



## SITE SELECTION, LOCATION ANALYSIS AND MARKET SCREEN SERVICES FOR DEVELOPERS, INVESTORS AND RETAILERS

### Services of the Firm

Delta Associates provides site selection, location analysis, market screen and related services to its clients involved in development and retailing activities throughout the U.S. These analyses evaluate many critical factors including market support available for the planned project/store, the physical and regulatory constraints to the project, and site characteristics such as visibility and accessibility.

Clients include national fast food chains and hotel operators, national shopping center and apartment developers, and international pension fund managers who utilize the firm to select sites for expansion, new development and investment. Site selection, location analysis and market screen services offered by Delta Associates include:

- ***Establish locational guidelines*** that are appropriate to the proposed project. These might include distance from a major metropolitan area, climate, proximity to competitors or natural elements such as the ocean or mountains, or frontage on high-traffic arteries requiring specific automobile or pedestrian counts.
- ***Identify sites and/or cities that possess the necessary market*** support for the planned project. Depending on the client's geographic constraints, this could involve a nationwide screen or could be limited to a specific metropolitan area or neighborhood.
- ***Screen candidate sites and/or cities*** in order to determine their desirability for investment or feasibility for a proposed project. This includes consideration of the demographics of the area, economic indicators, current development activity (including competition for the proposed project), desirability of the site in terms of access and transportation networks, physical development constraints, and related issues.
- ***Assist in acquisition*** of the site, including broker selection and management, specifying contingencies, finalizing the negotiation, and managing the settlement process.

### Illustrative of Recent Assignments

- **Retailer/Fast Food**

Delta Associates has provided site selection, location analysis and market screen services to La Prima, a national gourmet fast food chain. Services included the following:

- Establish location criteria, involving survey research of current customers, to include the appropriate distance between stores, the importance of street frontage (and translation to value per square foot of store), setting daytime population thresholds, etc.
- Survey major North American metropolitan area downtowns to establish priority cities for expansion.
- Site identification for simultaneous multiple location market entry.
- Site acquisition services to include lease negotiations.

- **Developer/Builder**

Delta Associates has provided market screen services to NV Ryan Homes as part of its expansion planning out of the Washington Metropolitan Area. Market screen covered medium size housing markets from Norfolk to Baltimore. Market character, potential volume, pricing and building style were important elements of this screen.

- **Pension Fund/Portfolio Manager**

Delta Associates confidentially assists a major pension fund to select cities in North America for acquisition of first class real estate. Factors considered include long term trends in property appreciation rates, the economic health and outlook for the community as well as current and near term supply/demand considerations.

#### Site Selection and Market Screen Clients/References of the Firm

- Mr. William Fuchs  
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- Mr. Mark Coletta  
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