

CommunityID Statement of Uniqueness

Buxton pioneered the science of retail site selection based on customer analytics. Our Retail Solutions guide senior management decision-making throughout the retail industry. We have more than 1,700 clients including retailers The Container Store; Casual Male; FedEx Kinkos and Petco, restaurateurs California Pizza Kitchen; Morton's; Dave and Buster's and McCormick & Schmick's as well as retail oriented healthcare organizations such as Concentra and Quest Diagnostics.

Buxton does not provide canned real estate software or simply provide data which the retailer than uses on their own. Buxton works hand-in-hand with its retail clients using proprietary methodologies, comprehensive in-house consumer databases and retail expertise to develop actionable decision making tools.

Retail, Economic Development and Public Sector Expertise

Buxton expertise gained through working directly with senior retail executives also benefits communities desiring retail expansion. CommunityID was developed by Buxton in 2001, joining Buxton's retail expertise with economic and public sector experience. Buxton management represents over 500 years of cumulative, hands-on retail management experience. Housed in its state-of-the-art technology center are over 120 employees, with most research and technical staff having post-graduate degrees in their field of expertise. No other company has brought together such a multifaceted team to provide a retail economic development tool for communities.

Proven Success

The CommunityID product was developed to provide tools we created for our retail clients into the hands of the public sector. More than 350 communities nationwide employ Buxton's retail specific tools including, Hesperia, Calif.; Buffalo, N.Y.; Rochelle, Ill.; Marion, Ind., and many more.

As a direct result of our retail analysis, Buxton's public sector clients have landed in excess of 15 million square feet of retail. Buxton's wealth of experience in the retail industry enables us to provide real-world solutions, not academic theories or outdated concepts.

Proprietary Methodologies and In-house Databases

Buxton has one of the country's largest collections of consumer data available. Knowing that demographic data is inadequate for customer analytics, we have lifestyle, purchase behavior and media habits data on over 120 million U.S. households and up to 7 individuals in each household. Unlike those who collect partial data on a project-by-project basis, Buxton maintains these regularly updated datasets in-house, giving us the ability to make national comparisons of similar communities and trade areas.

Using *proprietary* systems and hardware also gives us the unique ability to blend typically standalone databases to significantly enrich and expand the data, making for more detailed community analysis.

However important data may be, it is our methodologies developed with our unique understanding of retail and its relationship to consumers, that enable us to produce analyses which incorporate the retailer's perspective.



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Buxton's Unrivaled 4,500-plus Profile of Retailers and Restaurants

The technological superiority of CommunityID can be easily identified by the wealth of retail and consumer information utilized. We have developed individual store and trade area profiles on over 4,500 retail and restaurant concepts with three or more existing locations. This proprietary database allows us to match these firms' customer and location requirements with a community's trade area, and then identify only those firms that can successfully locate and operate in the community.

CommunityID Is a Targeted Marketing Strategy

Traditional market research firms offer target market analysis that identifies broad industry segments. For example, the analysis might indicate that women's apparel stores should be a target opportunity based upon government-reported sales and income data.

This approach presents two major problems. First is that government information, at two to four years old, is outdated. In comparison, Buxton's databases are updated at least yearly and for some, as often as every 30 days.

Second, by targeting large industry segments such as women's apparel stores, the community does not get actionable information. Such large industry segments could contain hundreds if not thousands of retailers such as Target, Wal-Mart, Ann Taylor, Dress Barn, The Buckle or Escada, which all sell women's apparel. The community is forced to determine just which company is a target for their marketing efforts.

CommunityID provides not only the *specific* name of the target retailer, but also it gives the specific name of the individual in the company to contact. And, CommunityID delivers custom marketing materials to make the recruiting effort a reality.

Buxton Provides Independent Solutions

Buxton uses a fact-based, scientific approach for both the public and private sectors. Our independence enables us to provide impartial actionable retail solutions. Buxton's expertise affords our clients an unbiased retail strategy in today's marketplace. We equip communities with the tools necessary to effectively market to retailers and those involved in the retail recruitment process. We do not have any financial relationship to broker on behalf of retailers. Impartiality paired with Buxton's recognized retail approach is another Buxton differentiator.



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