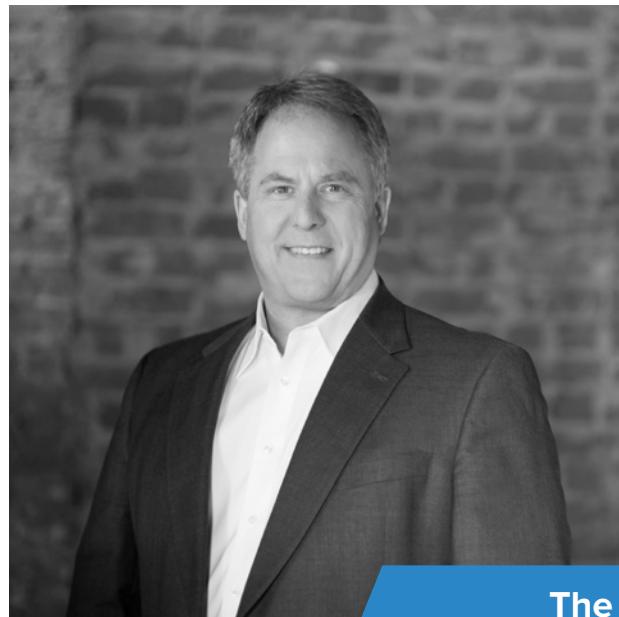| DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	23,196	
Value Less than $20,000	1,834	7.91%
Value $20,000 - $39,999	3,332	14.37%
Value $40,000 - $59,999	2,990	12.89%
Value $60,000 - $79,999	2,874	12.39%
Value $80,000 - $99,999	2,600	11.21%
Value $100,000 - $149,999	3,365	14.51%
Value $150,000 - $199,999	2,308	9.95%
Value $200,000 - $299,999	1,924	8.30%
Value $300,000 - $399,999	859	3.70%
Value $400,000 - $499,999	435	1.88%
Value $500,000 - $749,999	283	1.22%
Value $750,000 - $999,999	150	0.65%
Value $1,000,000 or more	240	1.03%
2017 Est. Median All Owner-Occupied Housing Value	$84,358	
2017 Est. Housing Units by Units in Structure	41,597	
1 Unit Attached	447	1.07%
1 Unit Detached	30,501	73.33%
2 Units	1,046	2.51%
3 or 4 Units	854	2.05%
5 to 19 Units	989	2.38%
20 to 49 Units	269	0.65%
50 or More Units	388	0.93%
Mobile Home or Trailer	7,068	16.99%
Boat, RV, Van, etc.	35	0.09%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	41,597	
Housing Units Built 2010 or later	945	2.27%
Housing Units Built 2000 to 2009	4,544	10.92%
Housing Units Built 1990 to 1999	4,500	10.82%
Housing Units Built 1980 to 1989	6,077	14.61%
Housing Units Built 1970 to 1979	7,181	17.26%
Housing Units Built 1960 to 1969	4,690	11.27%
Housing Units Built 1950 to 1959	4,682	11.26%
Housing Units Built 1940 to 1949	3,644	8.76%
Housing Unit Built 1939 or Earlier	5,335	12.82%
2017 Est. Median Year Structure Built	1973	

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"*It's not about data. It's about your success.*"

ACKNOWLEDGEMENTS

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