

NextSite

connecting opportunities



Chuck Branch
CEO

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Research & Market Analysis

Within the first 60 days of the agreement, NextSite will identify the appropriate radius, drive time and custom trade areas based on feedback from key community contacts, analysis of peer communities, on-site market visits and analysis of consumer travel patterns and customer journey. The research for each Community will include:

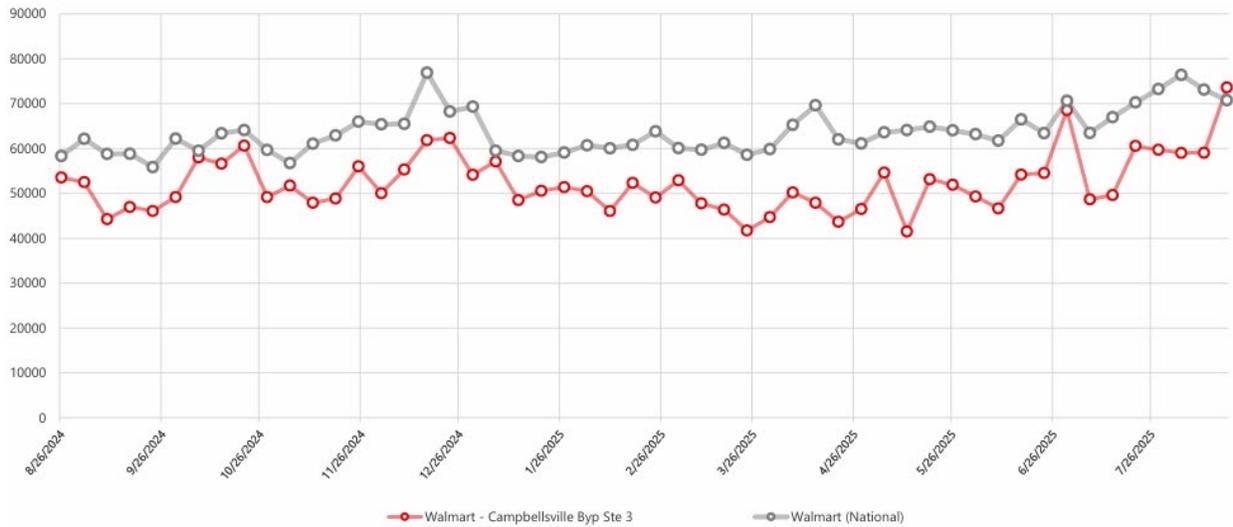
- **Radius Analysis**
- **Drive Time Analysis**
- **Customer Journey Analysis**
- **Custom Trade Area Analysis**
- **Demographic Trend Analysis**
- **Consumer Spending Patterns**
- **Retail GAP/Leakage Analysis**
- **Peer Community Analysis**
- **Retail VOID Analysis**
- **Site Maps**
- **Traffic Count Maps**



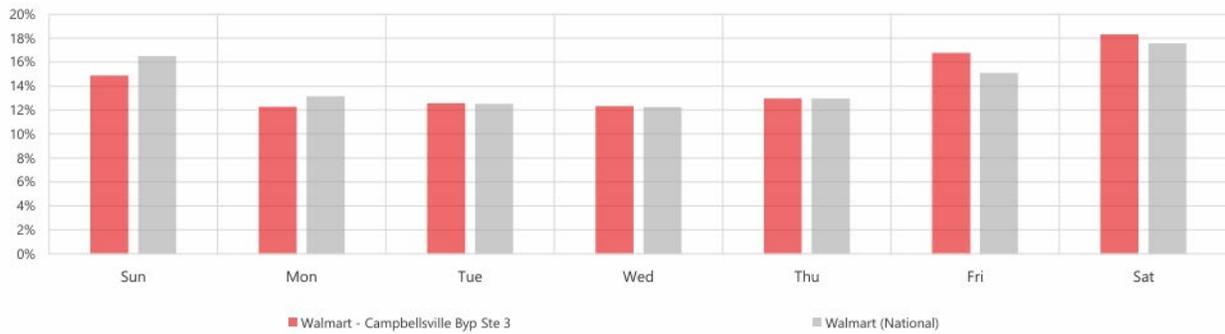
Customer Journey and Custom Trade Area Research & Analysis

Consumer Travel Patterns using Mobile Device Tracking data allows NextSite to visualize the Common Evening, Common Daytime and Path to Purchase locations of consumers based on visits to a designated retailer or multi-tenant commercial location. This data helps identify clusters of consumers and is often the baseline in our understanding the size and scope of custom trade areas.

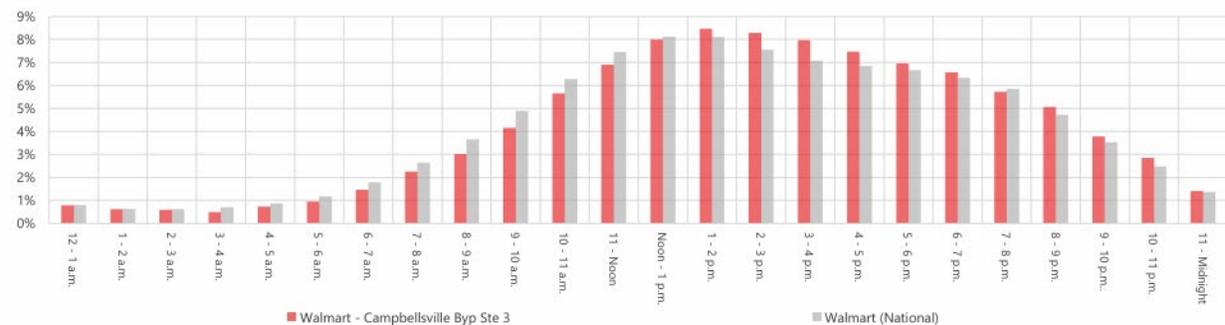
Weekly Number of Visits (% of Visits)



Visits by Day of the Week

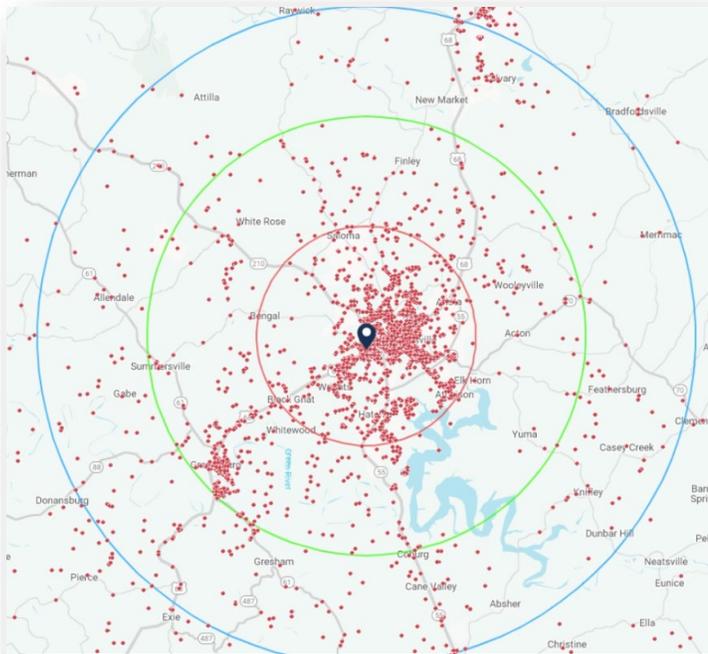


Visits by Hour of the Day



Customer Journey and Custom Trade Area Research & Analysis

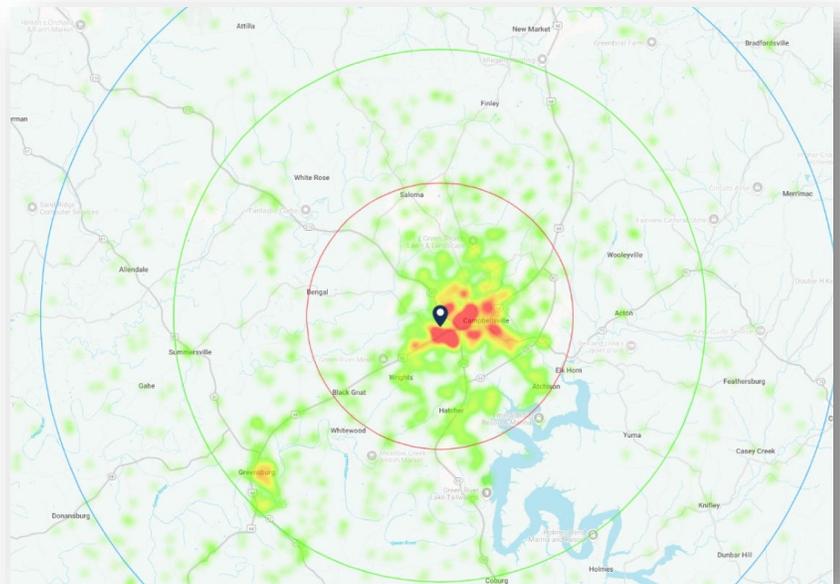
Customer Journey Analytics based on a market's primary retailer/commercial assets allows NextSite to gain insight into customer shopping habits and travel patterns as well as assess a community's ability to draw consumers into the market from the surrounding areas. We also create Customer Journey analysis for the Downtown corridors to better understand visit traffic and length of stay.



Visited Chains

Walmart - Campbellville Byp Ste 3

McDonald's	0.8%
Sonic Drive-In	0.7%
Kroger	0.6%
Marathon	0.5%
Walmart	0.5%
Dollar General	0.4%
Dollar Tree Stores	0.4%
Burger King	0.4%
Valero	0.4%
Wendy's	0.3%
Maurices	0.3%
Taco Bell	0.3%
Tractor Supply Co	0.3%
Little Caesars Pizza	0.2%
Shell Station	0.2%
Murphy USA	0.2%
Circle K	0.2%
World Finance	0.2%
Dairy Queen	0.2%
Baskin-Robbins	0.2%



Consumer Profile Report

Applied Geographic Solutions (AGS), 2025 A

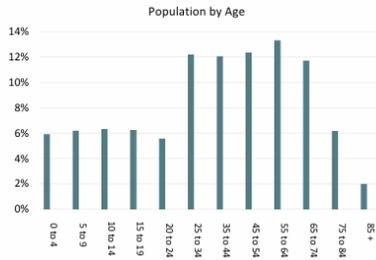
Regional Trade Area

Current		
2025 Population	86,294	---
2030 Projected Population	85,875	---
Pop Growth (%)	-0.5%	---
2025 Households	34,638	---
2030 Projected Households	34,272	---
HH Growth (%)	-1.1%	---

Daytime Population	73,221	---
Average Business Travelers	550	---
Average Leisure Travelers	27	---
Average Migrant Workers	8	---
Group Quarters Pop	27	---
Pop in Family Households	67,943	---
Pop Non-Family Households	15,264	---

Total Population by Age		
Median Age (2025)	40.5	

Ages by Year		
0 to 4	5,103	5.9%
5 to 9	5,339	6.2%
10 to 14	5,461	6.3%
15 to 19	5,383	6.2%
20 to 24	4,796	5.6%
25 to 34	10,527	12.2%
35 to 44	10,410	12.1%
45 to 54	10,642	12.3%
55 to 64	11,485	13.3%
65 to 74	10,103	11.7%
75 to 84	5,323	6.2%
85 +	1,722	2.0%



Once the Retail TradeAreas are identified, we begin the process of performing detailed demographic research, GAP/Leakage analysis across all retail categories and household-level consumer expenditure reviews. Our Custom Demographic Research includes Historical, Current and Projected Demographics from multiple sources. One caveat – we have found most retailers/restaurants are more interested in the demand side of the trade area and not the supplyside.

Consumer Profile Report

Applied Geographic Solutions (AGS), 2025 A

Regional Trade Area

Population by Race/Ethnicity (2025)

White, Non-Hispanic	76,585	88.7%
Hispanic	2,507	2.9%
Black, Non-Hispanic	4,650	5.4%
Asian, Non-Hispanic	508	0.6%
Other	2,044	2.4%

Language at Home (2025)

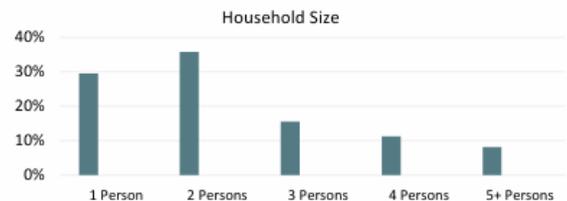
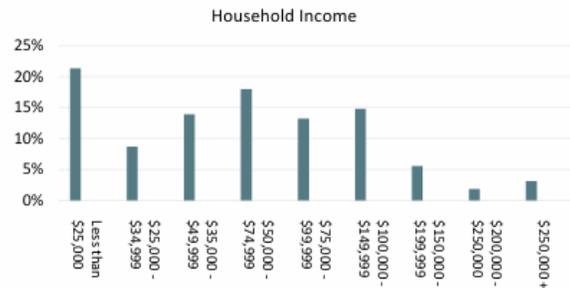
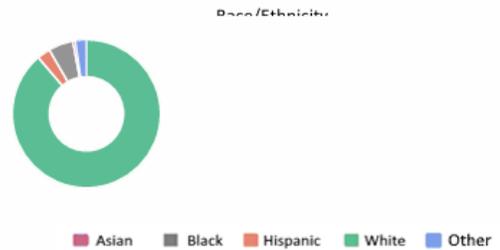
Spanish Linguistically Isolated	125	0.4%
Spanish Not Isolated	475	1.4%
Asian Linguistically Isolated	2	0.0%
Asian Not Isolated	117	0.3%

Household Income (2025)

Per Capita Income	\$31,990	---
Average HH Income	\$79,345	---
Median HH Income	\$60,371	---
Less than \$25,000	7,367	21.3%
\$25,000 - \$34,999	2,989	8.6%
\$35,000 - \$49,999	4,804	13.9%
\$50,000 - \$74,999	6,198	17.9%
\$75,000 - \$99,999	4,559	13.2%
\$100,000 - \$149,999	5,111	14.8%
\$150,000 - \$199,999	1,906	5.5%
\$200,000 - \$250,000	640	1.8%
\$250,000 +	1,064	3.1%
Avg Family Income	\$97,864	
Avg Non-Family Income	\$44,128	

Household Size (2025)

1 Person	10,205	29.5%
2 Persons	12,376	35.7%
3 Persons	5,380	15.5%
4 Persons	3,901	11.3%
5+ Persons	2,776	8.0%



Spending Report

Applied Geographic Solutions (AGS), 2025 A

Intermediate Trade Area

	Total	Per Household
Apparel	\$38,961,219	\$1,576
Men's Apparel	\$7,496,800	\$303
Men's Suits	\$551,445	\$22
Men's Sportcoats and Jackets	\$35,511	\$1
Men's Coats And Jackets	\$523,477	\$21
Men's Underwear	\$845,992	\$34
Men's Hosiery	\$418,946	\$17
Men's Nightwear	\$148,026	\$6
Men's Accessories	\$862,996	\$35
Men's Sweaters And Vests	\$1,876,199	\$76
Men's Active Sportswear	\$104,822	\$4
Men's Pants and Shorts	\$1,672,415	\$68
Men's Costumes	\$36,416	\$1
Men's Uniforms	\$39,429	\$2
Boys Apparel	\$1,625,623	\$66
Boys Coats And Jackets	\$126,423	\$5
Boys Shirts and Sweaters	\$272,135	\$11
Boys Underwear	\$175,668	\$7
Boys' Nightwear	\$57,740	\$2
Boys' Hosiery	\$86,890	\$4
Boys' Accessories	\$107,046	\$4
Boys Suits Sportcoats And Vests	\$6,836	\$0
Boys Pants and Shorts	\$341,563	\$14
Boys' Sportswear	\$29,929	\$1
Boys' Costumes	\$64,974	\$3
Boys' Uniforms	\$77,242	\$3
Women's Apparel	\$12,921,538	\$523
Women's Coats And Jackets	\$766,154	\$31
Women's Dresses and Jackets	\$1,578,629	\$64
Women's Shirts Sweaters And Vests	\$287,047	\$12
Women's Pants And Skirts	\$3,281,817	\$133
Women's Shorts	\$2,247,679	\$91
Women's Active Sportswear	\$300,915	\$12
Women's Sleepwear	\$494,647	\$20
Women's Undergarments	\$1,129,112	\$46

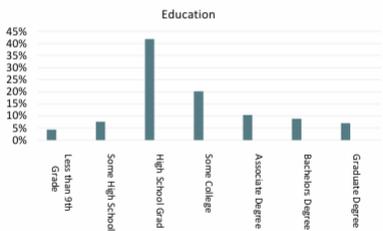
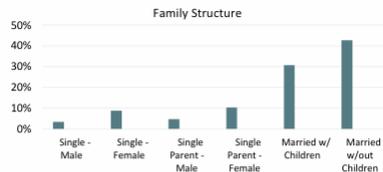
Category	Retail Potential	Retail Sales	Retail Gap
Warehouse Superstores	\$176,006,034	\$0	(\$176,006,034)
Mail Order and Catalog Stores	\$176,140,332	\$1,467,782	(\$174,672,550)
Family Clothing Stores	\$47,208,887	\$2,355,910	(\$44,852,977)
Other Home Furnishing Stores	\$39,481,691	\$0	(\$39,481,691)
Appliances and Electronics Stores	\$85,219,756	\$46,026,704	(\$39,193,052)
Home Centers	\$45,763,785	\$15,878,521	(\$29,885,265)
Grocery Stores	\$98,194,517	\$72,180,748	(\$26,013,768)
Sporting Goods Stores	\$37,750,480	\$15,026,709	(\$22,723,771)
Sewing and Needlecraft Stores	\$20,611,282	\$0	(\$20,611,282)
Motorcycle and Boat Dealers	\$19,309,699	\$2,555,950	(\$16,753,749)
Shoe Stores	\$20,651,234	\$4,058,904	(\$16,592,330)
Furniture Stores	\$39,958,681	\$24,354,276	(\$15,604,406)
Hobby, Toy, and Game Stores	\$27,389,719	\$11,975,608	(\$15,414,111)
Other Direct Selling Establishments	\$9,900,617	\$214,196	(\$9,686,421)
Retail at Hotels / Other Accomodations	\$10,057,811	\$2,303,348	(\$7,754,463)

Spending Report

Applied Geographic Solutions (AGS), 2025 A

Intermediate Trade Area

Pets	\$22,159,821	\$896
Pet Purchases And Supplies	\$6,979,266	\$282
Veterinarian Services	\$6,979,266	\$282
Grocery	\$153,360,956	\$6,203
Cereal And Cereal Products	\$5,858,156	\$237
Flour	\$435,229	\$18
Prepared Flour Mixes	\$451,163	\$18
Rice	\$1,126,286	\$46
Pasta Commeal Oth Cereal Prods	\$1,432,461	\$58
Bakery Products	\$13,600,283	\$550
White Bread	\$1,695,622	\$69
Bread Other Than White	\$2,243,744	\$91
Biscuits And Rolls	\$2,154,784	\$87
Cakes And Cupcakes	\$1,520,325	\$61
Cookies	\$2,051,523	\$83
Crackers	\$1,509,503	\$61
Bread And Cracker Products	\$264,393	\$11
Doughnuts, Sweetrolls, Coffecake	\$1,067,860	\$43
Frozen & Refrig. Bakery Prod.	\$1,092,530	\$44
Meat	\$30,669,185	\$1,240
Beef	\$8,488,314	\$343
Pork	\$6,520,528	\$264
Lamb And Other Meats	\$447,794	\$18
Poultry	\$5,965,829	\$241
Fish And Seafood	\$5,146,591	\$208
Eggs	\$2,492,164	\$101
Dairy	\$14,837,776	\$600
Fresh Milk	\$3,667,214	\$148
Cream	\$1,088,421	\$44
Butter	\$1,155,647	\$47
Cheese	\$4,713,416	\$191
Ice Cream And Related Products	\$2,225,024	\$90
Miscellaneous Dairy Products	\$1,988,054	\$80
Fresh Fruits	\$11,058,167	\$447
Apples	\$1,494,226	\$60
Bananas	\$1,716,900	\$69
Oranges	\$1,201,900	\$49



VOID Analysis

Tenants Not Inside Trade Area

Trade Area: 39 Min Drive

Void Analysis	Average Size (SF)	Match Score & Grade (0-100)	Locations				Minimum Typical Spacing		Contact Phone #
			Search Area		U.S.		Distance	Direction	
			Total	New	Total	New			
Restaurant - Casual									
Monical's Pizza	3,000	95 A	10	0	58	0	67.4	SW	5.8 (815) 937-1890
Godfather's Pizza	3,800	92 A	37	5	422	101	45.6	WSW	2.7 (402) 391-1452
Arni's	3,300	89 A	16	0	16	0	74.0	SW	8.5 (765) 838-2985
Hacienda Mexican Restaurant	4,200	88 A	15	1	15	1	47.1	NW	20.2 (574) 272-5922
Ponderosa Steakhouse	7,388	88 A	1	0	13	0	83.5	N	N/A (972) 244-8900
Bellacino's	2,850	84 B	1	0	49	3	53.6	E	6.4 (269) 329-0782
Beef 'O' Brady's	3,400	83 B	4	0	127	5	48.3	W	7.5 (813) 226-2333
Rosati's Chicago Pizza	2,500	83 B	5	0	275	46	112.1	WNW	3.1 (847) 634-0039
Rosati's Chicago Pizza	2,800	83 B	3	0	275	46	112.1	WNW	3.1 (847) 426-8899
Frisch's Big Boy	3,250	83 B	3	0	31	4	50.4	SSW	19.2 (419) 874-1933
Gatti's Pizza	16,500	81 B	3	0	97	15	112.5	SW	10.5 (512) 459-4796
Waffle House	3,350	81 B	23	0	2,032	51	47.8	SSW	1.8 (770) 729-5700
Ruby Tuesday	5,000	80 B	4	0	200	1	38.0	SSW	8.2 (865) 379-5700
Aurelio's Pizza	3,000	80 B	11	0	33	1	103.4	NW	11.8 (708) 798-8050
Buffalo Wings & Rings	5,500	79 B	6	0	52	1	22.6	SSE	23.5 (513) 680-2247
Perkins Restaurant & Bakery	5,100	76 B	5	0	254	1	53.1	SSW	7.0 (901) 766-6400
Tumbleweed Tex Mex Grill & Margarita Bar	4,500	76 B	4	0	15	0	79.1	ESE	17.2 (502) 893-0323
Cattleman's Roadhouse	8,000	76 B	1	0	11	0	128.7	S	19.2 (707) 528-1040
Quaker Steak & Lube	8,500	76 B	1	0	28	2	106.9	S	17.5 (724) 981-3123
Uno Chicago Grill	5,750	75 B	2	0	39	0	88.2	SSW	16.0 (617) 323-9200
Garbanzo Fresh Mediterranean	2,200	73 B	4	0	31	3	76.2	SW	17.4 (303) 799-1900
Cracker Barrel	10,000	73 B	28	0	656	1	26.5	SW	8.7 (615) 444-5533
Noble Roman Pizza	3,200	73 B	12	0	12	0	52.5	WSW	7.6 (317) 634-3377
Hard Rock Cafe	6,000	73 B	2	1	41	8	118.0	S	N/A (954) 488-7800
Agave & Rye	4,000	72 B	2	0	18	1	70.0	SE	N/A (859) 360-1060
MCL Restaurant & Bakery	9,000	72 B	8	0	12	0	37.3	S	N/A (317) 257-5425
Denny's	4,850	72 B	29	0	1,285	26	62.6	S	5.0 (864) 597-8000
TGI Fridays	5,250	71 B	1	0	83	11	151.2	WNW	12.9 (219) 472-2900
Golden Corral	9,750	71 B	12	1	345	9	26.9	N	7.7 (919) 781-9310
Salsarita's Fresh Cantina	3,000	71 B	2	0	61	7	142.9	NNE	14.8 (803) 832-7586
Cicis	3,400	70 B	1	0	265	14	102.8	SSE	4.1 (972) 745-4200
Red Lobster	8,000	69 B	17	0	516	1	26.7	N	16.1 (407) 734-9000
Fazoli's	2,050	69 B	29	28	185	143	26.2	N	9.7 (859) 268-1668
Beggars Pizza	2,500	68 B	5	0	27	1	111.1	WNW	N/A (773) 735-7000
Hooters	6,750	66 B	5	0	208	7	80.2	SE	11.4 (770) 951-2040
Baker's Square	4,500	66 B	1	0	60	0	104.2	NE	17.5 (615) 256-8500
Charleston's Restaurant	11,500	66 B	2	0	17	2	71.4	SW	N/A (405) 321-2600
Teriyaki Madness	1,600	65 B	4	2	194	26	78.4	SW	6.0 (303) 997-0740
Pop's Italian Beef & Sausage	2,400	65 B	4	1	16	1	118.5	WNW	6.9
Houlihan's Restaurants	6,250	65 B	1	0	29	7	65.1	SW	N/A (913) 901-2500
Condado Tacos	3,500	65 B	5	0	52	0	65.1	SW	N/A (513) 263-1172

City	State	5 mi Population	5 mi Avg HH Inc	Ace Hardware	Harbor Freight Tools	Tractor Supply Co.	At Home	Publix Supermarkets	The Fresh Market	Mooyah	Culver's	Jason's Deli	Newk's Eatery
Helena	AL	73,575	\$90,981	16	3	9	6	1	14	5	5	7	8
Madison	AL	85,976	\$102,928	1	7	3	9	1	10	83	1	4	6
Pelham	AL	72,192	\$93,686	12	1	10	5	2	10	5	5	5	5
Canton	GA	68,905	\$86,506	8	0	6	15	2	13	120	6	16	3
Evans	GA	95,887	\$103,386	1	7	5	7	2	7	136	6	6	70
Ridgeland	MS	88,397	\$91,590	3	1	13	2	157	2	133	201	2	1
Hendersonville	TN	91,230	\$92,283	6	5	3	10	0	21	21	2	11	16
Mount Juliet	TN	83,722	\$90,059	8	9	3	2	2	19	19	2	2	17

"NextSite has proven to be an invaluable team member on several high-profile projects that we have delivered over the years. The quality of data and analytics provided by NextSite has helped us ensure that these projects truly serve the communities in which they are located."

John Gunderson
President – Daniel Communities

Traffic Count Maps and Customer Journey



Real Estate Analysis – Focus Property Identification

Understanding the real estate options within the market for development, redevelopment and higher and best use allows the NextSite team to position specific properties to retail prospects. NextSite and its partners will work with the city to catalog local commercial properties that may be suitable sites for development and/or redevelopment, including those sites that may present a higher and best use. This will include maps, aerials, and all pertinent contact and site-specific information relative to each site. Once we identify the development and redevelopment Focus Properties, we market these opportunities to Developers and Tenant Reps.

	<p>Shorter Ave Frontage 8.17 AC Sammy Rich 706-236-4400</p>		<p>County Line Rd Development Site 20 Acres Ricky Robinson 256.337.4903</p>		<p>Site Adj to Waffle House 4.02 AC Lee Rowell 770.318.6153</p>		<p>Hampton Inn Outparcel 2.0 AC Mike Price 256.279.0622</p>
	<p>GA Hwy 53 Site (see former DG site) 3 AC Sammy Rich 706-236-4400</p>		<p>Clift Farm Mixed-Use Development 345,000 SF Commercial 134,000 SF Office Martin Smith 205.259.2195</p>		<p>Pad Site Adj to Bojangles 1.21 AC Brian Elrod 706.553.1000</p>		<p>Morse Site 1.55 AC Mike Price 256.279.0622</p>
	<p>Calhoun Ave Site 4 AC Sammy Rich 706-236-4400</p>		<p>County Line Road Sites 15 AC for Sale Scott Plummer 205.490.2829</p>		<p>Hwy 11 & Hwy 138 Site 7.89 AC Brian Elrod 706.553.1000</p>		<p>Copeland Site 5+ AC Mike Price 256.279.0622</p>
	<p>West Rome Site 123.13 AC Sammy Rich 706-236-4400</p>		<p>1884 Slaughter Road 10K SF for Lease Anusha Davis 256.536.8809</p>		<p>1011 W Spring St Site 7.02 AC Nathan Purvis 404.819.2520</p>		<p>King's Inn Site .70 AC Mike Price 256.279.0622</p>
	<p>South Rome Site .54 AC Sammy Rich 706-236-4400</p>		<p>Village Shoppes of Madison 1,500 – 2,212 SF Suites Sophia Alcalay 561.414.4679</p>		<p>Hwy 78 & Hwy 138 Site 35 AC Nathan Purvis 404.819.2520</p>		<p>White Oak Lane Site 8.36 AC Sadie Krawczyk 770.266.5331</p>
	<p>Chandler Site .84 AC Mike Price 256.279.0622</p>				<p>White Oak Lane Site 8.36 AC Sadie Krawczyk 770.266.5331</p>		<p>Chandler Site .84 AC Mike Price 256.279.0622</p>

Rome, GA

Madison, AL

Monroe, GA

Albertville, AL

“Chuck Branch and the NextSite Team are always very helpful, responsive and informative. Anytime I’m entering a market search for a retailer, I reach out to Chuck to see what information he can provide on the market.”

Ray Jones
The Shopping Center Group

Retail Recruitment

The most important service we provide is proactively recruiting **developers and tenantreps** to position the identified Target Opportunity List of retailers/restaurants.

We identify retailers and developers looking to aggressively expand their market presence regionally and nationally. We understand the parameters set by retailers when reviewing potential new locations. We have a roster of developers who are looking to replicate previous developments in similar communities across the Southeast. NextSite meets with these retailers and developers in a variety of settings – office visits, site visits, ICSC and RetailLive and now, virtual meetings – to position opportunities in your community. While ICSC and RetailLive are important opportunities to engage in conversation, **retailers, tenant reps and developers have told us that post conference meetings and calls are the most productive use of their time, and their preferred way to discuss opportunities and share information.**



Conference Representation



ICSC Red River Conference
ICSC Carolinas Conference
ICSC RECon

Retail Live! – Nashville
Retail Live! - Indianapolis
ICSC Southeast Conference





Our process begins with establishing your Basecamp Account and issuing our Getting Started document to the identified primary contact(s) in your community. Simultaneously we begin the research and market analysis. As we complete components of the process, we upload the research, analysis and strategy to your Basecamp Account. Basecamp is also used to upload custom research, updated research and updates on conferences, retail trends and recruitment updates.

A screenshot of a Basecamp project page for "Harpersfield-Geneva JEDD, OH Ohio". The page has a blue header with the project name and a navigation bar with tabs for Overview, Messages, To-Dos, Calendar, Writeboards, Time, and Files. The main content area is titled "Project overview & activity" and shows a chronological list of activity items grouped by date. Each item includes a date, a type (Comment, Message, File), and a link to the activity. The activity items include comments on "Taco Bell", a message about "Taco Bell", an XLS file "Geneva, OH - Retailer Peers.xlsx", a DOCX file "Stakeholder Questionnaire NextSite- Harpersfield OH (1).docx", several PDF files related to "Harpersfield Township, OH" such as "Baseline - SPIRE Institute - Custom...", "COVID-19 Impact - SPIRE Institute - ...cs.pdf", "COVID-19 Impact Tracking.pdf", "Traffic Count Map.pdf", and "10 Minute Drive Time - Retail GAP &...qe.pdf", and a message "Spire Institute - Field Growth".

Harpersfield-Geneva JEDD, OH Ohio

Overview Messages To-Dos Calendar Writeboards Time Files

Project overview & activity

FRIDAY, 29 MAY 2020

- Comment [Re: Taco Bell](#)
- Message [Taco Bell](#)

MONDAY, 27 APRIL 2020

- File [Geneva, OH - Retailer Peers.xlsx](#)

MONDAY, 20 APRIL 2020

- File [Stakeholder Questionnaire NextSite- Harpersfield OH \(1\).docx](#)

TUESDAY, 14 APRIL 2020

- File [Harpersfield Township, OH - Baseline - SPIRE Institute - Custom...cs.pdf](#)
- File [Harpersfield Township, OH - COVID-19 Impact - SPIRE Institute - ...cs.pdf](#)
- File [COVID-19 Impact Tracking.pdf](#)

FRIDAY, 27 MARCH 2020

- Message [Spire Institute - Field Growth](#)

FRIDAY, 20 MARCH 2020

- File [Harpersfield Township, OH - Traffic Count Map.pdf](#)

TUESDAY, 17 MARCH 2020

- File [Harpersfield Township, OH - SPIRE Institute - Customer Journey ...cs.pdf](#)
- File [Harpersfield Township, OH - Regional Trade Area - Site Map.pdf](#)
- File [Harpersfield Township, OH - Regional Trade Area - Segmentation.pdf](#)
- File [Harpersfield Township, OH - Regional Trade Area - Retail GAP & ...qe.pdf](#)
- File [Harpersfield Township, OH - Regional Trade Area - Demographic Trends.pdf](#)
- File [Harpersfield Township, OH - Regional Trade Area - Consumer Spen...ns.pdf](#)
- File [Harpersfield Township, OH - Regional Trade Area - Community Overview.pdf](#)
- File [Harpersfield Township, OH - 10 Minute Drive Time - Retail GAP &...qe.pdf](#)

Albertville, AL Success



21,568



\$50,915



carter's



SLIM CHICKENS

Albertville AL – NextSite began our relationship with the City of Albertville a few months before the 2018 ICSC Conference in Las Vegas. We immediately scheduled a meeting with Chattanooga team-based Hutton and several other developers to discuss the vacant former Kmart at the prime intersection along the Albertville retail corridor. This initial meeting ultimately resulted in Hutton acquiring the Kmart site and successfully recruiting Food City, Ulta and Five Below. The new center is scheduled to open in the Spring of 2021. NextSite's continued success has been driven by leveraging the customer journey analytics to the corridor and the city's completion of the premier travel ball sports complex in the southeast.

Enterprise, AL Success



28,777



\$73,369



popshelf

McALISTER'S
DELI

ROSS



MATTRESS FIRM

W A F F L E
H O U S E



Alexander City, AL Success



14,470



\$69,170



We Make It Fresh. You Make It Yours.™



Pricing – NextSite Services

We would approach a Madison engagement by breaking the market into neighborhoods, major economic drivers, existing retail nodes and Madison as a whole with Market Analysis for each area.

Standard Engagement Option - \$45,000/Year

- 3-Year Agreement
- Research and analysis with on-demand reporting
- A pragmatic approach to creating a realistic retail and restaurant target list
- Connecting opportunities to developers, tenant reps and retail/restaurant concepts
- Quarterly updates or more frequent as recruitment warrants

Success Fee Option - \$25,000/Year*

- 3-year agreement with an additional 36-month period of success fees only payments
- Research and analysis with on-demand reporting
- A pragmatic approach to creating a realistic retail and restaurant target list
- Connecting opportunities to developers, tenant reps and retail/restaurant concepts
- Quarterly updates or more frequent as recruitment warrants

- Restaurant(s) – QSR, FSR or Fast Casual - \$17,500
- Tenant less than 10,000 square feet - \$20,000
- Tenant between 10,001 and 50,000 square feet - \$25,000
- Tenant between 50,001 and 90,000 square feet - \$40,000
- Tenant between 90,001 and 120,000 square feet - \$60,000
- Tenant greater than 120,001+ square feet - \$80,000
- Hospitality - \$35,000 if the developer is introduced to the market by NextSite

***Success fees are earned on all commercial development under construction, LOI and/or completed as a result of any of NextSite's services. The city agrees to pay consultant 25% of the fee when construction begins and the balance, 75%, when the tenant opens for business. Outparcel developments are considered separate success fees.**

“Many of the connections we have made with developers and tenant reps have been the direct result of working with Chuck and the NextSite team. The City of Albertville is thankful for the retail growth opportunities we have had over the last few years and NextSite continues to be a great partner in assisting the city with all our retail recruiting efforts. It is reassuring to know that even when I am not in the room – the folks at NextSite are vetting opportunities for our city with their large network of developer and tenant rep relationships.”

Mike Price
City of Albertville, AL – Economic Development Director



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