

Exercises + Case Studies

1. Using the address 5005 LBJ Freeway, Dallas, TX, how many Starbucks are within a 15 minute drive time?

Answer _____

2. A business associate just informed you of a Radio Shack that was closing in Tucson, AZ. Since you represent a tenant in expansion mode that has previously had a great deal of success in old Radio Shack locations, you are interested in finding out more. The associate could not remember the address but indicated that the store was in the 85730 zip code. Can you find the address using BAO?

Answer _____

3. Your client is in the beer, wine and liquor business. Assuming his usual trade area is a 5 minute drive time and using the old Radio Shack address above, what would be your initial reaction to the retail opportunity based on the Retail MarketPlace Profile?

Answer _____

If your client's typical trade area was a 10 minute drive time, would your opinion change? If so, why?

Answer _____

4. Your client is analyzing a potential office investment. The office in question is located at 3512 Bush, Raleigh, NC 27609

1. Use the pictometry imagery tool to get a high quality aerial image of the site. When was the image taken?
2. Is the property in the Flood Zone (Risk Meter tool)?
3. How many business' are within a 1 mile radius (Database USA)

5. You need to identify the path of growth for a defined area to determine whether a location adjustment is necessary. Create a color coded map based on a 10 mile radius from 1901 N Central Expressway, McKinney, TX, 75070. Which direction is the projected population growth?

6. Create a 3 minute drivetime around your home address and run a tapestry segmentation area profile. Read about the dominant tapestry in your immediate area.

Retail Case Studies

Color-Coded Maps: A small high-end neighborhood grocery store is in expansion mode. They have successfully capitalized on health conscious markets in the San Diego, San Francisco and Chicago. Specializing in things like grass-fed and hormone free beef, cage free eggs, fair trade coffee, etc. Their #1 criteria is financially based, they have had great success in neighborhoods where median household income exceeds \$120,000 in relatively small geographic but highly populated areas. They want to capitalize on what they believe is an untapped market in Houston, TX. Having little knowledge of the market themselves they are preparing for a tour of the city and have chosen you to represent their interests. Which zip-codes appear to be appropriate locations for this kind of store?

Answer _____

Smart Maps: The same grocery store has done a little additional research to determine that at first glance their top priority certainly remains median household income. However, as business has grown their site criteria has become a little more sophisticated. They opened a store in Scottsdale, Arizona that was very well received but the store closed when the owners determined there simply wasn't the population in the area to support the business. They now believe that they need to seek out zip codes with a population of over 25,000 and median household income of over \$120,000. Finally they have determined that their target customer is typically college educated. They are looking for at least 20% of the population over the age of 25 to have a bachelor's degree. What can you do in Business Analyst Online to quickly show which areas in Houston meet this criteria? Can you export the list of worthy sites into an excel file for review?

Answer _____

A luxury retailer has 4 locations in the Dallas area. After performing a recent analysis of their customers they have determined that their study areas comprise of 5 minute drivetimes. See the existing locations below:

- 1.) 5600 West Lovers Lane, Dallas, TX 75209
- 2.) 3403 Oak Lawn Avenue, Dallas, TX 75219
- 3.) 1200 West State Highway 114, Grapevine, TX 76051
- 4.) 5967 West Parker Road, Plano, TX 75093

Create an excel file with these locations (named location 1,2,3,4), and upload it onto the map, once you have created it run a customized comparison report that displays median household income, and 2015 Retail Goods (Consumer Spending). One of the stores is performing poorly. Can you guess which one it is?

Other Case Studies

You are working with a Senior Living developer who believes that there is an oversupply of ultra-luxury senior-living communities that price a substantial portion of potential residents out of the equation. The company's goal is to specialize in providing safe, affordable, senior-living care in the location where the population has always lived (staying away from typical retirement destinations like Florida, Arizona, and California). The initial market analysis is leading the group into the northeastern United States. Create a smart map that displays by county the following variables.

- 1.) 2015 population of over 70+ year olds (more than 50,000) (note: custom variable)
- 2.) Median net worth under \$200,000
- 3.) Total Crime (under 100)

Which counties appear poised for a potential new senior living facility?

Answer_____

A large retailer is reportedly looking for a new ecommerce fulfillment center in either Jackson, MS or Monroe, LA. The site can't be within 100 miles of any of the existing distribution centers. The requirements for the DC is to be located in a town with:

1. A minimum population of 200,000
2. A positive population growth projection

If you work within Economic Development for Jackson, MS what would be your initial pitch to the retailer?

Answer_____

Office/Industrial Case Studies

Your client believes they have found the ideal location for their new distribution center in Dallas, TX. The trade area is defined by a 300-mile radius from the proposed new facility. Your client requires a minimum of 10,000,000 households and projected household growth within the trade area and wants to protect against cannibalization of an existing site located in St. Louis. If there is an overlap in the two trade areas, it is critical that there are enough households to support both.

The sites are located at:

- a) Proposed site- I-20 and I-35 in southern Dallas, TX
 - b) Existing Site - I-44 and I-270 in southwestern St. Louis
1. Create both studies using a 300 mile radius
 2. If there is an overlap, create a third study showing the overlap
 3. Using the Comparison Report, determine how many households exist in each of the areas and what the projected growth rate is expected to be.

Is there an overlap between the St Louis and Dallas market areas? _____

What is the projected household growth rate of the existing site in St. Louis? _____

What is the number of households in the overlap area? _____

Based on this analysis, would you recommend for your client to move forward with the Dallas location? _____

You are in the process of developing a new office building and have been incentivized from a tax stand point to hire locally in the Atlanta area for your project. Use the Atlanta polygon that you created earlier to determine how many potential builders for “Commercial and Institutional Construction” (NAICS Code 236220) there are within the Atlanta loop.

1. As part of an appraisal assignment, you need to provide a historical, current, and projected demographic profile for the MSA, county, and the neighborhood which is a five minute drive time from the address below:

- 200 East Colfax, Denver, CO

Geography	Neighborhood	County	MSA
2000 Basic Variables Households Population			
2010 Basic Variables Households Population			
2015 Basic Variables Households Population			
2020 Basic Variables Households Population			

2. In developing your analysis, you need to describe the growth of single family housing in a defined geographic area which is Charlotte, NC.

Year	2010	2015	2020
Population			
Total Housing Units			
Percent Owner Occupied			
Percent Renter Occupied			
Vacancy Rate			
Median Home Value			