

# SITE & MARKET SCORING

## FREQUENTLY ASKED QUESTIONS

### *How can your Site & Market Scoring solution improve my decision making?*

Site & Market Scoring — powered by the ElementOne<sup>SM</sup> Analytics Platform — helps provide the most complete and current view of your potential revenue from each existing or proposed location. Our scores enable you to find high-potential markets for expanding your network, estimate new store potential for sites under consideration and evaluate store performance against demand potential.

### *How are you different from my current partner?*

Our unrivaled data repository sets us apart from other site-analytics providers. We continually update our demographic information, ensuring that you make your decisions based on the most complete and up-to-date information available. We give you the most current view of the consumer by building in frequent updates to:

- Demographics, based on the immediate preceding quarter (*Quarterly Update*)
- Precise locations of shopping centers (*Quarterly Update*)
- Consumer-expenditure data (*Quarterly Update*)
- Demand-potential data (*Quarterly Update*)
- Competitive and co-tenancy landscapes, including changes in store networks (*Monthly Update*)

Our unique Web-based application allows you to access information in real time, run custom reports and get advanced hot-spot mapping — instantly.

### *What data goes into your scores?*

What makes our scoring unique is the ability to tailor the data to your industry. Available data sources include:

- Business-location and geo-summary information
- Shopping center locations and tenants
- Consumer-expenditure estimates by product and retail category
- Advanced consumer segmentation data
- Syndicated national survey data on topics including shopping, dining and media-usage preferences

### *What makes your data better?*

Our site-potential scores are built using the most current and accurate data. Our unique approach to creating demographic estimates and projections includes continual updates from the US Postal Service, ensuring that newly developed areas or those in rapid decline are clearly identified. Relying solely on Census-based data can miss these population shifts and increase the probability of poor site decisions.

### ***What's unique about your demographics?***

Everyone says that they have the best demographics. We can prove it. Our patent-pending demographics deliver the most precise population and household estimates for neighborhoods and other very small geographic areas. The foundation of our unique approach is a comprehensive file of all US households, custom built for our analytics platform. We use this file to track actual neighborhood population shifts from the bottom up. Our competitors — who rely on outdated Census information — take a top down approach that relies on trends within larger geographic areas, independent of actual household counts. Our highly predictive approach also allows you to identify rapid growth areas associated with new housing developments and neighborhood infill.

Another key advantage is retrieval of demographic data for custom geographic areas, such as a radius around a specific address. We derive data for that radius based on the actual number of households — a significant improvement over other methods that rely on outdated Census data to infer a radius' population.

### ***I am not expanding my real estate position... why should I talk to you?***

Our clients are telling us that in this environment they still need to make two types of real estate decisions: 1) Leases coming due and 2) Upgrading site portfolios. In order to make these decisions, they need the most current data to accurately determine the competition and demand impact. TARGUSinfo provides the most current and

accurate business and residential data derived from our unique phone-network foundation and patent-pending updating process. If you are looking to improve your portfolio, you cannot afford to risk making a mistake.

### ***The economy and our customers change from day to day. Does your platform take that into account?***

TARGUSinfo's mission is to provide the highest quality and quantity of information — on demand. Because our Site & Market Scoring platform is Web-based, we are able to refresh the data far more frequently than any other system in the marketplace. These updates are incorporated into the platform instantly and automatically, without any work on the part of the user. Others deliver data via mail on DVDs which require them to build updates, burn them onto DVDs, ship the DVDs to the user and then rely on the user to keep their systems updated. Our platform does all the work for you so you can quickly make decisions based on today's data, not yesterday's.

### ***What are the challenges of building a site and market scoring model in a down economy?***

Models are developed by analyzing past performance in order to forecast future success. In a down environment, low sales will forecast low performance. Retailers need to analyze trade areas, demand and competition in order to evaluate and rank opportunities.

### ***How long will it take to get up and running?***

All you need is a Web browser and your user name / password. A standard platform deployment can be done within a matter of days.

### ***What IT resources do I need?***

No IT resources are required. Site & Market Scoring is accessed through a Web browser and all data is housed on secure TARGUSinfo servers.

### ***How frequently is your data updated?***

Site & Market Scoring data sets are updated on a quarterly basis.

### ***Do I have to install the data updates myself?***

No, all data updates are seamless to the customer and do not require IT department support like most traditional desktop and server-based systems.

### ***Can I import and leverage my own store data into the software?***

Yes, our Site & Market Scoring platform allows you to import your store data for use within maps, reports, variables and models. In addition, your customer data can be uploaded to create site trade areas based on customer draw.

### ***I already have custom areas defined for my organization. Can I upload these?***

Yes, our Site & Market Scoring platform allows you to load shape files created outside the application.

### ***Do I need a statistical analyst in my organization to run the software?***

No, you don't need a statistician to use Site & Market Scoring. The backbone of the scoring algorithms is already developed. All you need to do is identify the market attributes and variables that are most impactful for your business — the software builds the modeling algorithm for you.

### ***How often is your software platform updated or enhanced?***

Our software platform is updated multiple times throughout the year. All updates are seamless to the customer and do not require IT department support.

### ***I need to share my work with other users. Can your platform help me do that?***

Yes, our Site & Market Scoring platform provides a true multi-user environment, where users across a company can leverage each other's work as desired. In addition, reports and graphs can be exported from the platform to Microsoft Excel to create executive reports and presentations.

***What sort of training do you provide?***

Training is provided on an individual company basis. We tailor the training session to your needs and show you the features you need to best leverage the platform.

***Can I license your data and put it in another company's platform?***

The power of our solution comes from frequently refreshed data sets being dynamically loaded into our platform. We strongly recommend that clients license the Site & Market Scoring platform in order to harness the full power of the most up-to-date data. Data can be exported into Microsoft Excel or other formats and then imported into other packages as needed.

***I have a question regarding the use of your platform. How do I contact your support team?***

Our support team can be contacted via email at [e1support@TARGUSinfo.com](mailto:e1support@TARGUSinfo.com) or by phone at 800.935.9644 (Monday - Friday: 7am – 5pm PT).