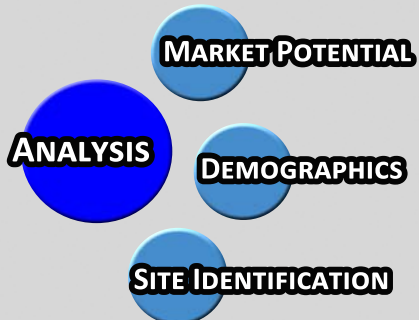


# METHODOLOGY



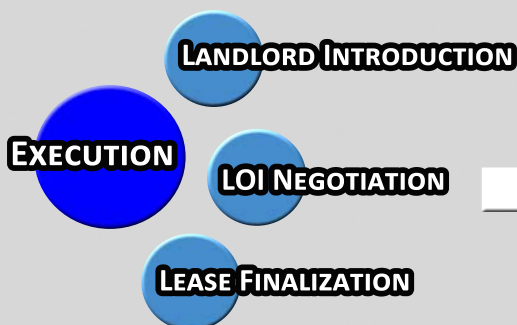
- Assess the client's short-term and long-term goals for growth and store placement.
- Identify time frames and geographic boundaries.
- Create a clear plan outlining specific benchmarks for evaluation and measuring progress.



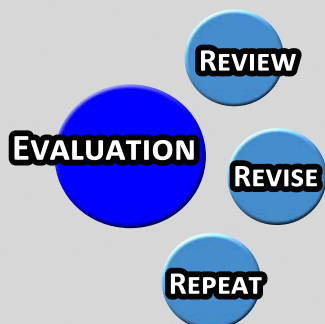
- Utilize strategy to identify specific targeted markets for expansion and store placement.
- Provide comprehensive vacancy analysis and discussion of external market forces influencing opportunities.
- Site specific evaluations graded against targeted demographic profiles and neighborhood characteristics.



- Qualified sites assembled into a comprehensive market tour presentation in electronic and hard copy formats.
- Physical market tour
- Recommended strategy formulated at the conclusion of the market tour.



- Presentation of Letter of Intent to Landlord for negotiation.
- Prepare required documentation for client's real estate committee decision.
- Coordinate lease negotiation through completion.



- Revise overall strategy as required, based on new store openings/performance and the changing needs of the client