



SALES FORECAST:

Proposed Grocery Operation

INTRODUCTION

Unlocking the Full Potential of Your Property with Data-Driven Insights

Grocery-anchored properties play a critical role in retail success, but securing the right tenant requires more than just a great location—it demands a strategic, data-backed approach. This study demonstrates how CRE 360 empowers its clients with actionable insights to position their properties competitively, attract top-tier grocery tenants, and negotiate from a place of strength.

Inside, you'll find a detailed analysis of market conditions, tenant feasibility, and projected sales performance, offering a clear roadmap for making informed leasing and development decisions. Whether you are looking to validate a prospective tenant or reposition a site for maximum value, studies like this one can provide the intelligence you need to move forward with confidence.

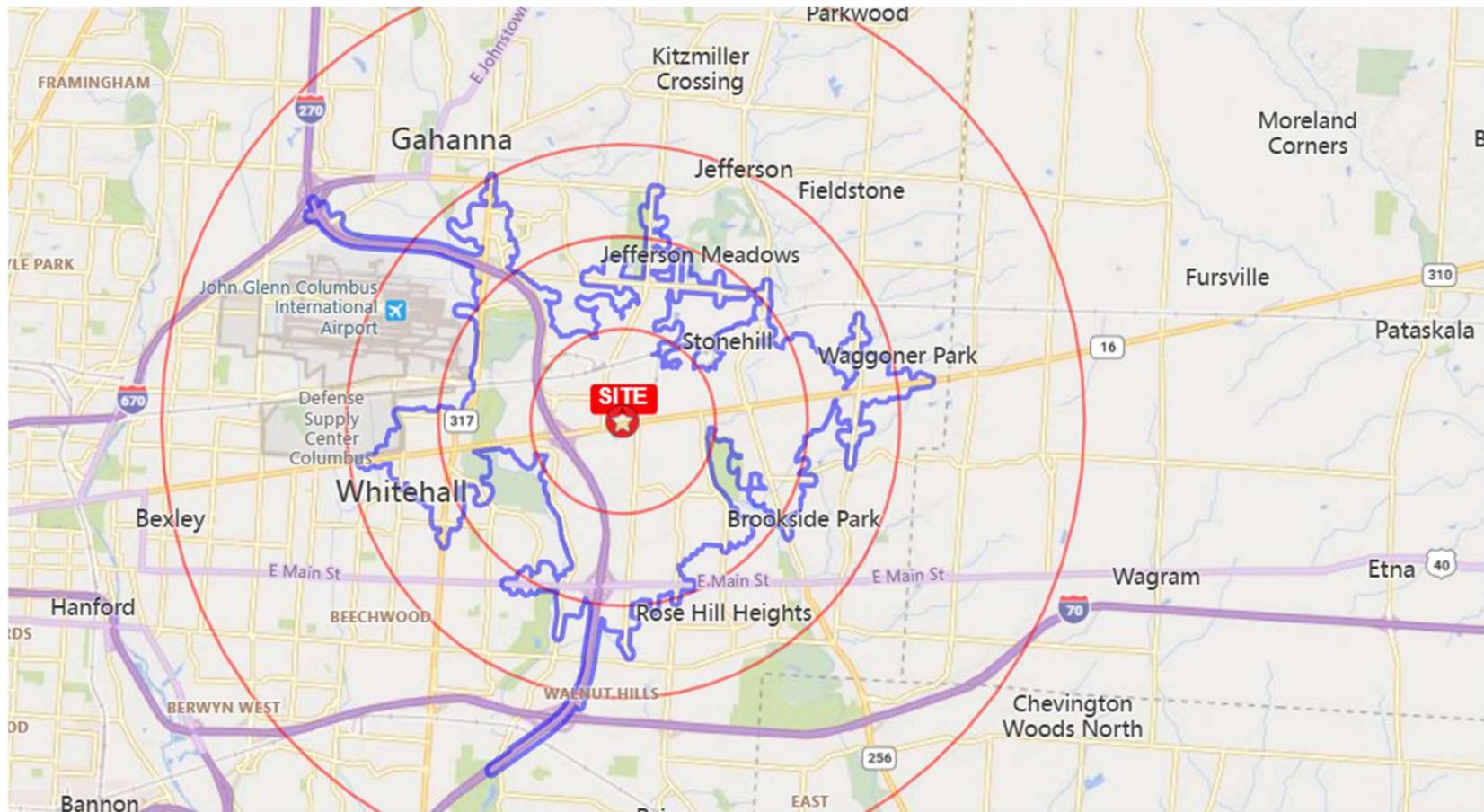




Sales Forecast for Proposed Grocery Operation

SEC Main Street & Oak Road

Anywhere, USA



PRESENTED TO:

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FORECAST SUMMARY

SALES FORECAST

2027 - \$837,000

Store Total Area Sq. Ft. – 80,300

Market Share in PTA – 9.5%

Assigned Model Power (100 = Average) – 135

The store is assumed to open in August, 2027. Sales volumes are grocery sales only and include the effects of projected population growth. No factors have been included for inflation of food prices.



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PRIMARY TRADE AREA HIGHLIGHTS

PTA Population:

2027: 147,000

Sales per Total Sq. Ft. of PTA Grocers **\$16.37/Sq Ft**

Demographics

Average Household Income **\$88,000**

Average Household Size **2.95**

Average Weekly Grocery Expenditure **\$60.11**



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PRIMARY TRADE AREA HIGHLIGHTS

PTA Ethnicity:

% White	44.7%
% Black	35.6%
% Asian	6.5%
% Hispanic	6.9%

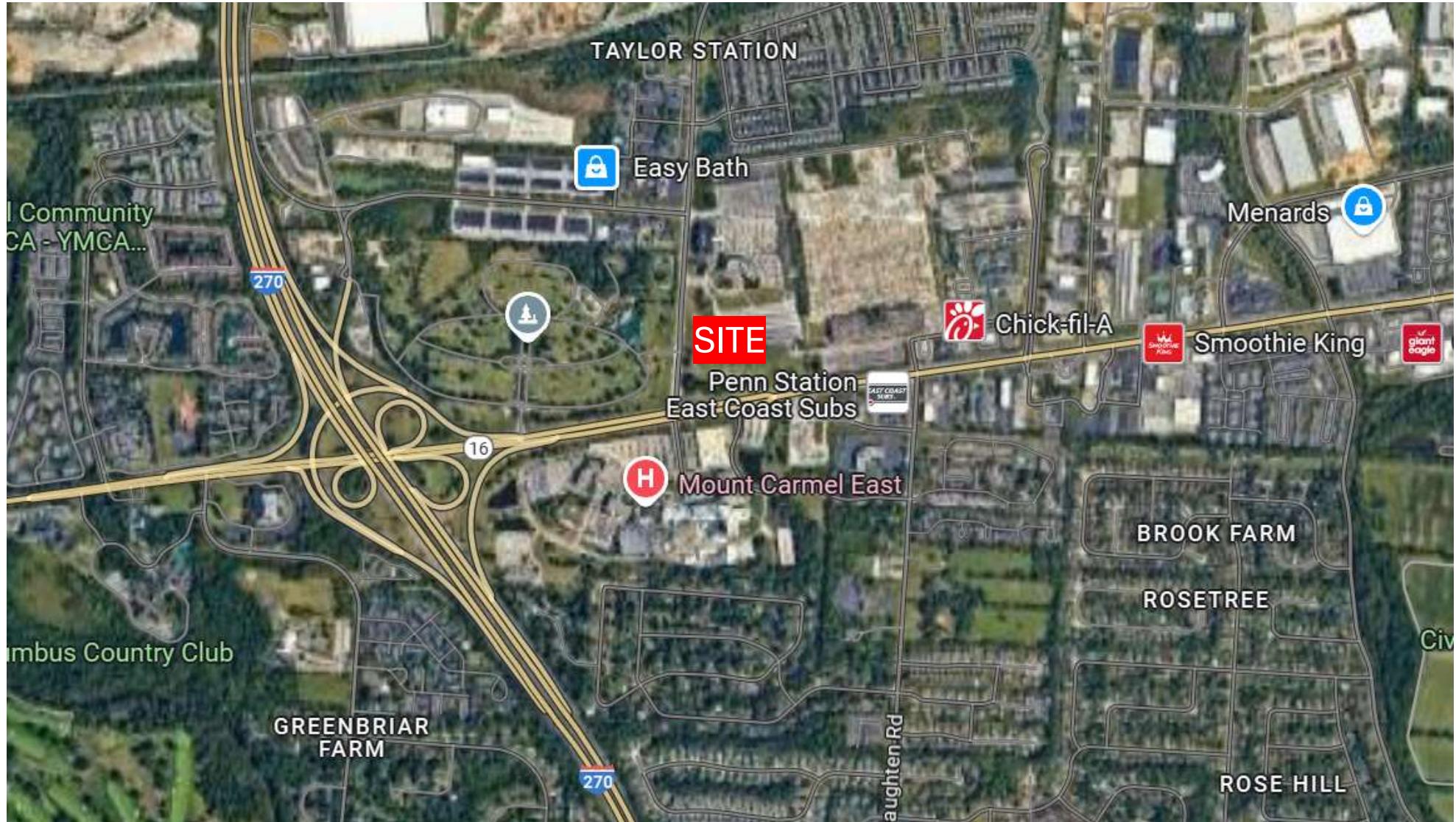


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SITE AERIAL

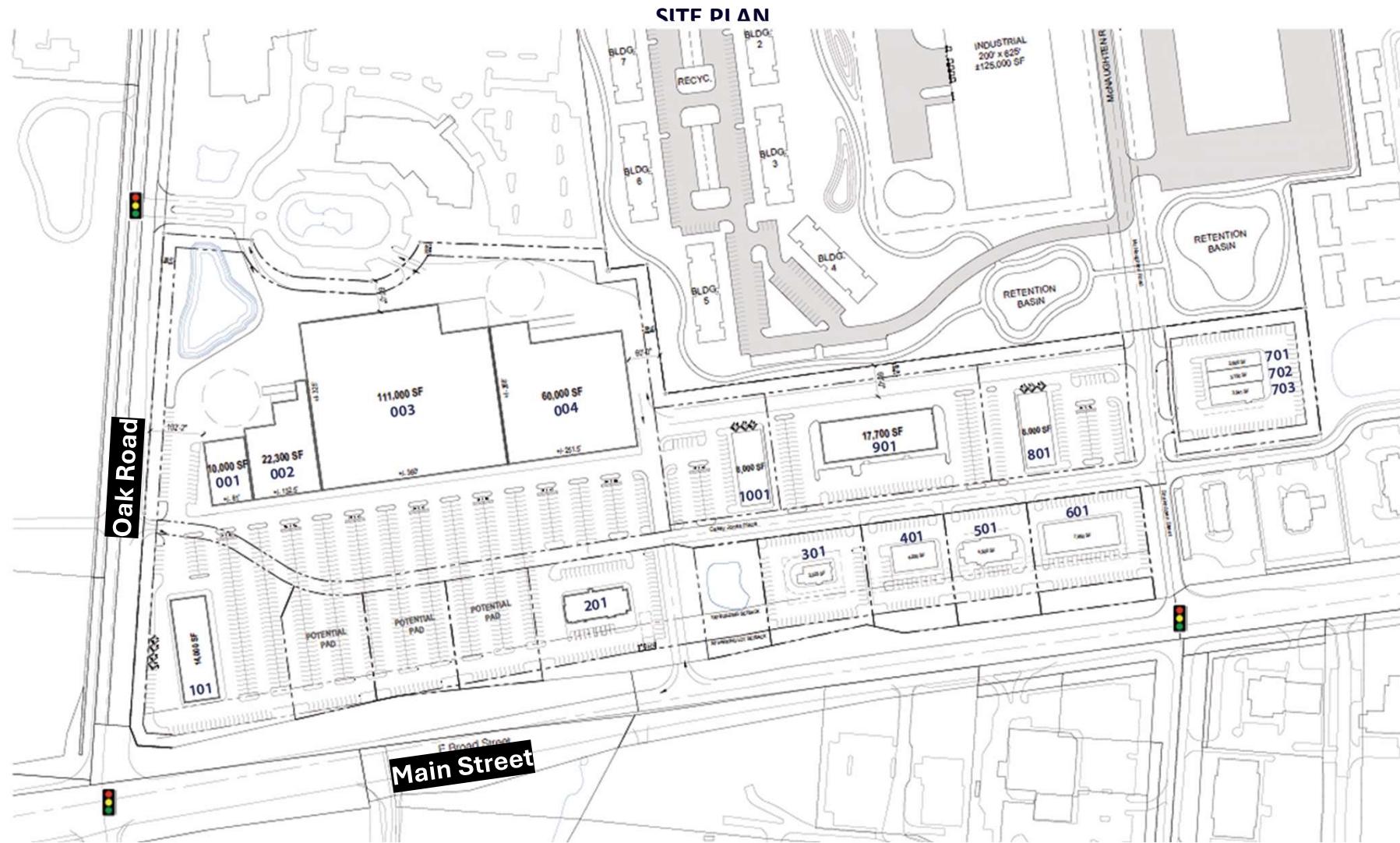




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FORECAST OVERVIEW

BACKGROUND:

A proposed 80,300 Sq Ft Grocery will be located within the mixed-use redevelopment project located at the SEC of Main Street & Oak Road, Anywhere, USA. The redevelopment project will be known as The Best Site Commons with construction scheduled to start in early 2025.

ASSUMPTIONS:

1. The proposed store will be merchandised and operated in a manner similar to other Grocer stores, specifically in terms of overall pricing, service levels and advertising support.
2. Management of the facility will be of average quality for a Grocer unit.
3. No other competitive changes will occur within the trade area during the period of our estimates.

SITE CHARACTERISTICS:

The site is located at the SEC of Main Street & Oak Road, Anywhere, USA. This site will have a very strong community draw as the site is located on Main Street a major east/west arterial that has over 51,000 vehicles per day. When added to the traffic counts for Oak Road, combined traffic counts for the intersection are 66,000-vehicles a day passing through the intersection. The Best Site Commons will have excellent visibility and access from both Main Street and Oak Road. The Best Site Commons will have easy access to I-904, located .5-mile to the west. The Best Site Commons will be the first grocer on Main Street that potential customers will pass on their way home.

The City Council has approved plans to widen Main Street from Oak Road to Pine Road. The project will improve two-tenths of a mile of Oak Road from Main Street to the entrance of Medical Park and 0.19s mile of Pine Road from Main Street to Park Lane. These improvements will help with the traffic congestion that currently occurs at peak traffic periods in the morning and afternoon.

COMMENTS:

The trade area population can be characterized as diverse middle to upper-middle income population. The Best Site Commons is located at a strategic intersection that will have easy access and excellent visibility to the large volume of traffic that transits Main Street. The areas to the west, southwest, south and east are primarily comprised of single and multifamily residential units. The Best Site Commons is an excellent grocery location with its access to housing and daytime population.

Grocery sales per Sq Ft are well above average in the trade area, suggesting that there is additional room for a new market entry. The site will have excellent visibility and access.



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PROJECTED SALES OF TRADE AREA SUPERMARKETS

Store Name	Map Key	Current Sales	Sales Area	'Aug 27 Sales	/Sq.Ft.	PWTA	Effec. Power	T.A. Change
ABC Marketplace	1.	\$1,200,000	75,000	\$1,441,363	\$19.22	20.	122	-8,637
XYZ Store	2.	\$678,000	47,800	\$818,404	\$17.12	21.	110	-6,596
Big Box	3.	\$315,000	25,000	\$212,160	\$8.49	34.	54	-2,840
Small Box	4.	\$225,000	12,000	\$271,562	\$22.63	27.	143	-3,438
Super Store	5.	\$750,000	52,000	\$802,492	\$15.43	34.	99	-12,508
XYZ Store	6.	\$880,000	46,100	\$933,209	\$20.24	39.	130	-16,791
Big Box	7.	\$200,000	25,000	\$214,417	\$8.58	33.	53	-583
Club	8.	\$775,000	50,000	\$973,881	\$19.48	32.	119	-1,119
Super Store	9.	\$1,200,000	52,000	\$1,098,483	\$21.12	32.	133	-1,517
Big Box	10.	\$140,000	25,000	\$185,900	\$7.44	57.	47	900
Box Store	11.	\$1,020,000	65,000	\$1,084,390	\$16.68	57.	104	4,390
XYZ Store	12.	\$950,000	57,000	\$893,357	\$15.67	70.	102	-6,643
Regional Grocer	13.	\$600,000	49,000	\$568,592	\$11.60	71.	75	-6,408
Small Box	14.	\$55,000	11,300	\$64,469	\$5.71	34.	36	-531
ABX Store	15.	\$300,000	10,800	\$256,266	\$23.73	65.	144	1,266
XYZ Store	16.	\$1,200,000	74,000	\$1,395,397	\$18.86	62.	121	-19,603
XYZ Store	17.	\$700,000	50,200	\$842,105	\$16.78	50.	107	2,105
SITE	904.	\$0	12,900	\$860,000	\$16.04	85.	100	110,089
Totals		\$12,135,000	740,100	\$12,185,962				31,534

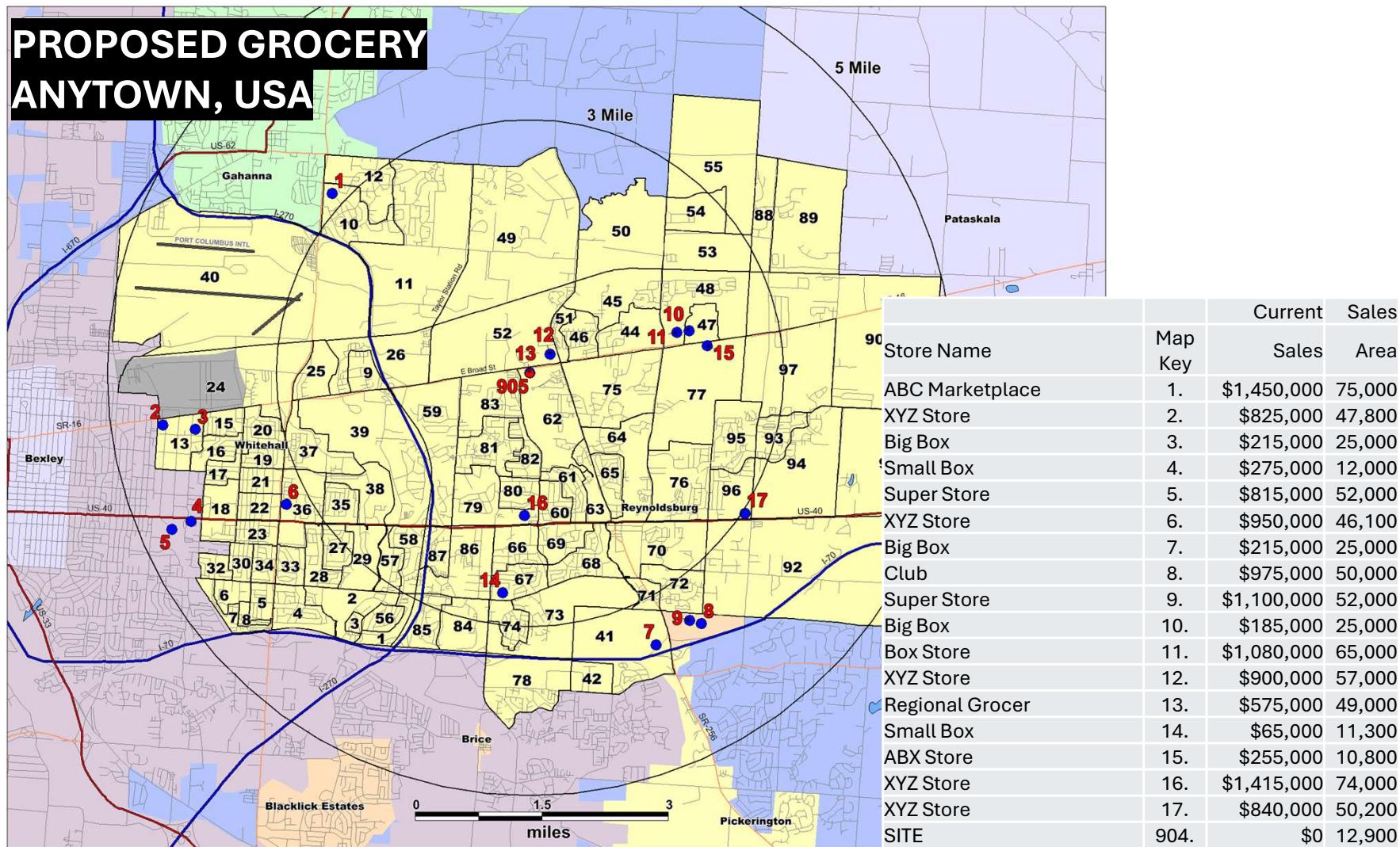


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TRADE AREA MAP SECTORS & COMPETITION



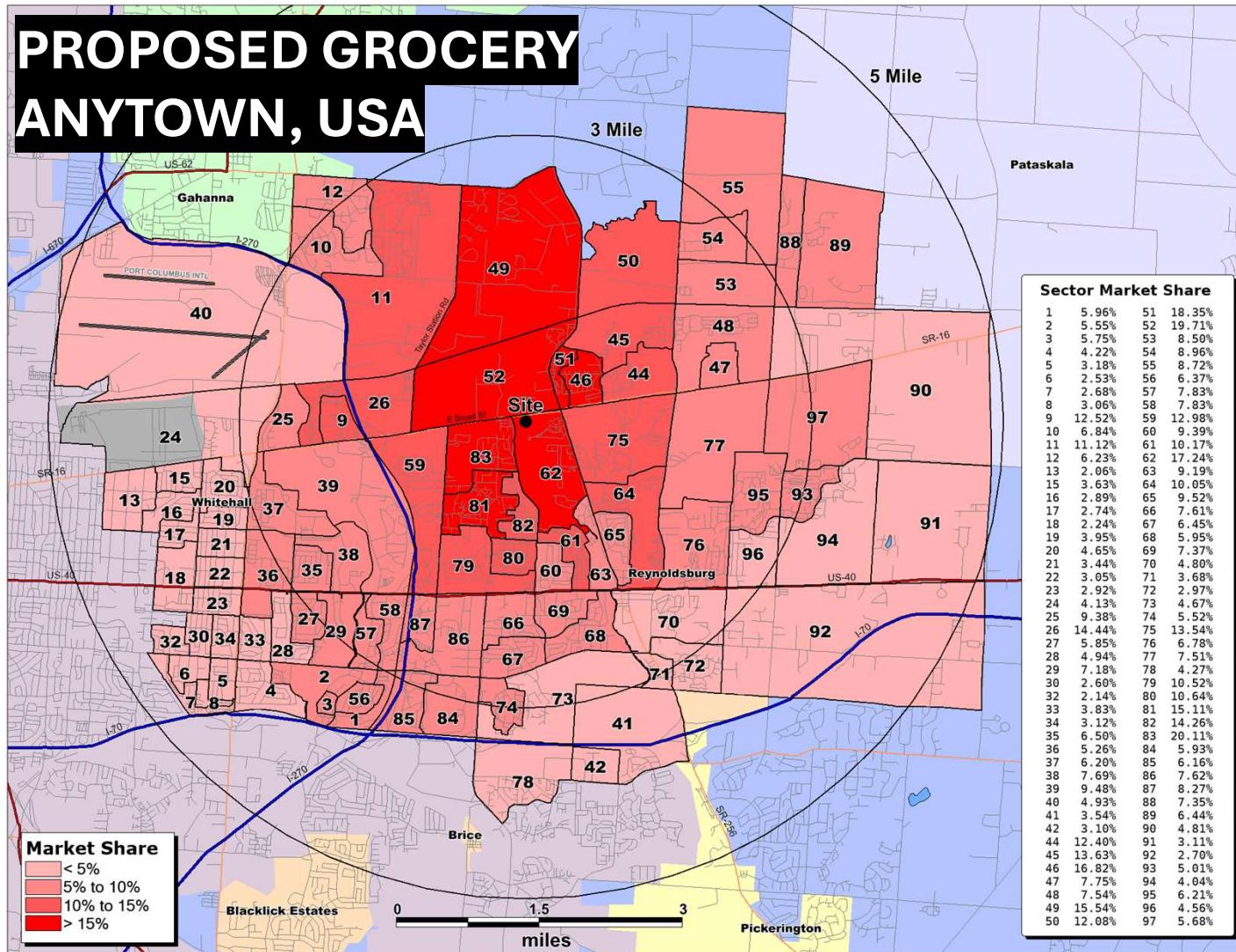


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TRADE AREA MAP SECTORS & MARKET SHARE



REPORT DATE: **August 29, 2024**

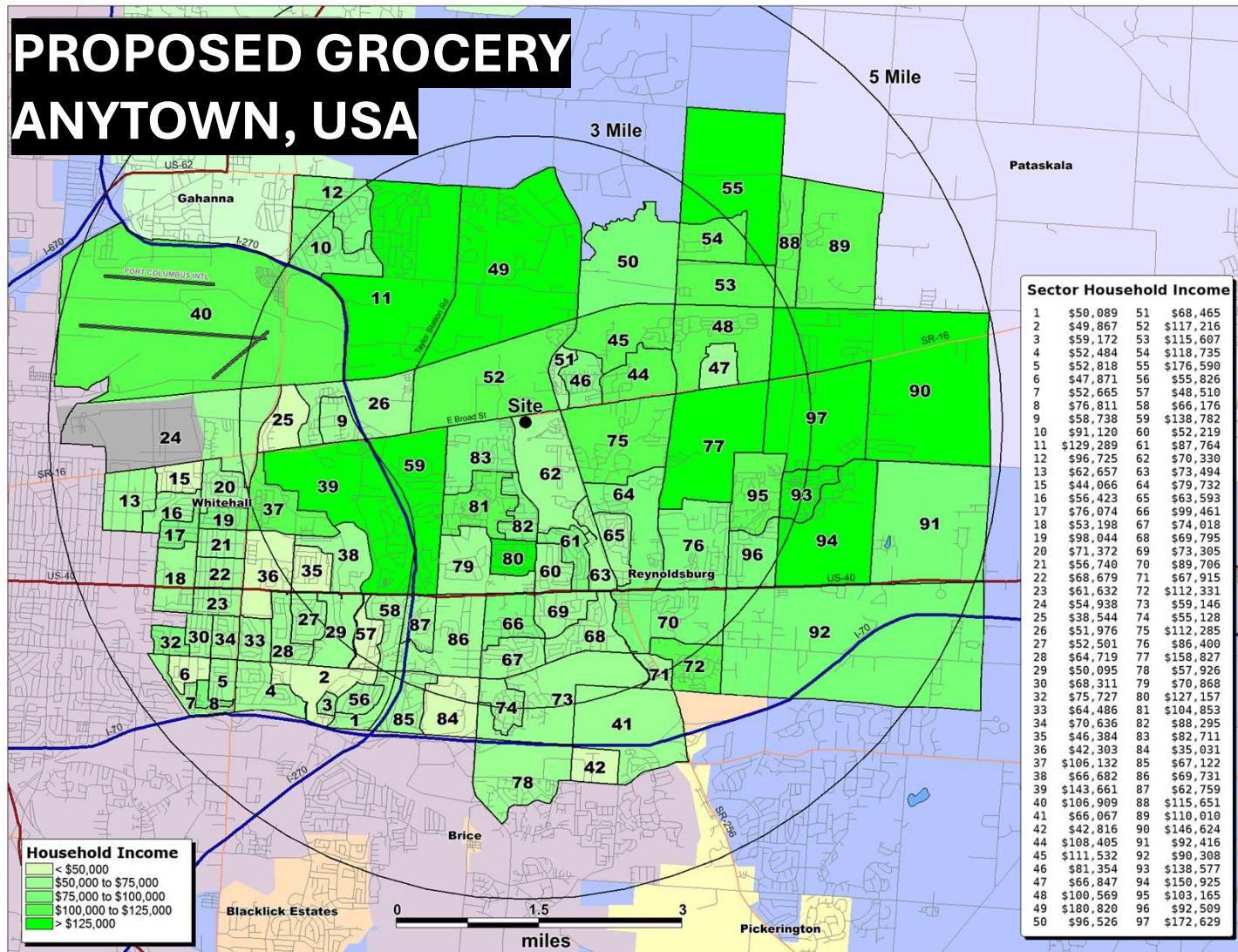


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TRADE AREA MAP SECTORS & AVERAGE INCOME MAP



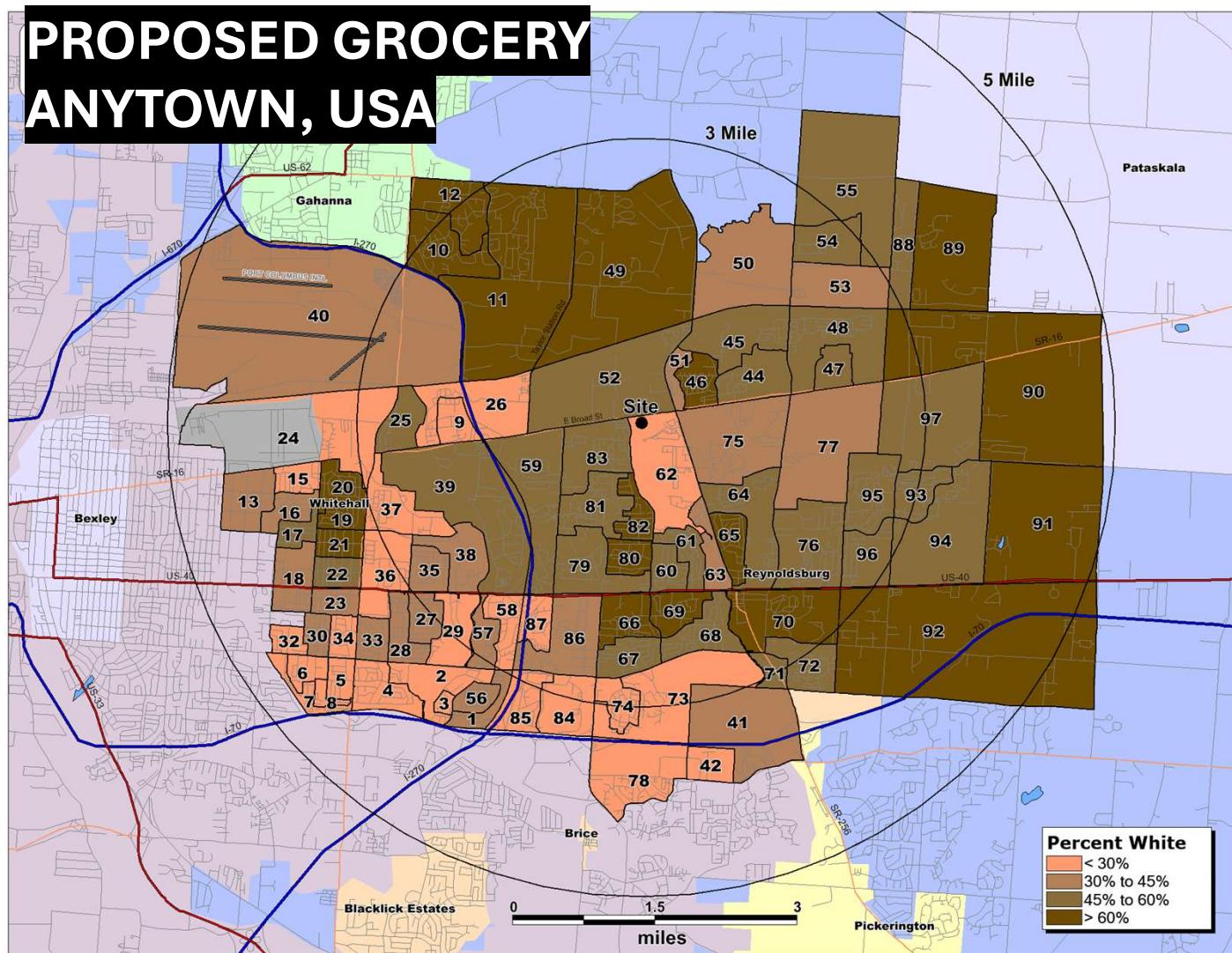


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% WHITE POPULATION MAP



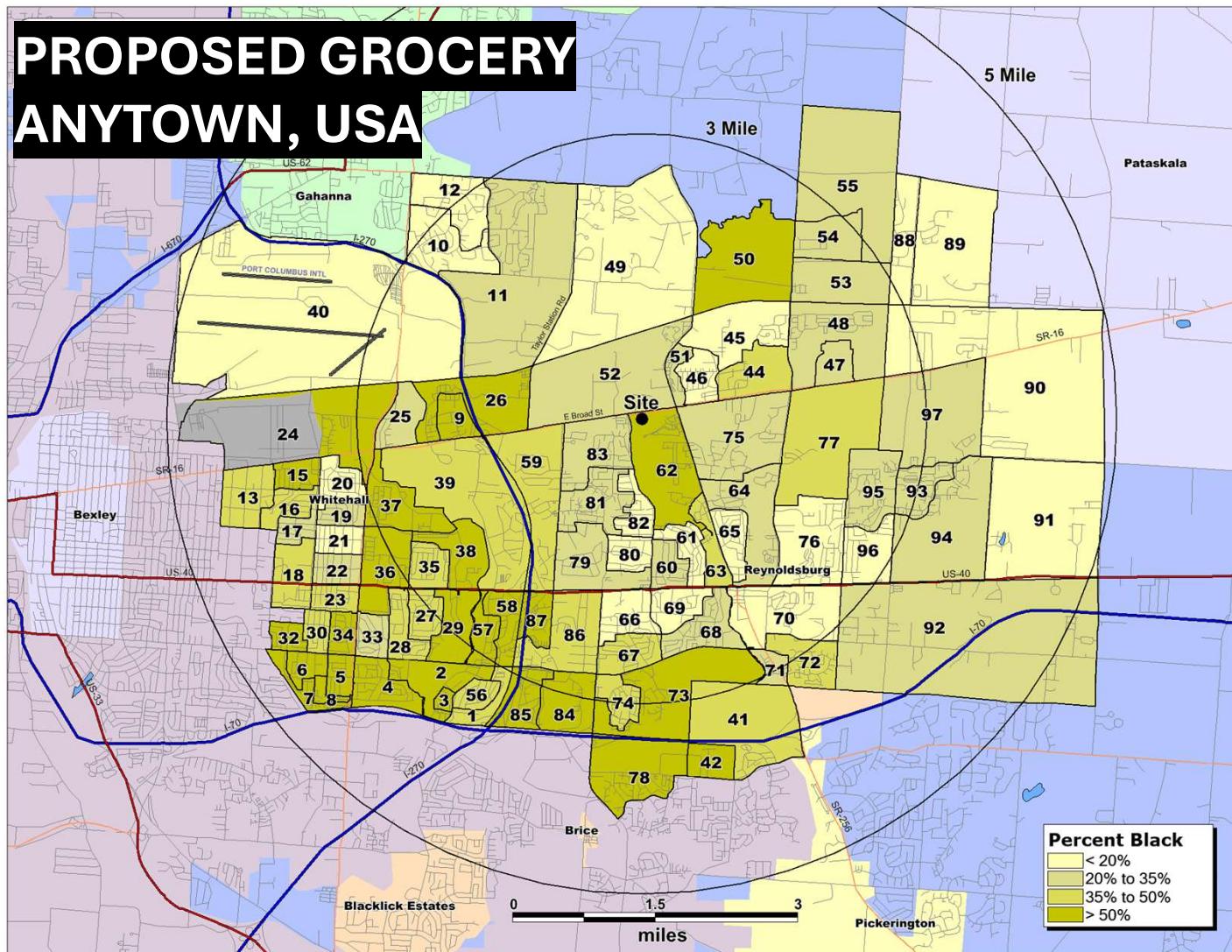


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% BLACK POPULATION MAP



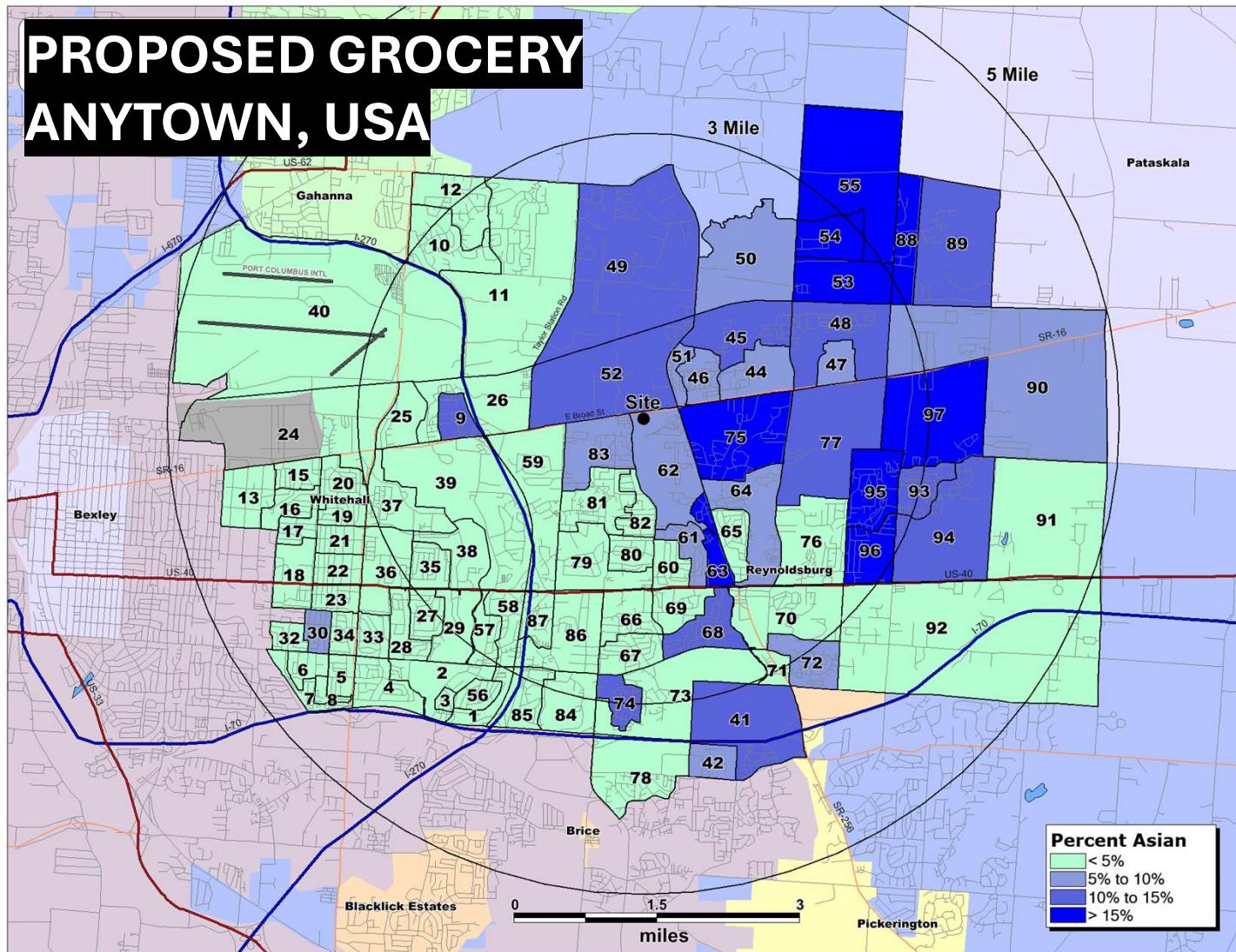


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% ASIAN POPULATION MAP



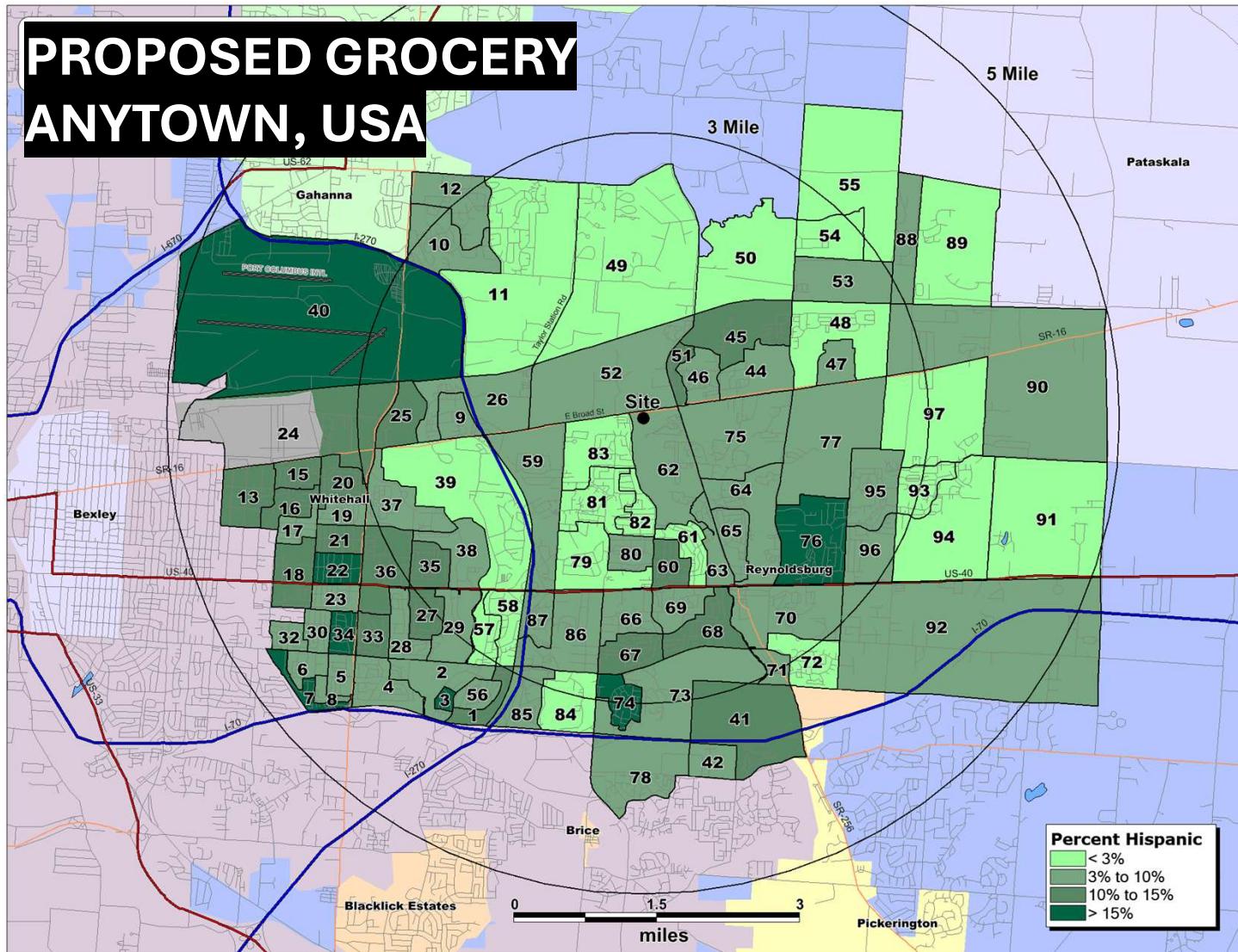


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% HISPANIC POPULATION MAP





Sales Forecast for Proposed Grocery Operation

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Anywhere, USA

TRADE AREA POPULATION & DEMOGRAPHICS

Sector	Name	Aug 2027	Pct.	Pct.	Pct.	Pct.	H-Hold	Median	H-Hold
		Pop.	White	Black	Asian	Hispanic	Size	Age	Income
1.	390490022	803	30.81	48.70	0.87	12.92	2.210	31.07	\$50,089
2.	390493123	926	27.67	58.49	1.47	7.76	2.470	37.64	\$49,867
3.	390093124	802	4.12	50.19	0.00	43.32	2.400	31.31	\$59,172
4.	390493222	1,437	19.95	65.42	1.77	9.25	2.800	39.95	\$52,484
5.	390493231	734	27.21	54.04	0.26	9.50	3.050	33.94	\$52,818
6.	390490232	923	18.49	70.38	0.72	4.90	2.240	37.58	\$47,871
7.	390493233	1,046	6.85	67.03	0.54	22.88	2.760	31.30	\$52,665
8.	390093234	590	10.22	81.79	0.00	5.59	2.370	35.70	\$76,811
9.	390092521	1,559	19.40	53.67	10.15	9.00	1.690	36.01	\$58,738
10.	390474271	1,806	76.88	13.95	1.72	4.56	2.420	37.31	\$91,120
11.	390494272	3,602	63.69	22.40	2.81	2.45	2.710	39.47	\$129,289
12.	390404273	1,533	70.74	16.59	1.76	3.07	2.580	36.87	\$96,725
13.	390092201	1,229	43.83	39.47	2.66	10.65	2.530	34.82	\$62,657
15.	390492301	1,765	27.24	52.96	0.78	14.54	2.260	32.86	\$44,066
16.	390492302	1,547	33.23	36.69	1.92	14.69	3.190	29.19	\$56,423
17.	390492303	1,098	58.25	28.22	0.63	9.29	2.720	35.03	\$76,074
18.	390492304	925	41.70	39.65	2.46	11.78	2.480	38.36	\$53,198
19.	390492401	673	66.96	20.61	0.00	7.89	2.690	40.53	\$98,044
20.	390092402	1,424	67.59	13.76	0.92	13.12	2.540	40.49	\$71,372
21.	390092501	614	68.05	10.54	0.32	14.06	2.660	38.50	\$56,740



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		Pop.	White	Black	Asian	Hispanic	Size	Age	Income
22.	390490092502	759	48.35	22.40	0.13	16.07	2.560	39.85	\$68,679
23.	390490092503	465	40.77	38.13	1.62	7.71	2.900	39.60	\$61,632
24.	390490092511	1,135	10.75	71.50	1.57	12.41	2.100	32.12	\$54,938
25.	390490092512	33	52.94	29.41	0.00	11.76	5.000	24.00	\$38,544
26.	390490092522	1,351	27.79	56.84	0.66	7.21	1.980	35.22	\$51,976
27.	390490093111	953	34.62	48.96	0.49	11.47	2.680	37.27	\$52,501
28.	390490093112	953	38.87	45.20	0.69	8.51	2.900	35.81	\$64,719
29.	390490093113	1,038	13.84	78.34	0.47	4.33	2.270	31.42	\$50,095
30.	390490093211	759	39.95	42.56	5.58	8.93	2.660	40.10	\$68,311
32.	390490093213	546	15.86	70.17	0.52	7.41	2.830	35.13	\$75,727
33.	390490093221	851	44.52	28.02	0.89	13.29	2.630	38.65	\$64,486
34.	390490093223	913	18.58	56.97	1.24	19.50	2.680	38.70	\$70,636
35.	390490093401	1,629	40.61	41.95	0.91	11.65	2.960	31.61	\$46,384
36.	390490093402	1,830	27.89	56.81	0.65	10.65	2.170	39.88	\$42,303
37.	390490093501	2,080	27.64	61.18	0.34	6.58	2.280	41.06	\$106,132
38.	390490093502	1,026	31.53	59.19	0.87	3.68	2.260	32.98	\$66,682
39.	390490093614	1,918	58.81	36.17	0.42	1.67	1.950	61.98	\$143,661
40.	390499800001	6	40.00	0.00	0.00	60.00	2.500	31.25	\$106,909
41.	390450327041	1,728	34.70	38.21	11.99	11.99	2.220	35.26	\$66,067
42.	390450327042	1,514	19.58	61.57	6.99	8.57	2.590	27.34	\$42,816



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Sector	Name	Aug 2027	Pct.	Pct.	Pct.	Pct.	H-Hold	Median	H-Hold
		Pop.	White	Black	Asian	Hispanic	Size	Age	Income
44.	39049011	1,440	49.78	35.51	6.69	3.82	2.910	37.28	\$108,405
45.	39073012	3,228	45.70	17.60	14.05	14.12	3.290	35.59	\$111,532
46.	39049013	1,974	65.82	19.75	7.16	3.58	1.970	38.43	\$81,354
47.	39073021	1,930	53.47	22.27	8.55	5.81	2.010	35.72	\$66,847
48.	39049922	3,020	54.71	26.74	10.73	2.35	2.580	37.67	\$100,569
49.	39073031	2,153	70.98	10.68	10.30	2.59	2.610	45.82	\$180,820
50.	39049007	2,919	38.94	50.88	5.18	2.64	2.990	34.25	\$96,526
51.	39043971	748	38.67	29.04	8.50	11.90	1.780	30.21	\$68,465
52.	39049072	3,058	45.35	31.40	12.18	6.61	2.670	34.81	\$117,216
53.	39073981	3,871	34.52	34.44	16.64	4.95	3.410	32.65	\$115,607
54.	39073982	2,289	45.73	32.45	16.81	1.21	3.230	34.05	\$118,735
55.	90073983	2,874	53.01	22.38	15.96	2.49	2.760	36.86	\$176,590
56.	0093121	889	34.15	46.88	0.45	5.13	2.780	37.79	\$55,826
57.	39049011	747	43.26	51.40	0.13	2.40	2.070	46.35	\$48,510
58.	3093612	1,274	16.63	69.80	0.47	2.43	1.800	38.87	\$66,176
59.	3904903	1,550	45.92	43.86	0.96	4.05	2.150	57.13	\$138,782
60.	3904911	1,353	49.74	32.86	3.57	10.04	2.240	36.21	\$52,219
61.	390490	1,056	59.29	19.73	5.24	2.29	2.940	40.23	\$87,764
62.	3904900	2,505	29.76	58.36	5.16	3.14	2.500	32.28	\$70,330
63.	3904900	1,425	35.38	38.25	16.29	4.06	2.750	33.15	\$73,494



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Sector	Name	Pop.	White	Black	Asian	Hispanic	Size	Age	Income
64.	39049009	1,795	59.15	22.15	6.29	4.56	2.160	40.39	\$79,732
65.	39049002	1,172	86.81	4.14	0.42	3.38	2.490	37.29	\$63,593
66.	390490831	935	83.51	6.72	0.76	3.04	2.230	40.58	\$99,461
67.	39093832	1,599	45.40	37.11	3.84	10.30	2.540	33.63	\$74,018
68.	39049001	1,604	45.74	27.86	11.80	10.40	2.580	37.48	\$69,795
69.	39093842	1,037	66.21	18.25	4.17	4.76	2.200	38.51	\$73,305
70.	39049051	1,738	70.13	17.34	1.91	3.25	2.600	43.89	\$89,706
71.	39049002	590	54.93	29.42	0.51	8.16	1.770	34.87	\$67,915
72.	39049003	1,700	52.17	37.74	5.46	1.42	2.150	53.85	\$112,331
73.	39049061	1,755	21.13	67.24	0.98	5.70	2.410	31.60	\$59,146
74.	39049002	1,638	18.44	45.24	12.78	15.67	3.020	30.21	\$55,128
75.	39049001	3,505	43.38	22.88	24.16	5.79	3.070	38.57	\$112,285
76.	39093902	2,812	53.14	17.57	4.31	18.51	2.670	39.90	\$86,400
77.	39049003	911	33.74	42.18	14.32	5.22	3.330	40.44	\$158,827
78.	39049001	2,231	26.43	57.57	2.17	5.60	2.500	33.13	\$57,926
79.	39049001	990	45.45	34.92	2.73	2.23	2.240	49.19	\$70,868
80.	39093942	1,029	71.93	18.20	1.74	3.00	2.610	41.56	\$127,157
81.	39049951	1,674	58.50	34.67	2.51	1.74	2.380	52.53	\$104,853
82.	39049002	977	67.73	13.20	2.89	2.16	3.040	39.78	\$88,295
83.	39049003	2,368	58.37	26.76	5.99	2.63	2.230	45.65	\$82,711
84.	39049001	1,065	10.47	77.10	2.90	2.43	1.660	33.10	\$35,031
85.	39049002	1,639	10.95	74.03	0.49	6.14	2.390	33.19	\$67,122



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86.	390493971	1,725	42.22	48.73	1.44	3.11	2.150	42.31	\$69,731
87.	90093972	1,212	26.25	68.44	0.65	3.11	2.110	42.10	\$62,759
88.	39089755	1,351	55.74	14.43	22.96	4.91	3.380	36.12	\$115,651
89.	3909013	2,229	67.97	10.17	14.68	1.70	3.170	36.46	\$110,010
90.	37559021	2,623	74.51	11.70	7.13	3.35	2.670	43.29	\$146,624
91.	39559022	679	87.70	2.78	0.88	1.76	2.540	42.56	\$92,416
92.	97562011	2,871	63.21	26.17	1.71	3.49	2.560	42.83	\$90,308
93.	39562031	1,296	52.44	31.34	10.09	1.47	2.500	39.48	\$138,577
94.	37562032	1,897	47.30	28.95	14.32	1.75	3.590	37.64	\$150,925
95.	97562041	2,415	49.56	20.11	18.06	5.72	3.150	38.78	\$103,165
96.	37562042	1,537	52.31	18.03	18.96	6.14	2.870	39.53	\$92,509
97.	97562043	2,128	46.19	22.55	20.79	2.62	2.980	36.68	\$172,629
Totals		147,086	45.11	35.56	6.64	6.87	2.538		\$87,684

ABOUT CRE 360

**Turning Market Intelligence
into Competitive Advantage**



CRE 360 is a leading commercial real estate research and advisory firm specializing in precision analytics, expert guidance, and partnership-driven solutions that drive growth, enhance value, and create lasting success. With decades of industry expertise, we help landlords navigate complex leasing and investment decisions by providing:

- Market Intelligence & Research – comprehensive market analytics, competitive insights, and demographic studies.
- Strategic Property Positioning – Targeted strategies to optimize your asset's market position.
- Deal Execution & Tenant Connections – A white-glove approach to guiding clients through negotiations and deal execution.

At CRE 360, we don't just deliver data—we deliver clarity, strategy, and results. Our expertise ensures that your retail property is positioned for long-term success, helping you attract and retain the right tenants while optimizing profitability.