

RESOLUT

RE

NATIONAL PLATFORM




November 2025

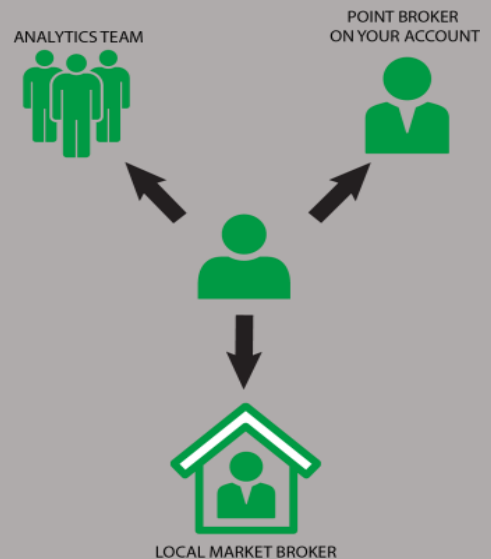
AS A RESOLUT RE CLIENT, WE WILL HELP YOU:

If you are looking for a retail space:

-  Locate
-  Negotiate
-  Lease
-  or Purchase

If you have surplus retail space:

-  Market
-  Lease or Sublease
-  Or Sell



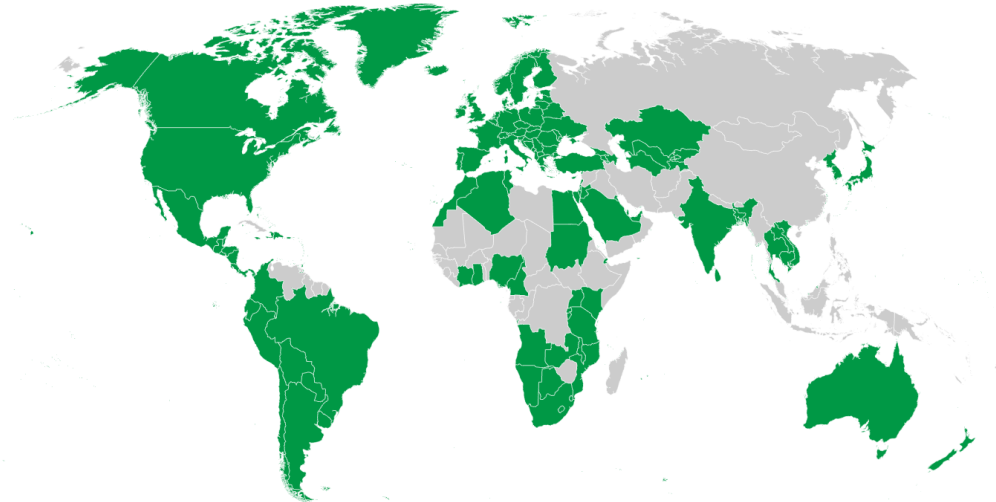
We pride ourselves in:

- Long-lasting relationships with our clients.
- Customizing our strategies whether our client is in the restaurant, apparel, fitness, or another industry.
- Representing global, national, regional and local tenants.
- Our exceptional research and execution capabilities that allow us to achieve deals for our clients in superior spaces, in a timely manner, and at below-market pricing.

Our Clients



300+ CLIENTS | 50 STATES | 130+ COUNTRIES



Identify Target Customer

Target Customers in Trade Area

Units Possible in a Market

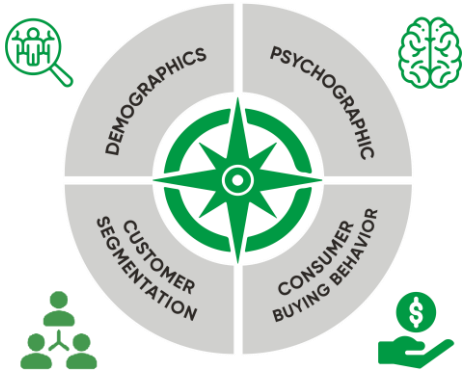
Blueprint for Opening Sequence

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Market Analytics Platform

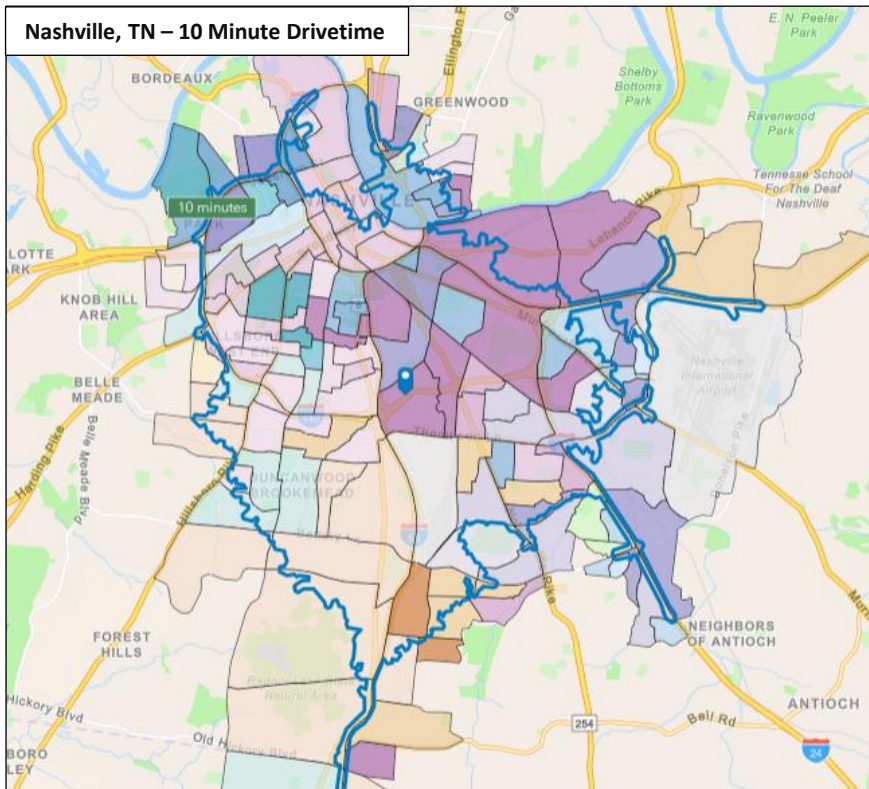


COMPASS: IDENTIFYING THE CONSUMER BASE



THIS PROGRAM ASKS...

- Who is the ideal customer?
- How many customers are there? (Market Capacity)
- How much money is being spent in an area? (share of wallet)
- What is the money being spent on?



D4 Metro Renters
Singles Living Alone
High-Rises

Households	█	Shop at specialty grocery stores
Diversity	█	Visit movies, theater, bars, museums
Age	█	Frequent internet use
Income	█	Travel domestically, internationally

H4 Urban Chic
Married Couples, Singles Living Alone
Single Family, Multi-Units

Households	█	Use credit cards with loyalty points
Diversity	█	Invest in homes and retirement plans
Age	█	Use internet for networking
Income	█	Health-conscious

A6 Young and Restless
Singles Living Alone, Married Couples
Multi-Units

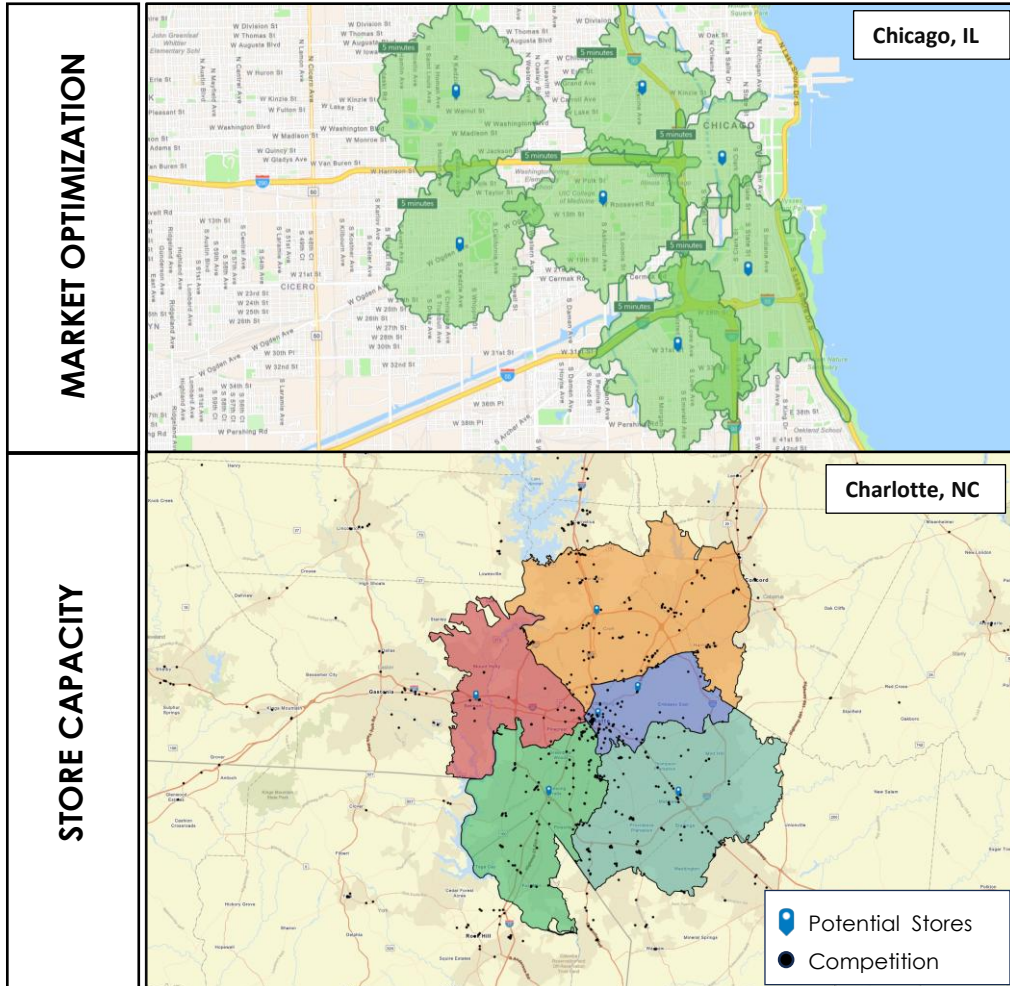
Households	█	Frequent convenience stores
Diversity	█	Maintain auto and renter's insurance
Age	█	Play video games, use social media
Income	█	Tend to visit urgent care centers



BUILDER: STRATEGIZING ENTRY INTO NEW MARKETS

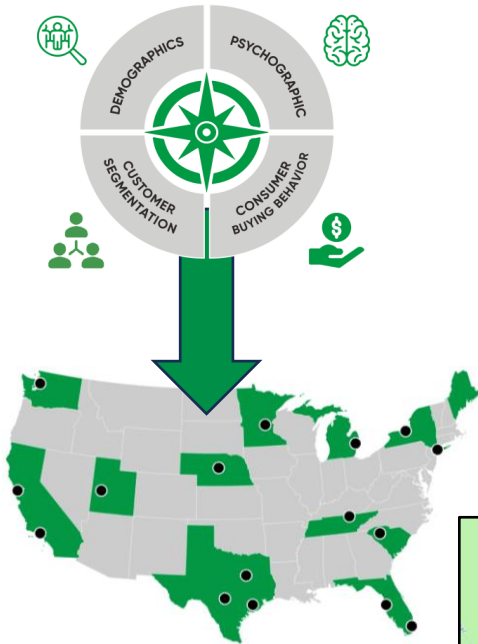
THIS PROGRAM ASKS:

- Where are the best potential target areas and why?
- How many units can a market sustain?
- Who is the existing competition in the area?
- How do we define Franchise or Market Territories?





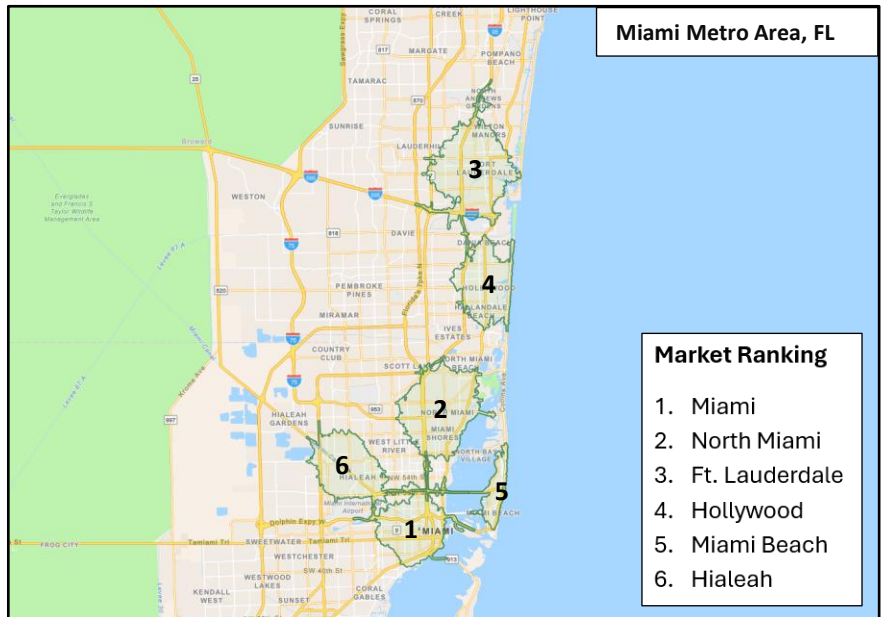
CITY SKYLINES: A STRATEGIC BLUEPRINT FOR FUTURE EXPANSION



THIS PROGRAM COMBINES INFORMATION FROM COMPASS AND BUILDER AND ASKS...

- Using existing market presence as a benchmark, how can we measure the potential markets?
- Based on market capacity (# of customers) and store capacity (# of units), how can we optimize the client's expansion?
- Factoring in competition, how the consumer base spends its money, and geo-demographic analysis, how will we plan for future expansion in this market?

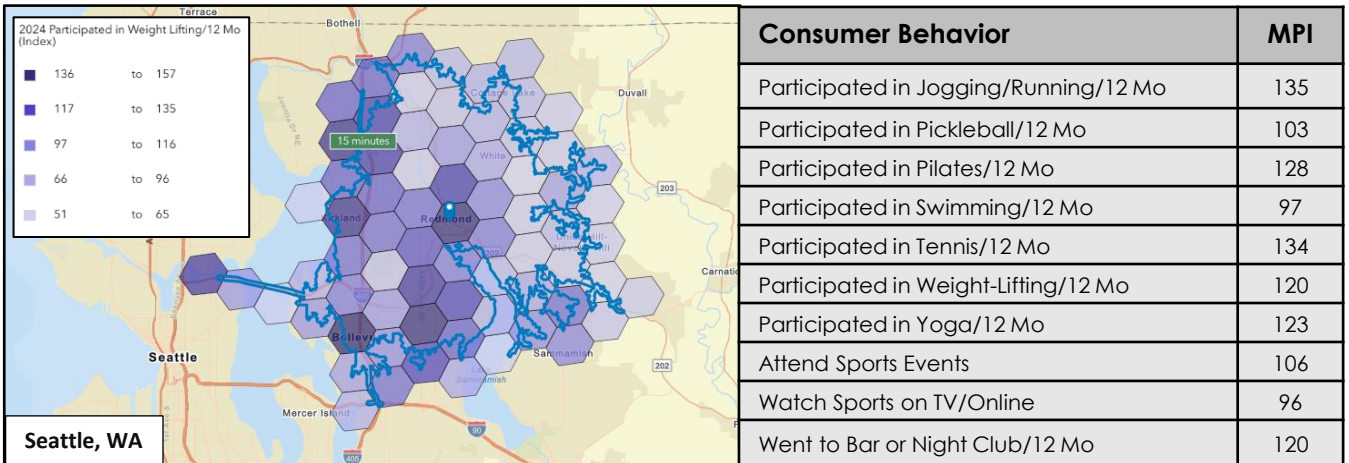
CAPACITY SCENARIOS	
STRATEGY	# OF STORE(S)
Conservative Pop 150k	1
Moderate Pop 100k	4
Aggressive Pop 75k	8



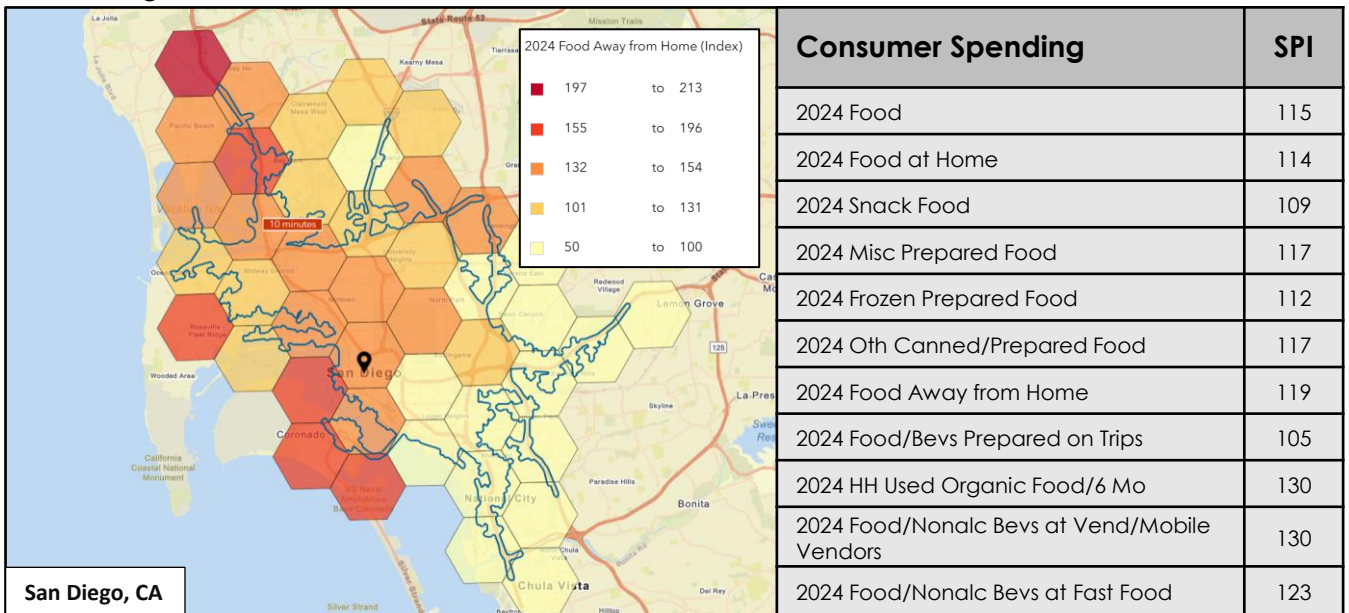
The map and chart illustrate store capacity and three market penetration scenarios based on the information gathered in City Skylines.

SHARE OF WALLET: MARKET POTENTIAL & SPEND POTENTIAL

MARKET POTENTIAL data provides details about what type of goods, services, and activities consumers use and demand. The **MPI** (Market Potential Index) compares local consumer demand, attitudes, and behaviors to the U.S. average of 100. MPIs over 100 indicate above average demand.



SPENDING POTENTIAL data reports details by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (**SPI**) which also compares to the U.S. average of 100.



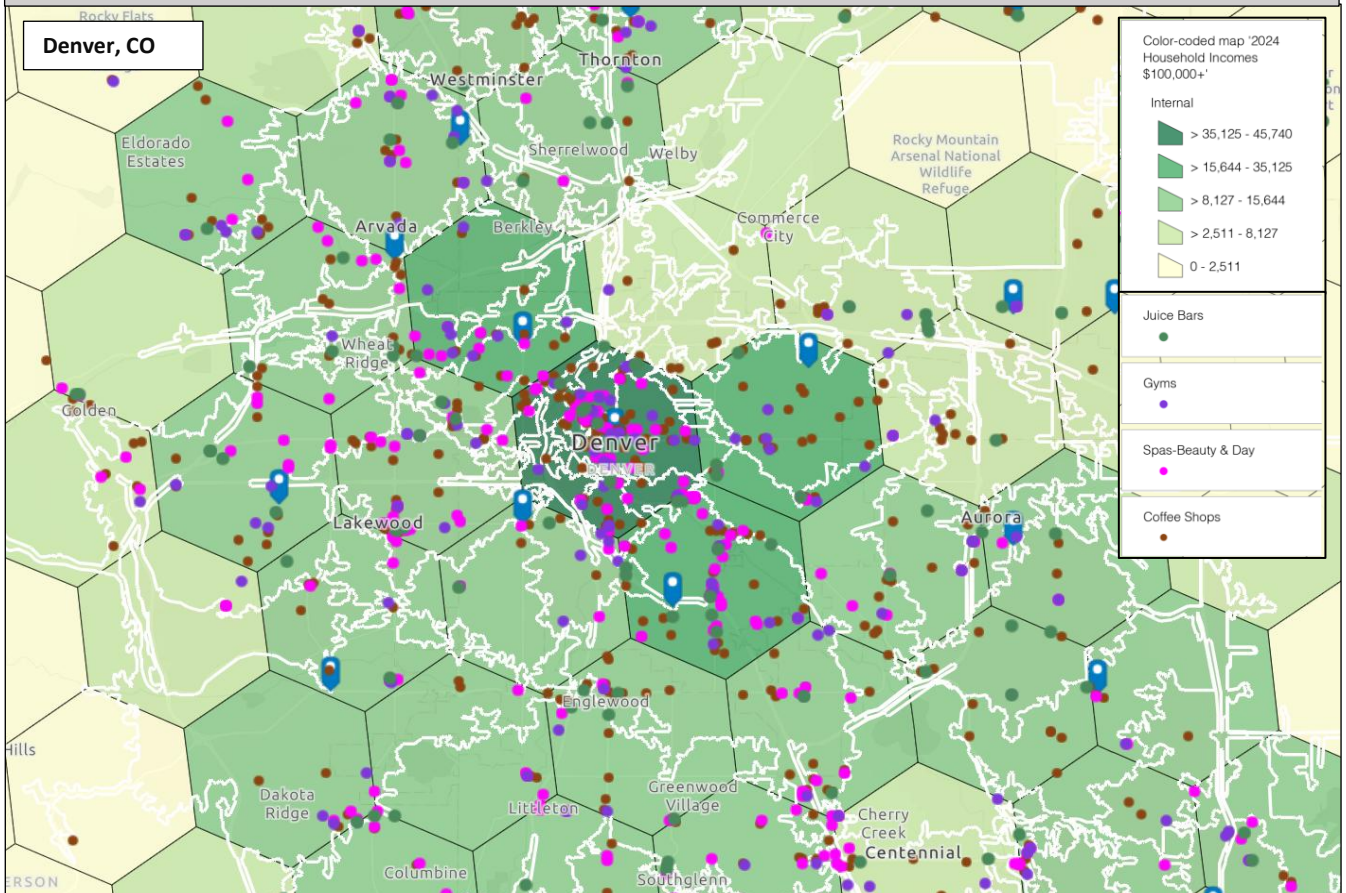


CITY MARKET DISCOVERY

Provide your clients with a powerful city snapshot

- Customized to suit your clients needs.
- Interchangeable Variables.
- Identification of potential Target Markets.
- Sequence Opportunities.
- Manage Expectations.

Potential Markets Overview – Drive Time, Income, Synergies, Competition

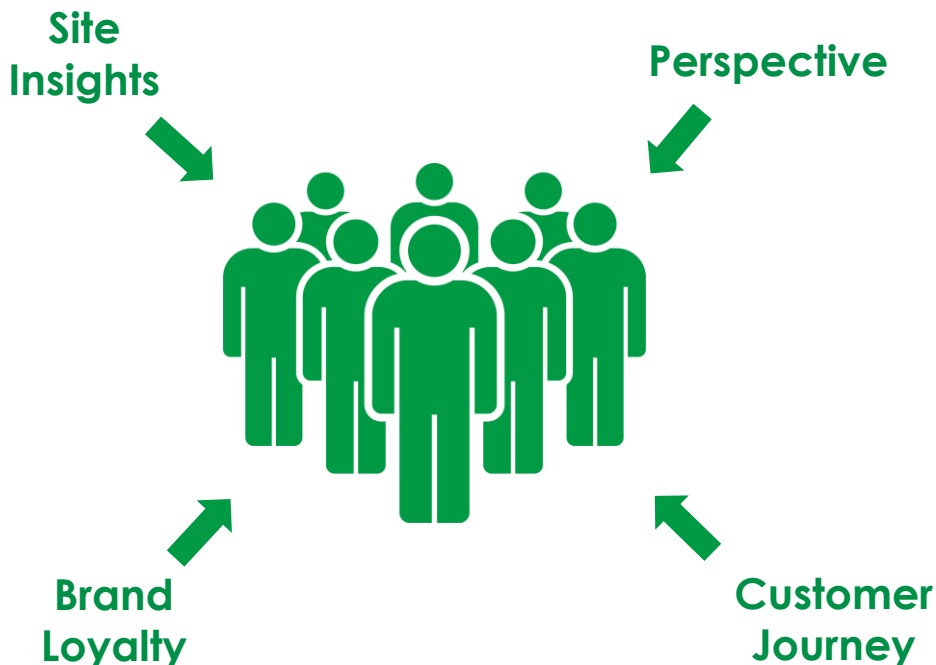




AI – Geofencing

- RESOLUT RE brings customer understanding to a whole new level!
- Gain valuable insights into knowing who is your ideal customer, but also answer those questions focused on understanding the behaviors, and patterns.
- Where are my customers coming from? Home? Work?
- When customers do visit my location, how long do they stay? How frequently do they visit?
- How does my location compare against my peers?
- Tap into the RESOLUT RE world of AI (Artificial Intelligence), as we journey into the mind of your consumer.

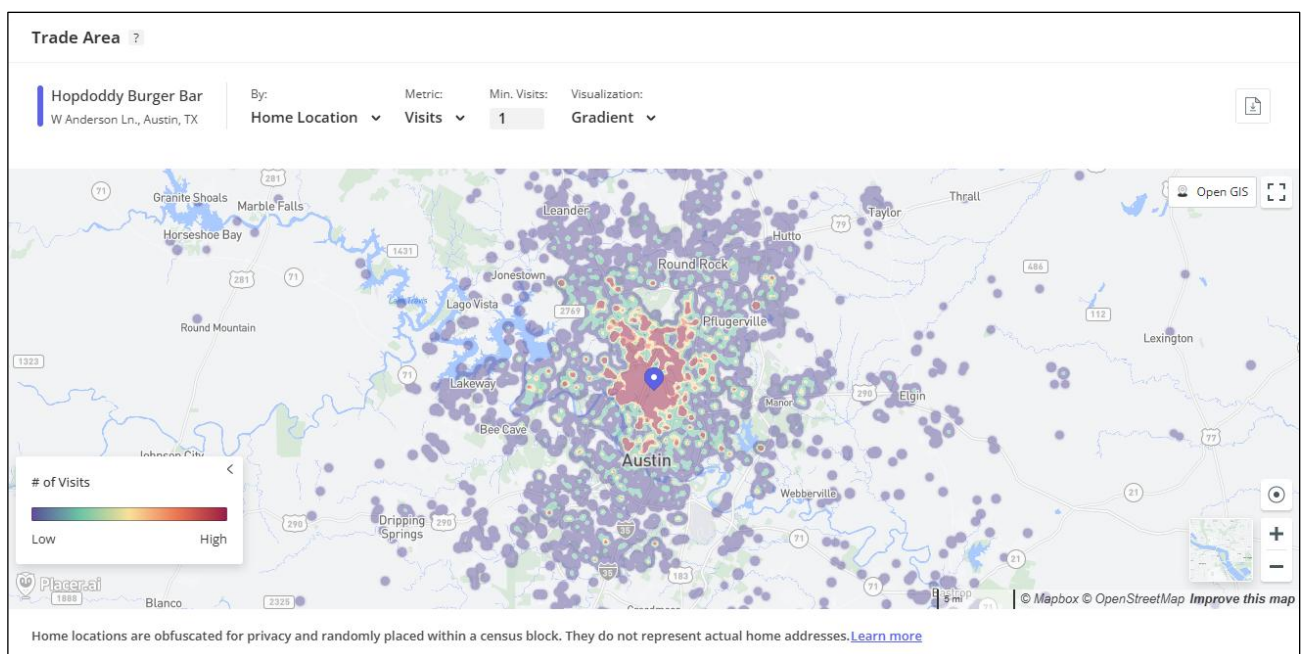
Customer Pattern:





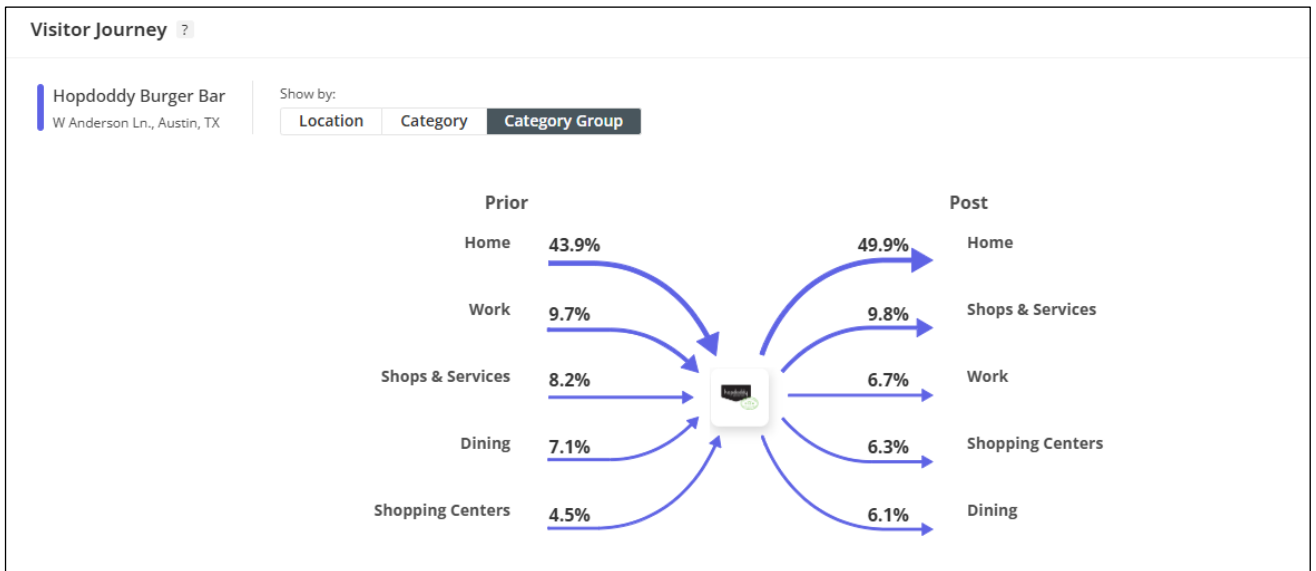
Site Insights

- Determine the true *Catchment Zone* of those individuals that are frequenting a location.
- Whether it's a retail center or an individual location, RESOLUT RE can capture the reach of your site.



Customer Journey

- The *Customer Journey* is a crucial metric to understanding the movement or pattern of those individuals that frequent a location.
- **Prior** refers to where was the customer before coming to your location.
- **Post** refers to where the customer was going after visiting your location.





Perspective

- How does your location rank up against other chains or malls?
- RESOLUT RE shows you some *Perspective* by comparing foot traffic against your peers.

Percentile Rank ?

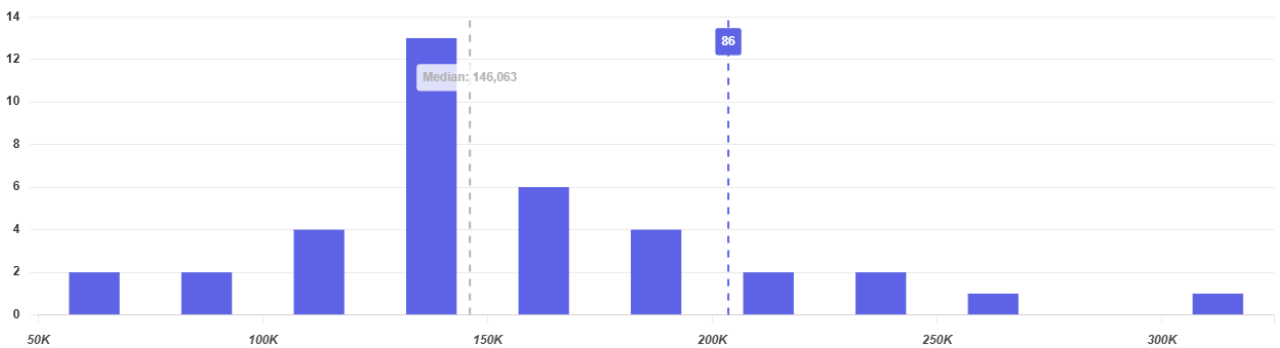
Hopdoddy Burger Bar
W Anderson Ln., Austin, TX

Ranked Within: Chain: Hopdoddy Burger Bar

Region: Nationwide

Metric: Visits

of Properties: 37 Coverage: 85%

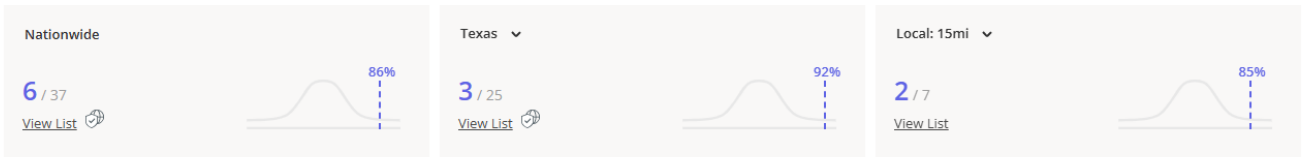


Ranking Overview ?

Hopdoddy Burger Bar
W Anderson Ln., Austin, TX

Benchmark: Chain: Hopdoddy Burger Bar

Metric: Visits

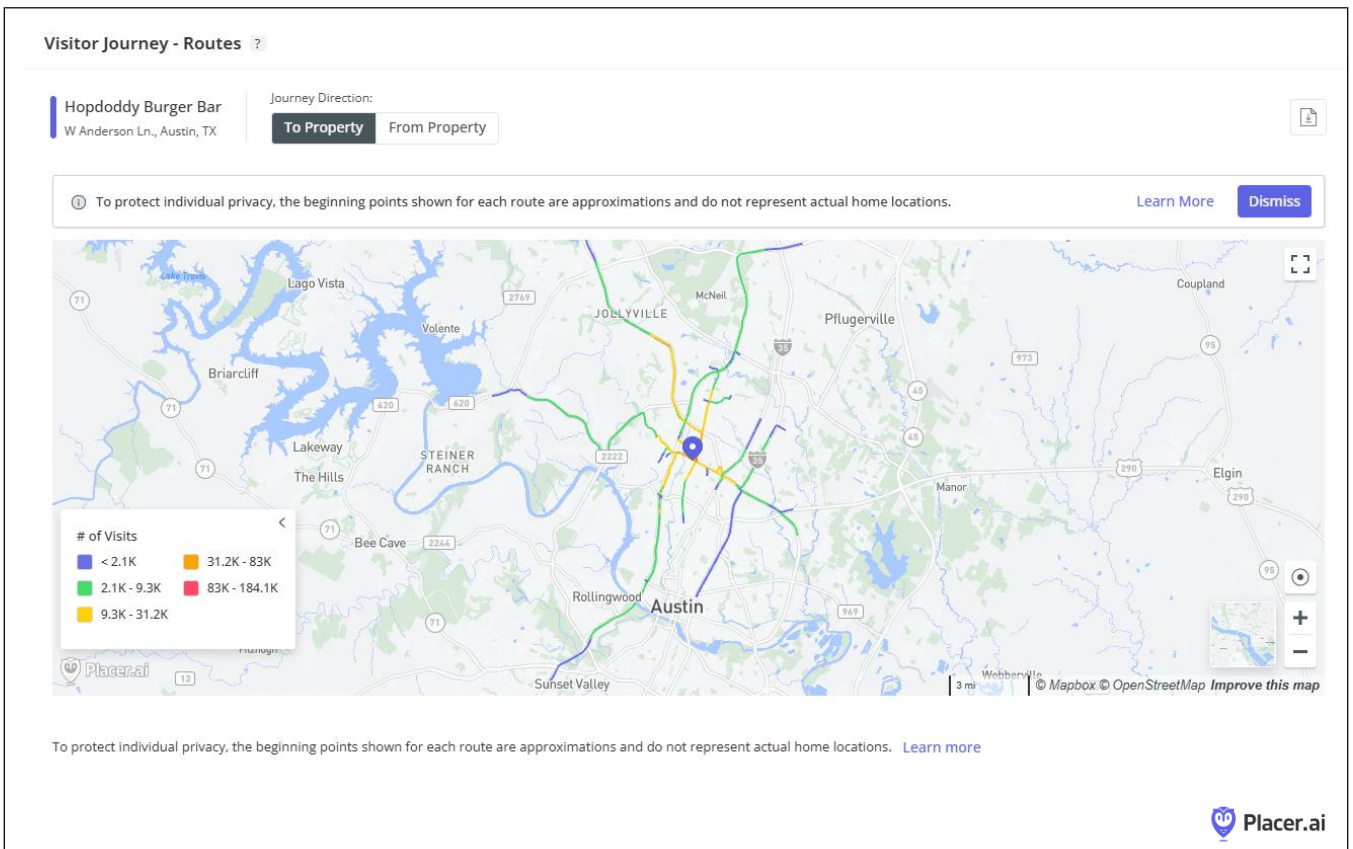


* Coverage levels should be considered when comparing ranking results. [Learn more](#)



Customer Journey

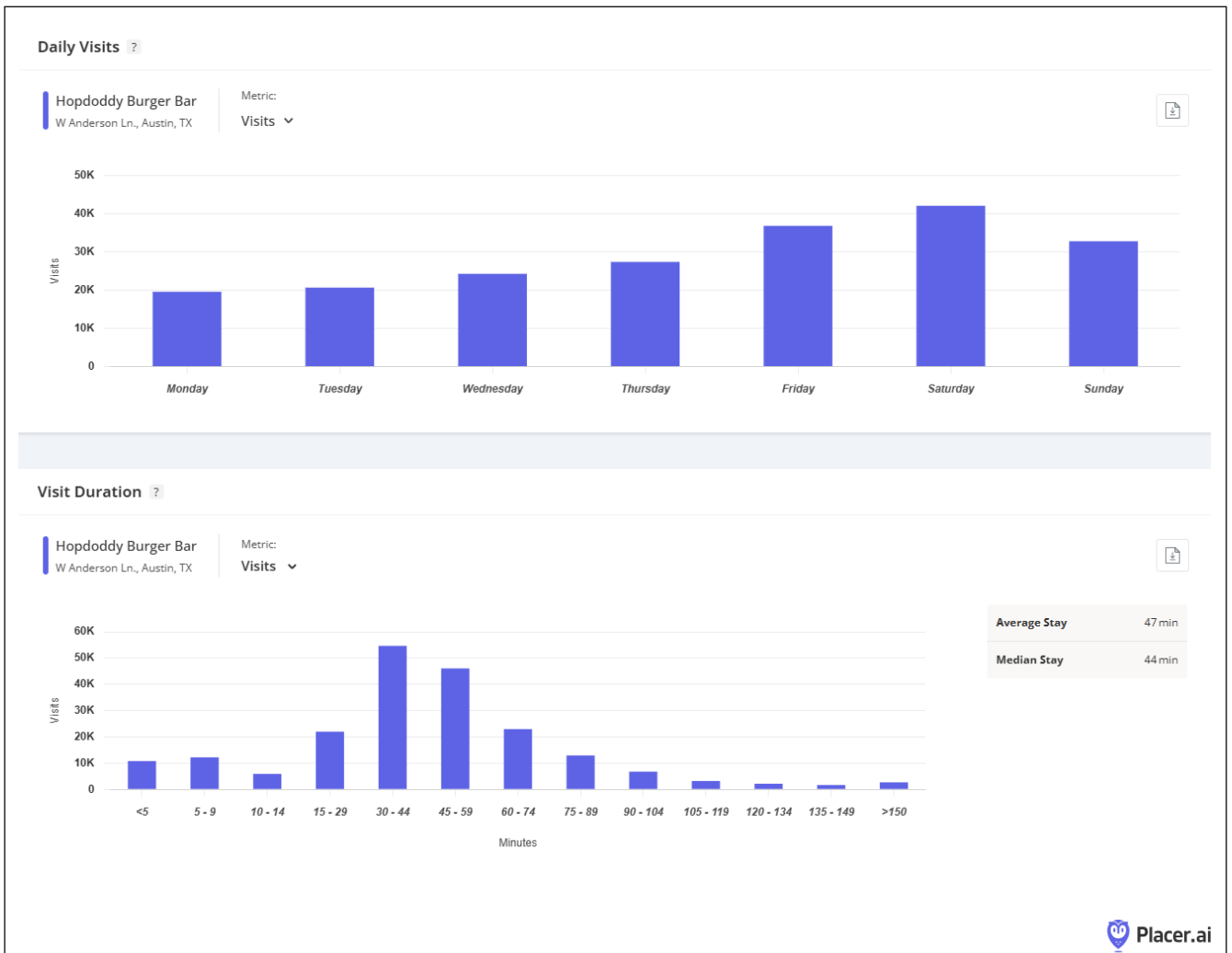
- The Customer Journey begins from the Prior Location. What is the roadmap customers are taking to get to their next destination?





Brand Loyalty

- Brand Loyalty is crucial to long term success.
- Understand which days of the week are peak, which times of the day and how long a customer (or potential customer) stays at your location is necessary to maintain strong customer retention.



MARKET ANALYTICS PLATFORM PLUS

Customize your analysis to maximize your opportunities.



Specialized customizations can include:

- **Site Insights Details**
- **Utilities Maps**
- **Planned Developments**
- **True Trade Areas**
- **Geofencing Infographics**
- **Webmap Filters**



Market Analytics Platform PLUS



Site Insights

RESOLUT RE

Randolph, NJ

MARKET FACTS

2024 Total Daytime Population	224,060
2010 Total Population	230,950
2024 Total Population	240,007
2029 Total Population	238,419
2024-2029 Growth Rate: Population	-0.13%
2024 Median Household Income	\$124,764
2024 Median Disposable Income	\$102,632
2024 Average Household Income	\$174,279
2024 Median Age	42.1
2024 Total Households	90,099

POPULATION, INCOME, JOBS

	TOTAL
Total Population Age 5 or Less	14,285
Total Population Age 9 or Less	25,320
Total Population Age 18 or Less	50,211
2024 HH Income \$100000-149999	17,544
2024 HH Income \$150000-199999	13,034
2024 HH Income \$200000+	24,865
2024 Total Employees (SIC)	112,175

CONSUMER SPENDING

	SPI
2024 Elementary/High School Tuition	167
2024 Tuition-Oth Schools	169
2024 Day Care/Nursery/Preschools	161
2024 Child Care	163

BRIGHT HORIZONS 4

GODDARD 3

KIDDIE ACADEMY 0

LIGHTBRIDGE 2

PRIMROSE 1

THE LEARNING EXPERIENCE 2

ALL CHILD CARE CENTERS 48

Randolph, NJ (20 minutes)

Relationship
 ↑ 2024 Household Income \$100,000+
 → 2024 Both Ages less than 9
 High-Low High-High
 Low-Low Low-High

	Pleasantville 17,384 households	19.3% of Households
	Savvy Suburbanites 13,093 households	14.5% of Households
	Professional Pride 10,785 households	12.0% of Households

School Student Enrollment (ACS)		
GRADE	PRIVATE	PUBLIC
Kindergarten	304	2,298
Grades 1 - 4	704	9,964
Grades 5 - 8	884	11,281
Grades 9 - 12	1,256	12,017

Wealth Index

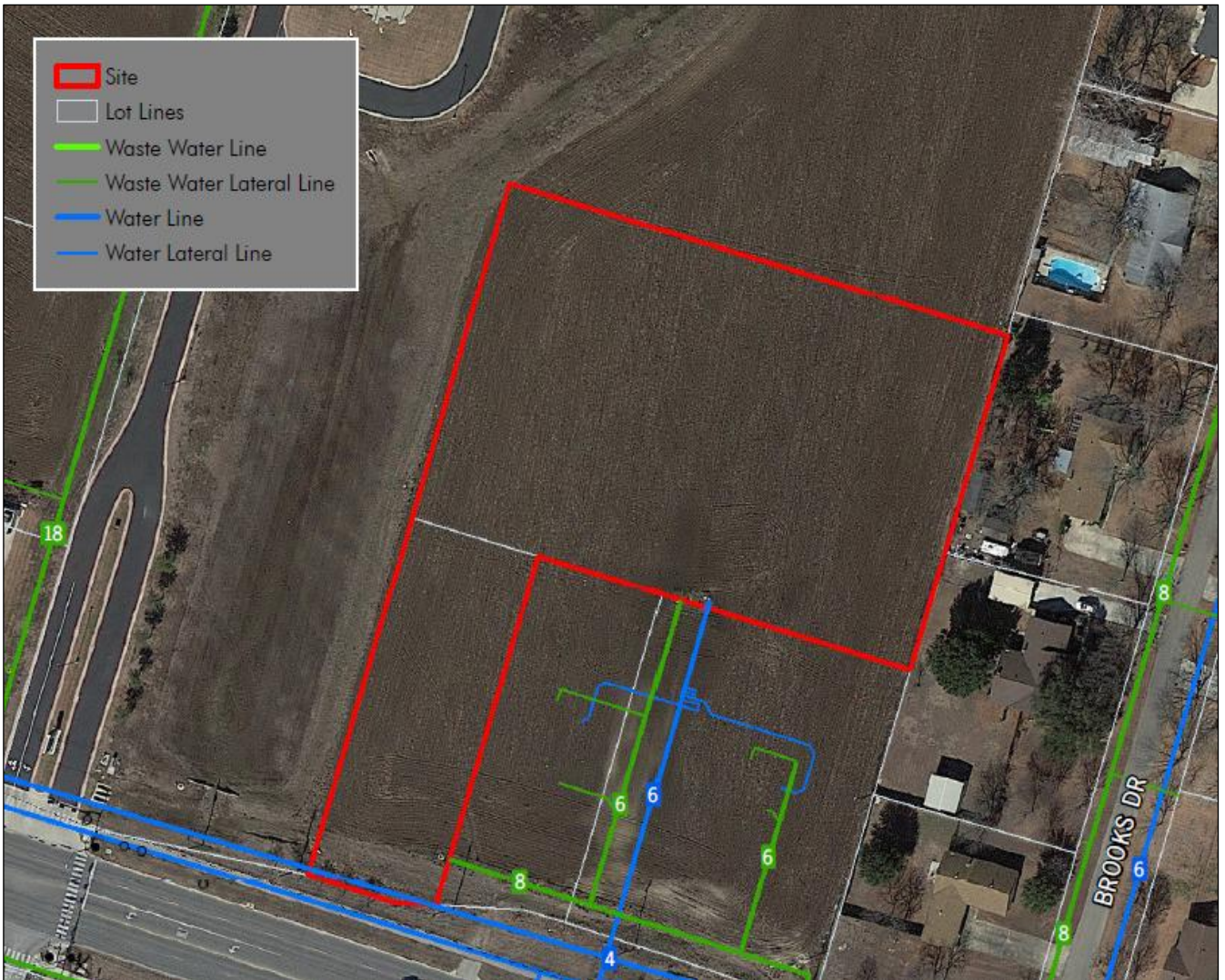
174

Housing Affordability Index

122



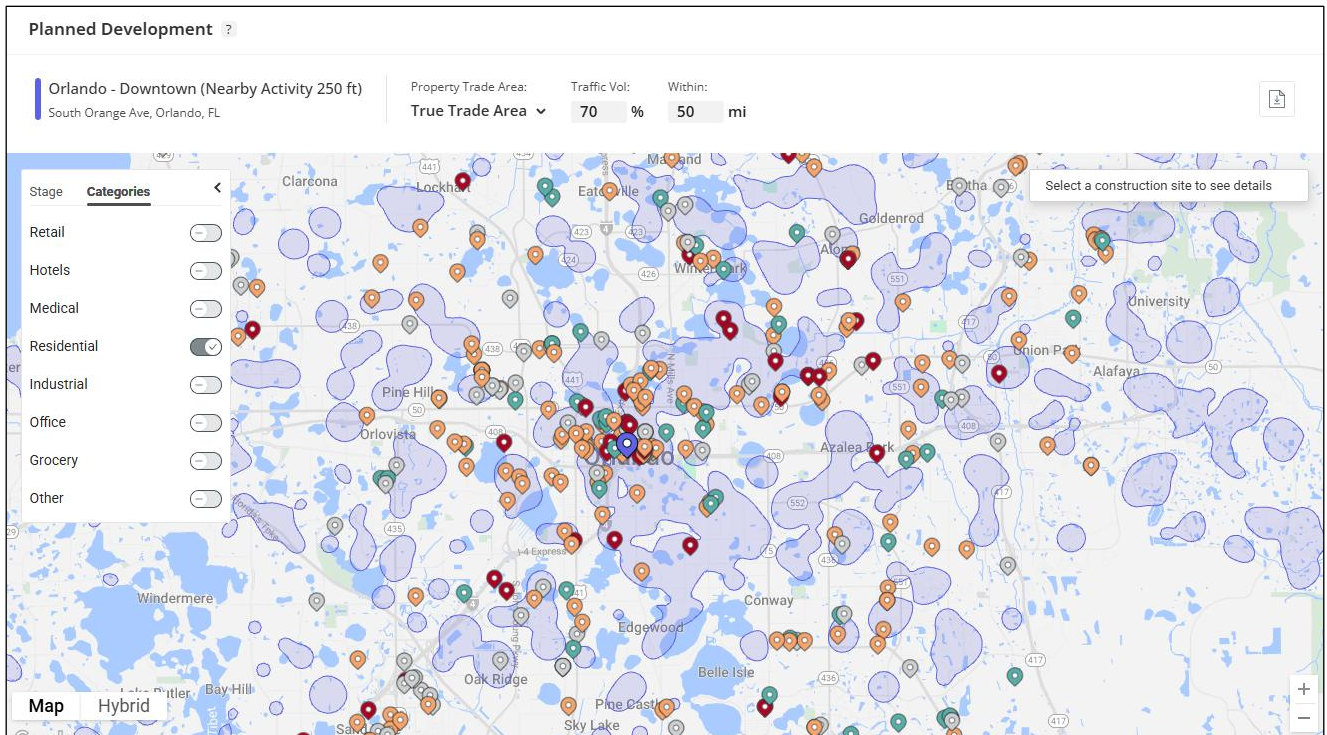
Utilites Map





Planned Developments

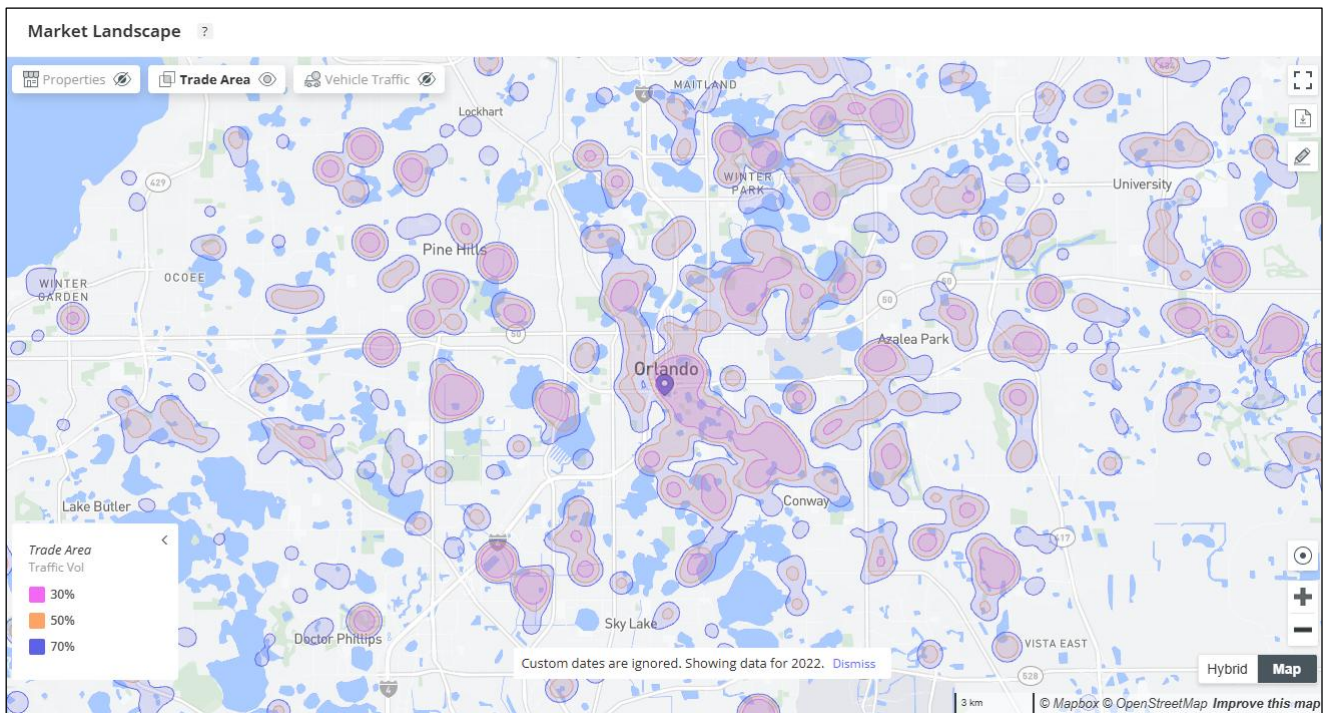
Downtown Orlando, FL- Planned Developments





True Trade Area

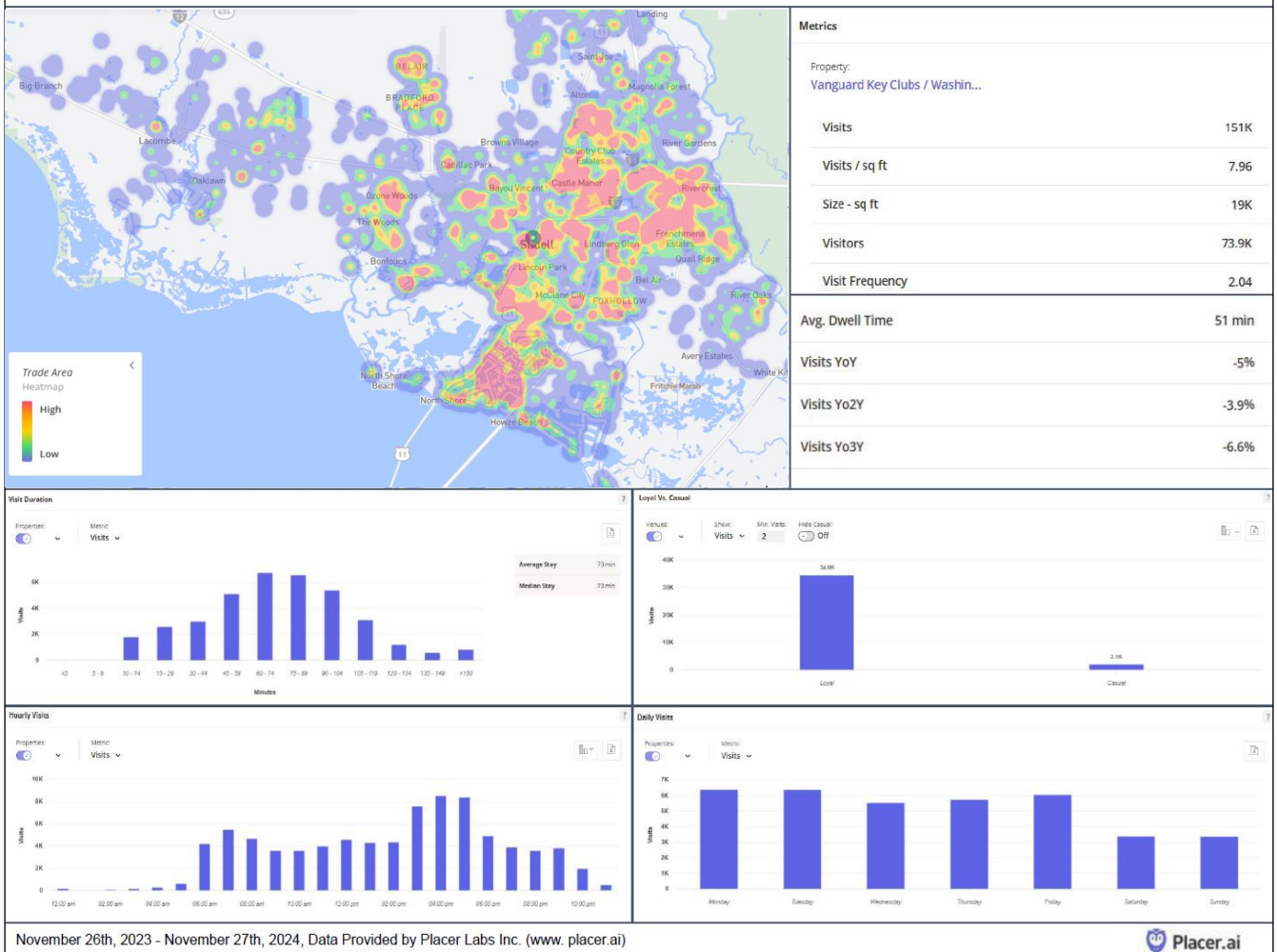
Downtown Orlando, FL – Tru Trade Area





Geofencing - Infographics

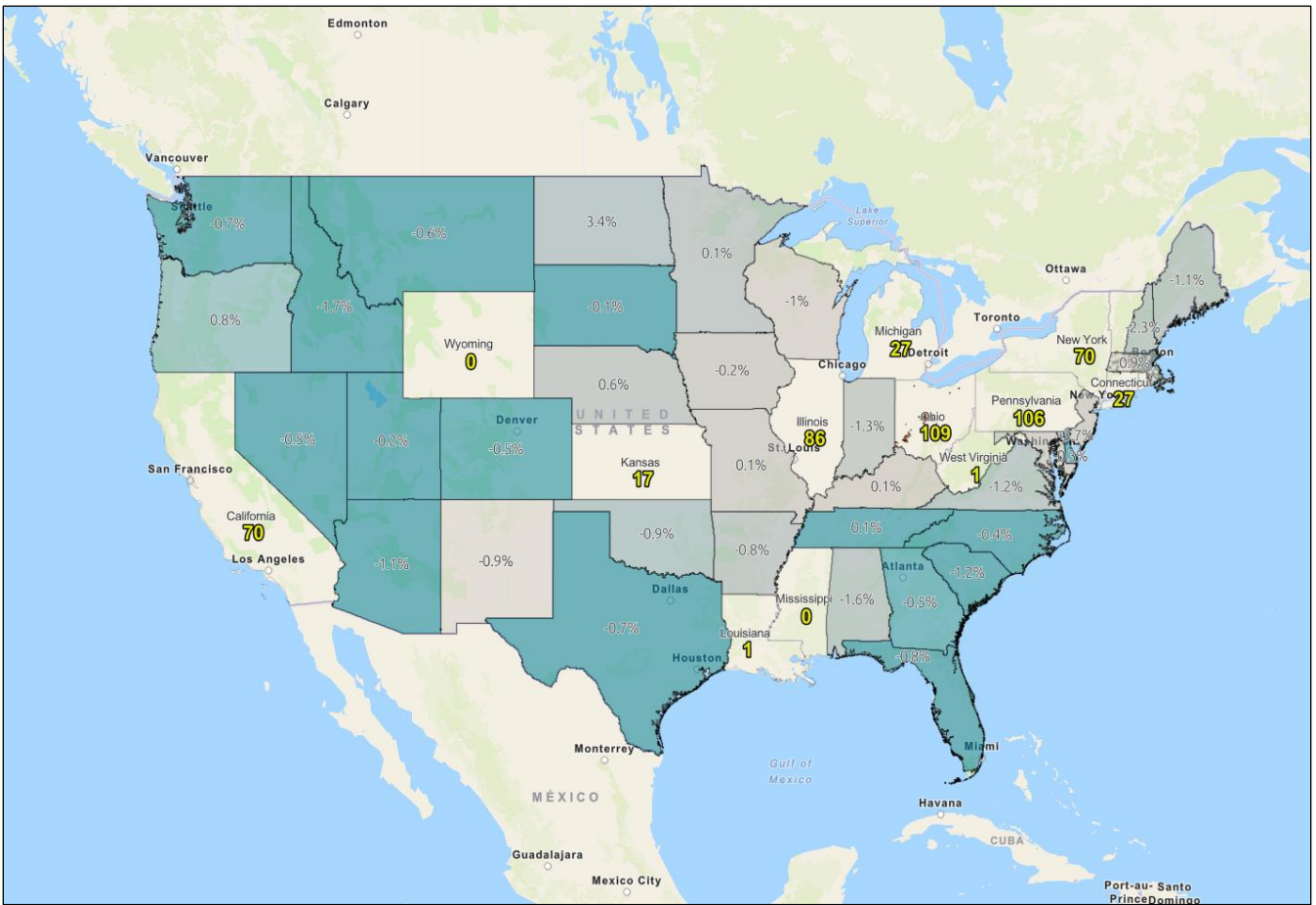
GEOFENCING - Slidell, LA





Webmap Smart Map Search by State

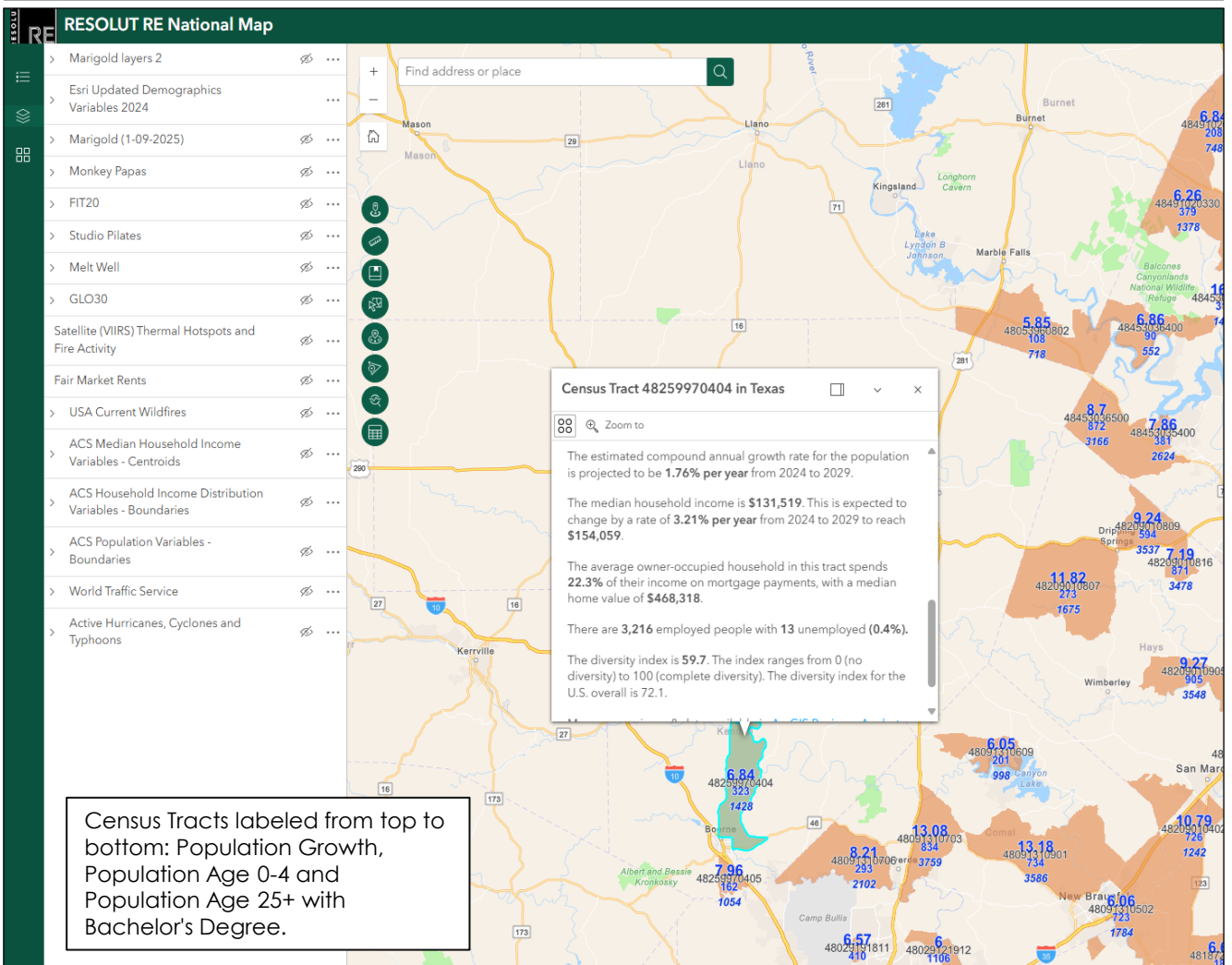
US States filtered by Population Growth





Webmap - Census Tracts Custom Filters

Census Tracts filtered by Population Growth, Population Age 0-4 and Population Age 25+ with Bachelor's Degree.



Market Analytics Platform PLUS



Webmap Site Specific Details

5-10-15 Minute Drive Time & Custom Report

Census Tracts labeled from top to bottom: Population Growth, Population Age 0-4 and Population Age 25+ with Bachelor's Degree.

RESOLUT RE

Laundromat Assessment

ESRI 2024 Data

KEY FACTS

2024 Total Population	41,438
2024 Household Incomes less than \$60,000 (%)	37%
2024 Renter Occupied HUs (%)	71%
2024 Average Household Size	1.89
2024 Hispanic & Black Population	30%
2024 Median Household Income	\$80,846

OTHER KEY FACTS

2024 Rent (Avg)	15,301
2022 HHs: Inc Below Poverty Level (ACS 5-Yr)	3,377
2024 Pop Age 25+: High School/No Diploma	482

CONSUMER SPENDING (SPI)

2024 Coin-Op Apparel Laundry/Dry Cleaning (Index)	166
2024 Apparel Laundry/Dry Cleaning (Index)	118
2024 Spent \$1-99 at Laundromat/6 Mo (Index)	124
2024 Spent \$100+ at Laundromat/6 Mo (Index)	120

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Who Will Be On Your Team?

RESOLUT RE Master Broker - your one point of contact for everywhere and for always!

The RESOLUT RE Master Broker assigned to your account remains intimately involved throughout the expansion process- from the onboarding of the client or franchisee through to lease execution:

- Reviews/filters all sites submitted by the LMB
- Helps put together the property tours
- Negotiates LOIs and leases
- All while serving as the liaison among all parties involved

Local Market Broker - the Master Broker will hire a LMB in the specific market area targeted for expansion. The Master Broker will educate the LMB on your concept, what makes it unique, what the analytics tell us, where the target markets are, and your site criteria.

The LMB's responsibilities are as follows:

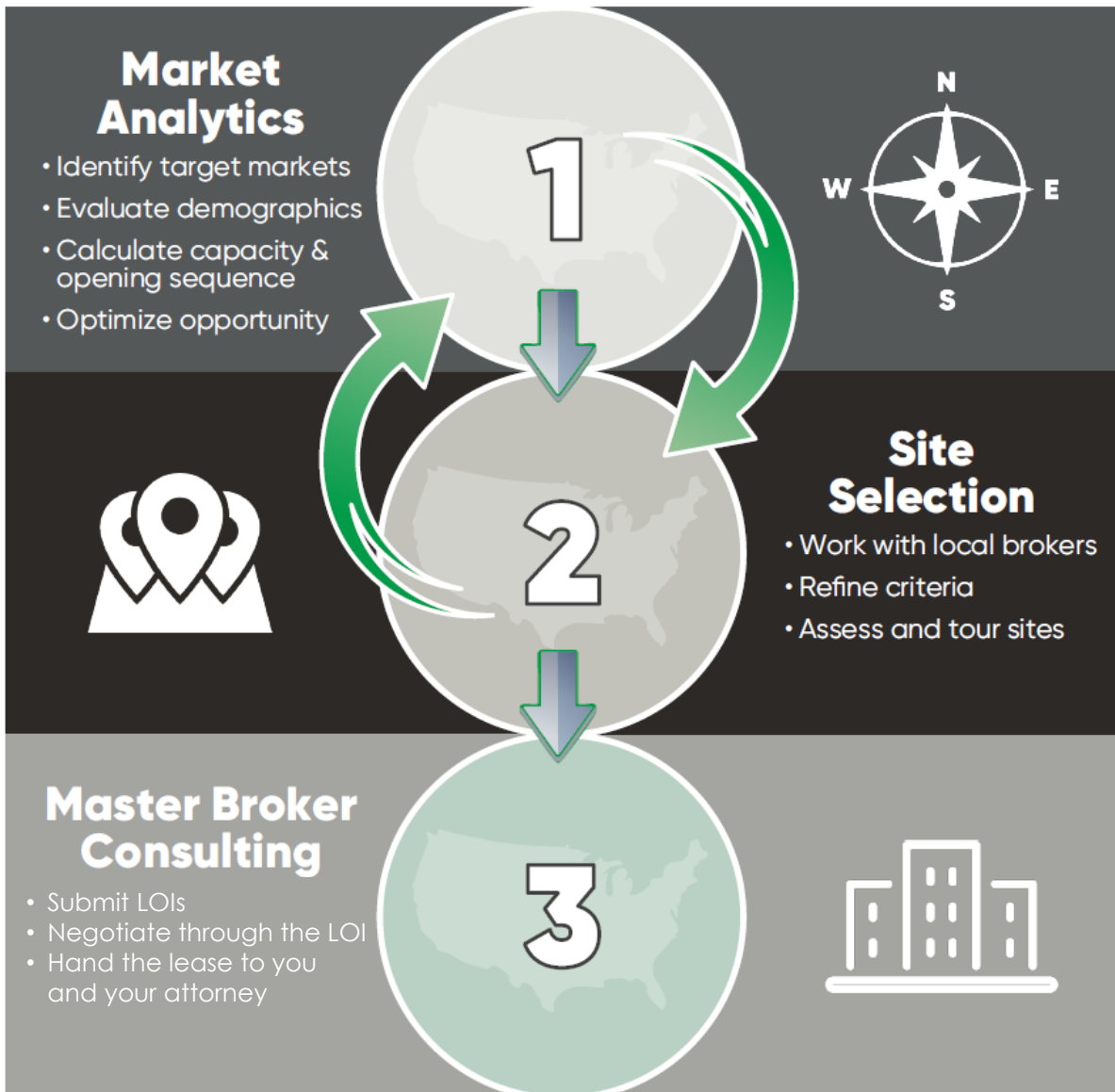
- Find sites (especially ones not on the market)
- Provide local market expertise
- Execute showings & market tours

Criteria for selecting a LMB:

- Expertise
- Bandwidth - does the LMB have the time, energy, and enthusiasm that we are looking for to service the account?
- Conflicts - either direct or indirect
 - Direct - do they rep one of your competitors?
 - Indirect - do they rep a client that doesn't conflict with your concept but possesses your exact criteria for site selection?

The LMB and RESOLUT RE split all fees 50/50. This works for both of us, because we both reduce our responsibilities by splitting the workload. This leaves both of us with more time for client interaction. We love the 50/50 split arrangement because we can execute more deals and satisfy more clients.

NATIONAL TENANT REPRESENTATION PROCESS



NEXT STEPS

- Where are we growing next ?

- Contact us:

David Simmonds

David@resolutre.com

George Anderson

George@resolutre.com

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