Site To Do Business Lunch & Learn

Retail Case

Congratulations! Your client has just awarded you the leasing project for a new Sprouts Farmers Market anchored shopping center in the Houston market. You are now tasked with becoming the expert on the center as well as market. The goal of the owner is to create a low-vacancy center with a good market mix. The site is located at _23105 Cinco Ranch, Katy, TX_. You turn to STDB for assistance.

Beginners

- Create a 10-minute drivetime analysis area around the site
- Run the following classic reports
  - Civilian Labor Force Profile
  - Retail Demand by Industry
  - Tapestry Segmentation Area Profile
  - Create an all-in-one PDF report to answer the questions below

What Industry employment is over 13x the national average (Civilian Labor Force Profile)?
_____

What is the retail segment that has the highest Spending Potential (as compared to the national average – Retail Demand by Industry)?
_____

The top tapestry segment in this analysis area is "Boomburbs." Are there any retailers that you feel fit especially well in this segment? Take a look at the market profile portion of the "Boomburbs" segment in the Tapestry Segmentation Area Profile.

_____

Intermediate

- Map the existing "Sprouts Farmers Market" locations in the Houston market (Standard Geography – CBSA).
- Select Legend from the Points of Interest Toolbar and "uncluster points"
- Upload a Sprouts logo for the locations and save the layer
- Create a 2-mile radius around all the locations

- Create a combined study area (use the select button in the toolbar on the right side of the screen to highlight all of them at once) of all of the "Sprouts Farmers Market"
- Run a Tapestry Segmentation Area Profile to determine the top 3 household tapestry segments.

What are the top 3 tapestry segments for the Houston market Sprouts Farmers Market locations?

_____

Create a color-coded map using those 3 tapestry segments (create a custom variable → advanced custom variable) to determine if there are any other locations in Houston that appear to be potential "hotspots" for Sprouts Farmers Market that do not currently have stores. Consider using the hexagon mapping (resolution 6). What do you find?

_____

Use the Pictometry imagery tool to get an aerial oblique image of the space at 23105 Cinco Ranch, Katy, TX. When was the image taken?

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Advanced

- Map the existing "Sprouts Farmers Market" locations in the Houston market
- Create .25-mile rings around the sites, save the sites
- Create a site for the combined area (of all 9 sites into 1 study area)
- Create a site for the combined areas
- Perform a Points of Interest search to determine what businesses cotenant with Sprouts

Are there some businesses that you would consider reaching out to?

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Office Case with Mark Cypert

Using STDB and Moody's Analytics data, we will conduct an office submarket gap analysis over the next 24-months using a 10-minute drive time trade area for an existing office building located at 4400 Post Oak Parkway, Houston, Texas (*https://www.5popleasing.com/*)

The analysis will determine the current and forecasted amount of office-using employment in the trade area, the stabilized vacancy rate, the forecast occupancy rate, and the forecast annual absorption.

Additionally, we will use Database USA to identify potential office tenants for the subject office building.

Multi-family Case

You have a client who has just announced a new fund whose primary goal is to develop new or rehab existing multi-family units in markets across the country that are in counties that are growing rapidly (over 2% projected annually – 2024-2029 Growth Rate: Population) with median household incomes over $85,000. Your job is to pinpoint appropriate markets to target.

Beginners

- Create a 2 variable nationwide color-coded map by county to determine markets that meet the above criteria.
- How many are there? Hint (use the filtering tool within color-coded maps to help)

_____

Which county has the highest median household income?

_____

Which county has the highest expected percentage of population growth (2024-2029)?

_____

- Select all of the counties (use the "select" arrow tool to highlight all of them at once) that meet the initial criteria above (create sites)
- Run a comparison report to determine which county has the highest number of 2024 Renter Occupied Housing Units.

_____

Intermediate – A recent download of Moody's data **"Multi-Family – New Construction"** in the multi-family sector for the Plano/Allen/McKinney submarket indicates that there are 106 properties in the "new construction" section divided between proposed/under construction/complete and planned. The data provides unit counts as well.

- Upload the property list found at https://www.stdb.com/learning-center/class-room-resources (learning center, resources, classroom resources),
- Upload by type (attribute = NC Status) – (proposed/under construction/complete/planned) and size (# of units)

Can you determine anything about the nature of the "proposed" plans?

_____

_____

Advanced – You are advising a client who has narrowed their multi-family investment search to 47 different apartment complexes in the Plano/Allen/McKinney submarket.

Use the "**Multi-Family Property List – Plano-Allen-McKinney**" found at https://www.stdb.com/learning-center/class-room-resources (learning center, resources, classroom resources) to bring in some investment criteria data that will prove to be vital in the decision-making process.

The investors preference is for lower average rents (wishes to renovate the spaces to push rental income), with maximum number of units, higher projected growth rates, and higher median household income.

Upload the points and use the suitability analysis tool within Business Analyst and a 5-minute drivetime around each site to determine which site is most desirable. Assume that each of these 4 variables is equally weighted.

- 2024-2029 Growth Rate: Population (more is better) – variable from data browser
- 2024 Median Household Income (more is better) – variable from data browser
- Units (more is better) - attributes from sites
- Average Rent (less is better) – attributes from sites

Based on the above criteria, which site is most desirable?

_____

NOTES

Site To Do Business Lunch & Learn with Screen Shots
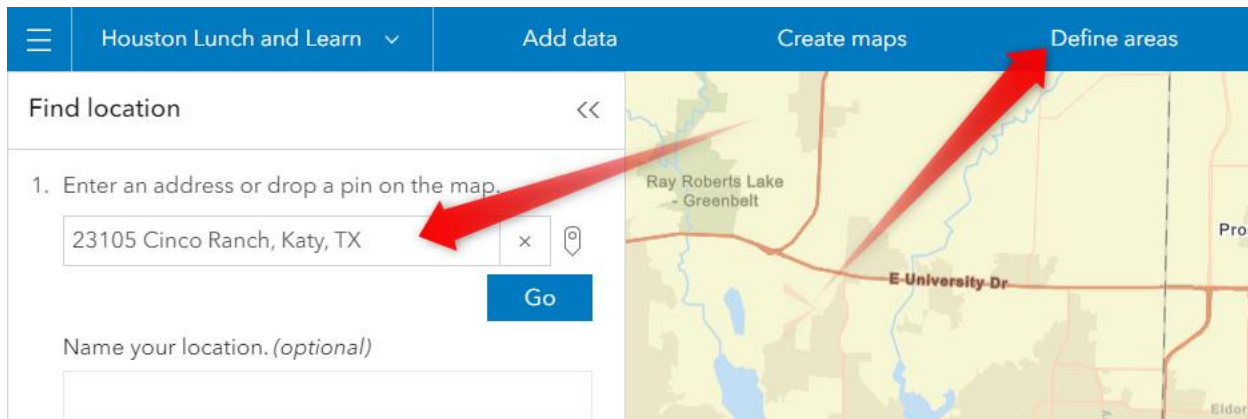
Retail Case

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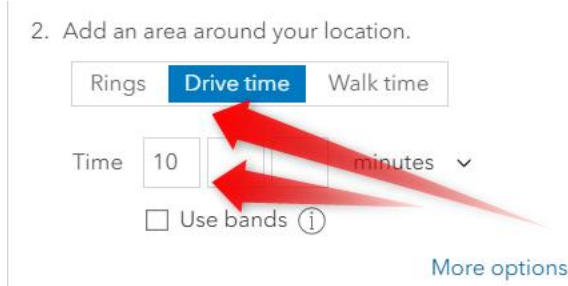
Beginners

- Create a 10-minute drivetime analysis area around the site
- Run the following classic reports
  - Civilian Labor Force Profile
  - Retail Demand by Industry
  - Tapestry Segmentation Area Profile
  - Create an all-in-one PDF report to answer the questions below

1. Define areas and enter address, then select GO

2. Select Drive time and enter 10 into the minute field

3. Select Reports, Run Reports, Classic Reports, then check desired reports. Check Create an all-in-one PDF report, then Run all.
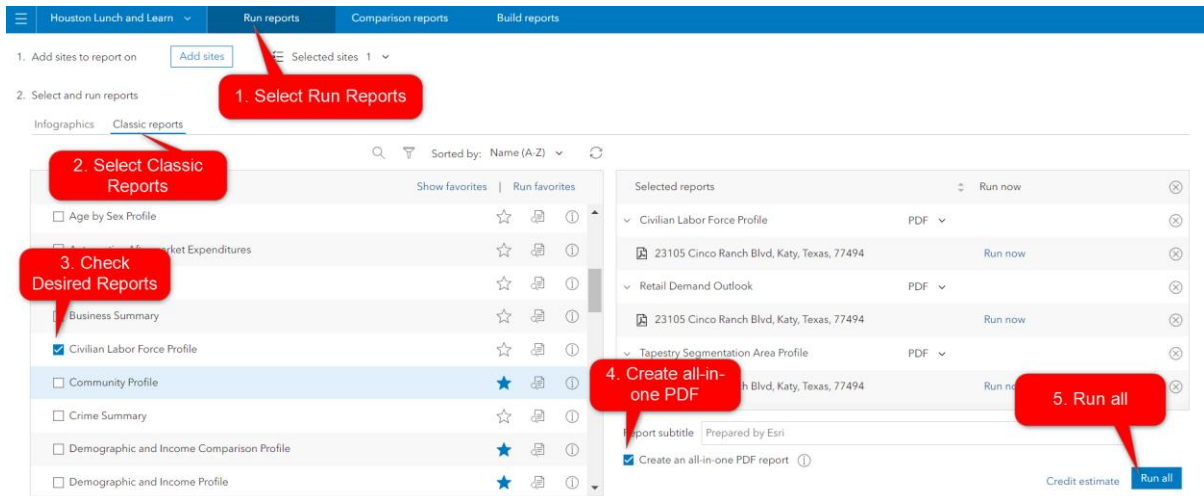
4. You will receive a message with a link to open the reports.
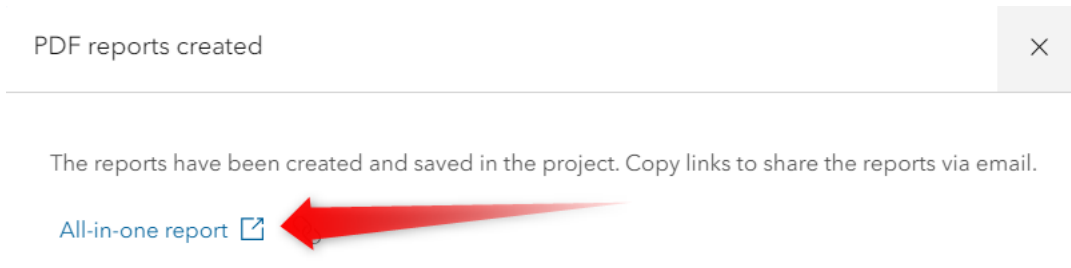
From the reports, answer the following:

What Industry employment is over 13x the national average (Civilian Labor Force Profile)?
_____

What is the retail segment that has the highest Spending Potential (as compared to the national average – Retail Demand by Industry)?
_____

The top tapestry segment in this analysis area is "Boomburbs." Are there any retailers that you feel fit especially well in this segment? Take a look at the market profile portion of the "Boomburbs" segment in the Tapestry Segmentation Area Profile.

_____

Intermediate

- Map the existing "Sprouts Farmers Market" locations in the Houston market (Standard Geography – CBSA).
- Select Legend from the Points of Interest Toolbar and "uncluster points"
- Upload a Sprouts logo for the locations and save the layer
- Create a 2-mile radius around all the locations
- Create a combined study area (use the select button in the toolbar on the right side of the screen to highlight all of them at once) of all of the "Sprouts Farmers Market"
- Run a Tapestry Segmentation Area Profile to determine the top 3 household tapestry segments.

1. To begin, Select Define Areas and Select geography.
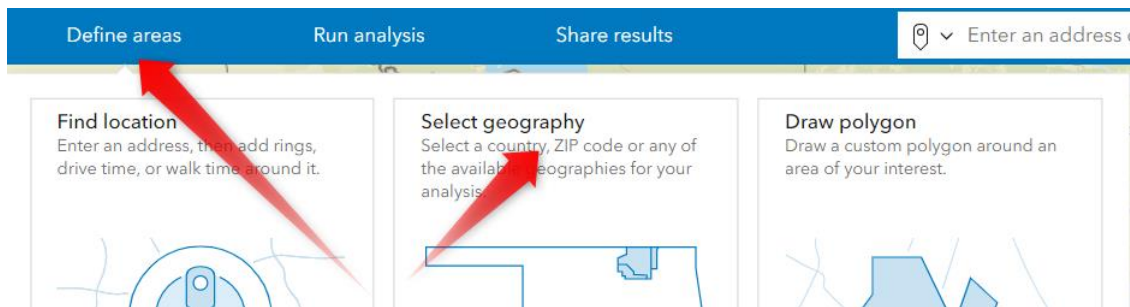
2. Type in Houston, Select Metropolitan Areas and Select Houston-Pasadena CBSA. Once selected, Finish.
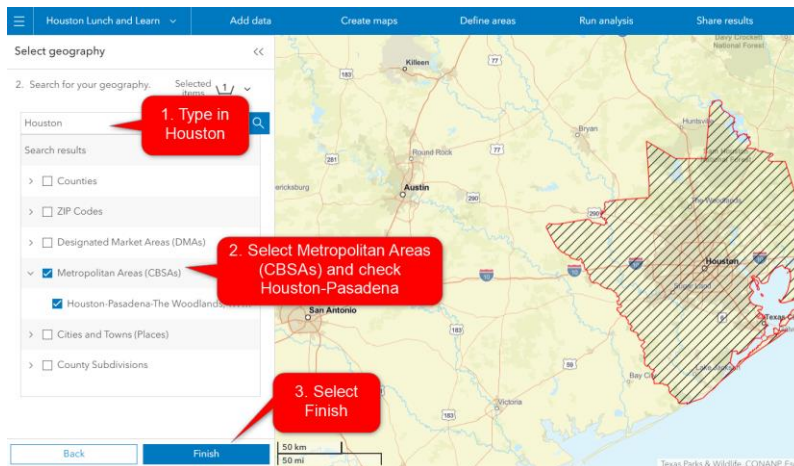
3. Once the Houston market is defined, select Create Maps and Points of Interest to place the Sprouts locations on the map
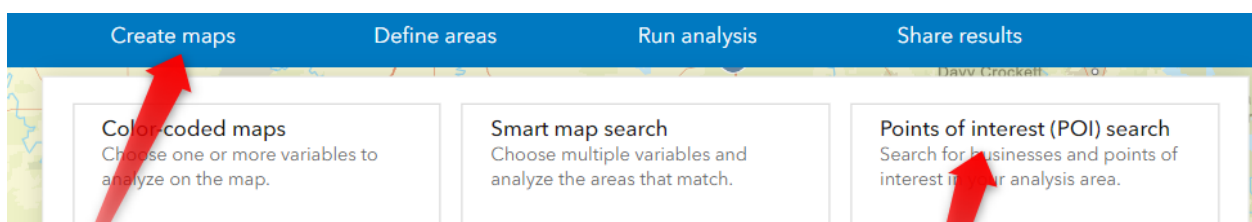
4. When POI workflow opens, select the Analysis extent of your site, Houston and then enter Sprouts Farmers Market and search.
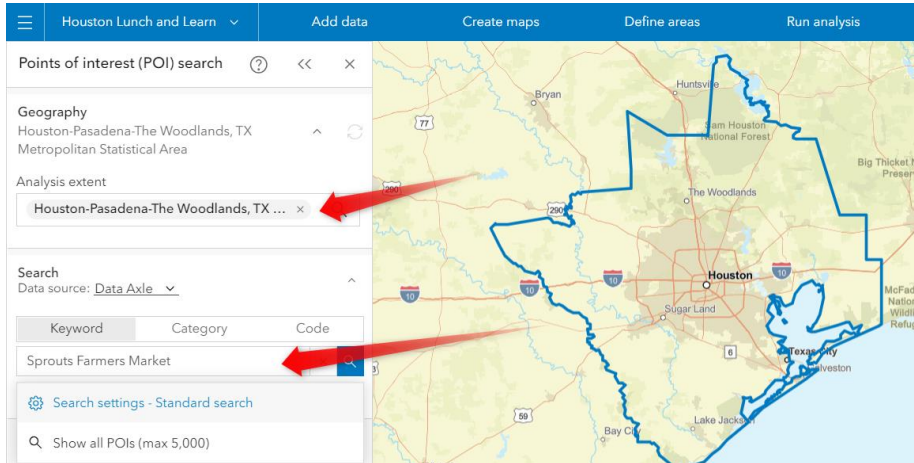

5. Before going forward, go to the internet to find a Sprouts logo and save it to your computer.
6. Click on the icon that is associated with the Sprouts Farmers Market on the left. This should open the panel on the right-hand side where you can turn off Cluster Points.
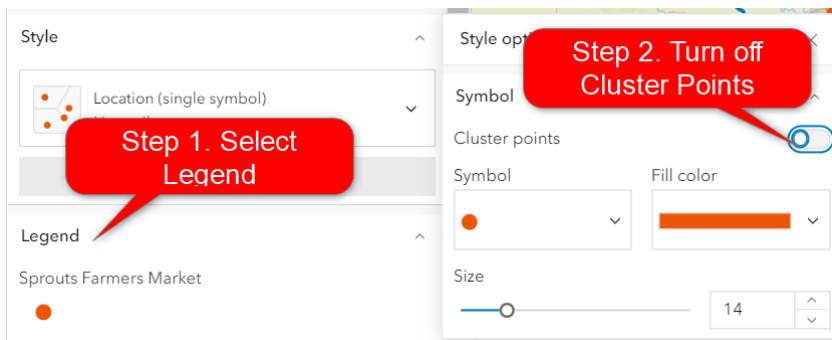

7. Open the dropdown menu shown in the illustration below and then select Import Custom Symbol. Navigate to your Sprouts logo and follow the workflow to upload.
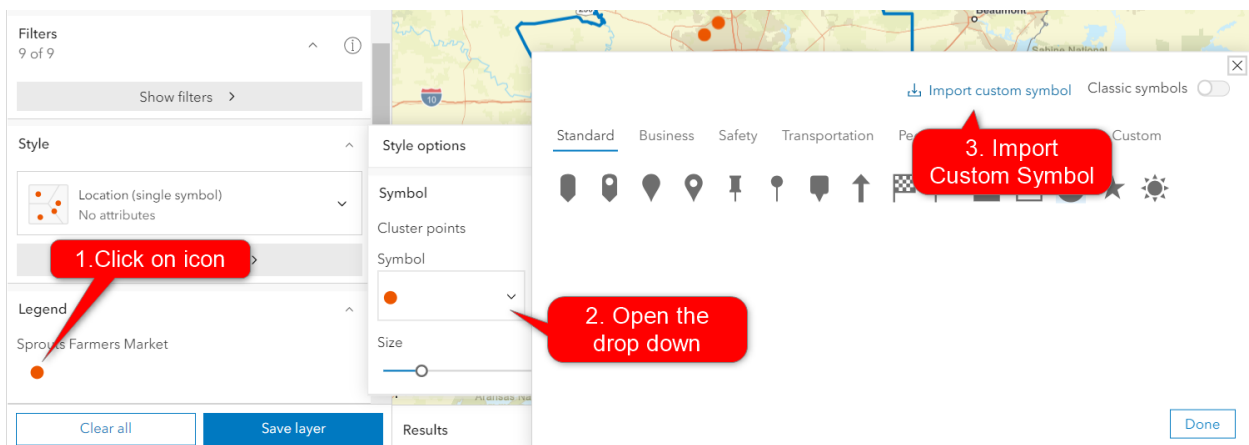
8. The next task is to create a 2-mile radius around the locations and create one study area that contains all the 2-mile radii.
Begin by using the triangle Select tool on the right-hand horizontal toolbar (It is the third from the top.
Using the select tool, draw a polygon around the sites. You should see the option to Create Sites. Select that and add the 2-mile radius. Then Apply.
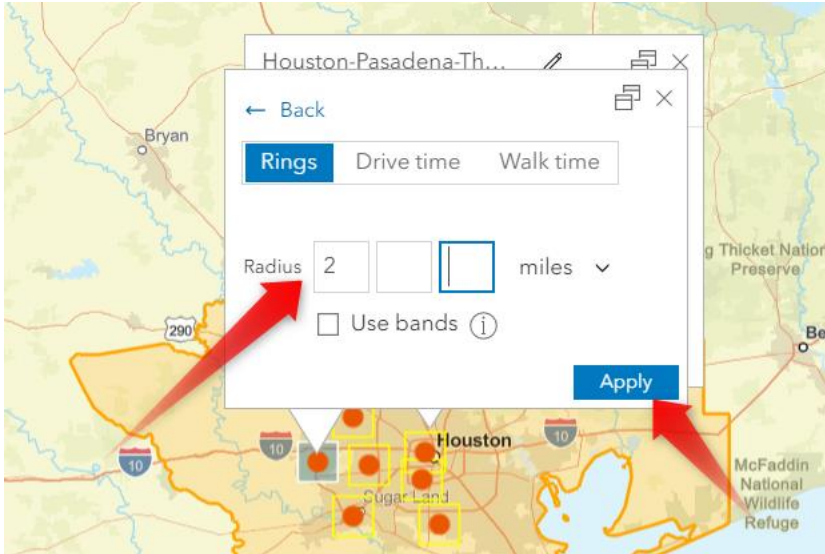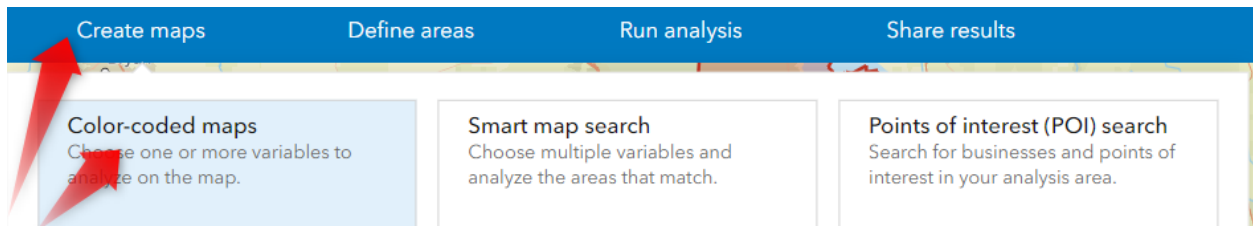

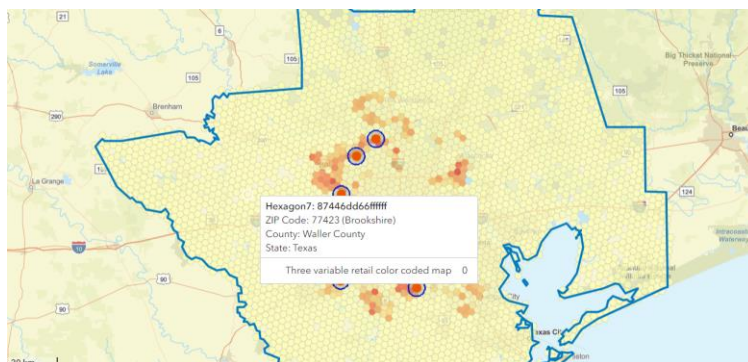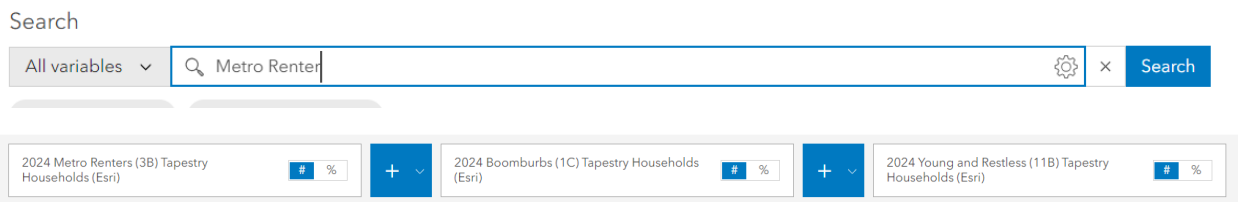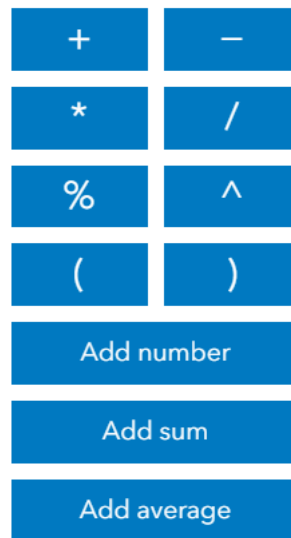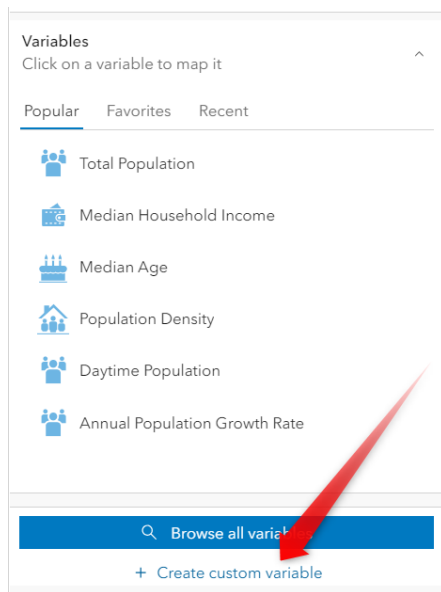9. Once the radii have populated, select Create site for combined areas.
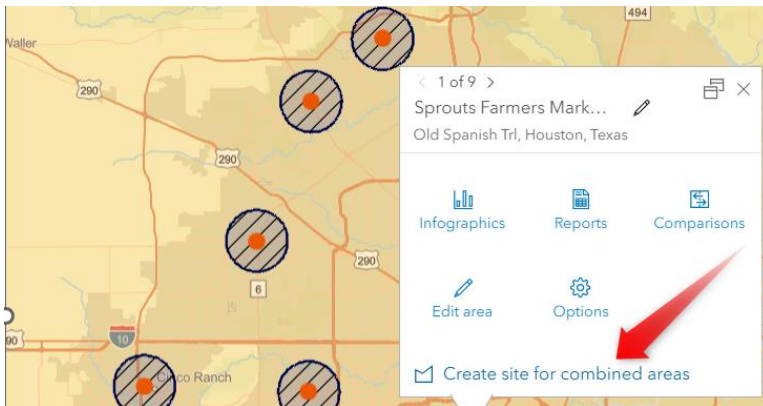
10. Select Reports and navigate to the Tapestry Segmentation Area Profile.
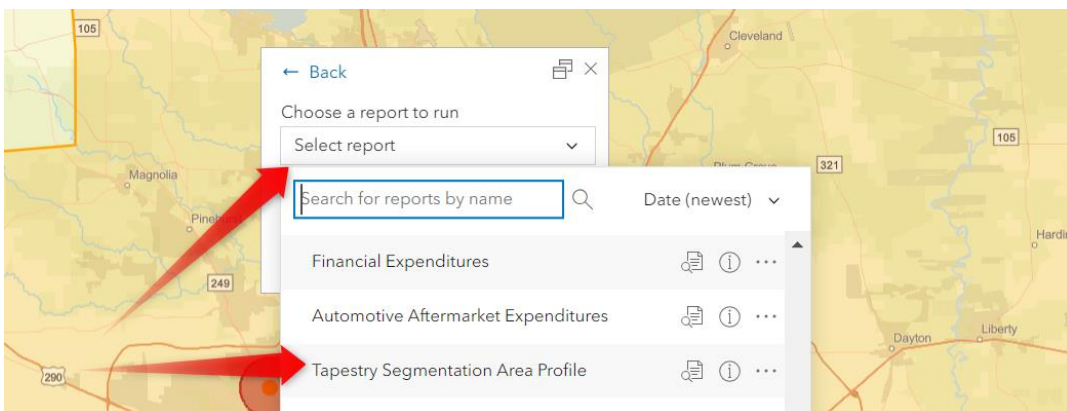
11. Create a color-coded map with custom variables. Start by going to Create maps and select Color coded maps.

12. Select Create custom variable then Search for each of the three tapestry segments and add them to the bottom of the screen with a plus between each. Save and Apply.

What are the top 3 tapestry segments for the Houston market Sprouts Farmers Market locations?

_____

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- Run a comparison report to determine which county has the highest number of 2024 Renter Occupied Housing Units.
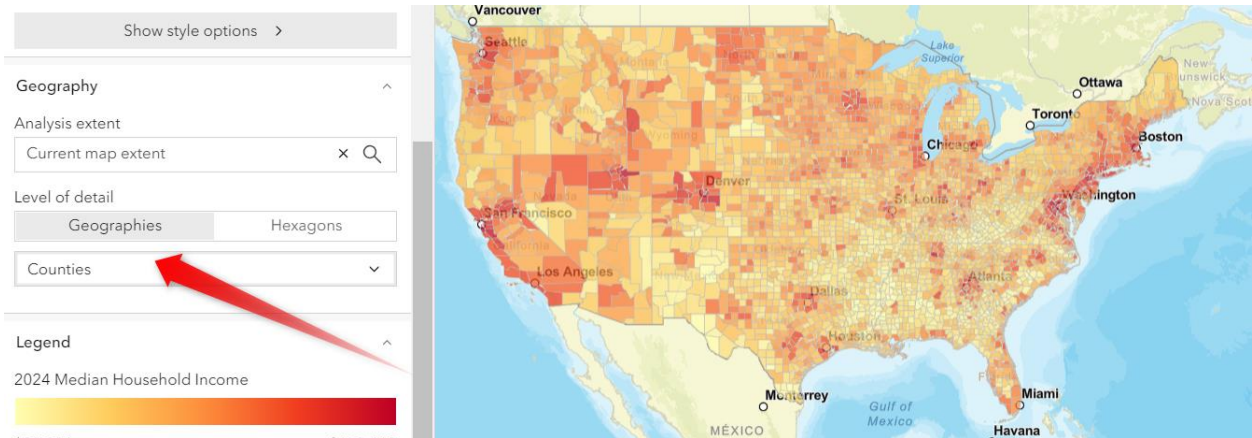
_____

1. Select Create Maps and Color-coded maps. Browse all variables.
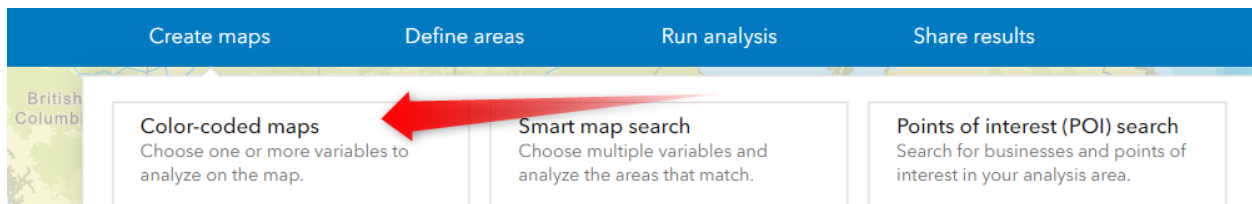
2. Navigate to Income and Select 2024 Median Household Income.
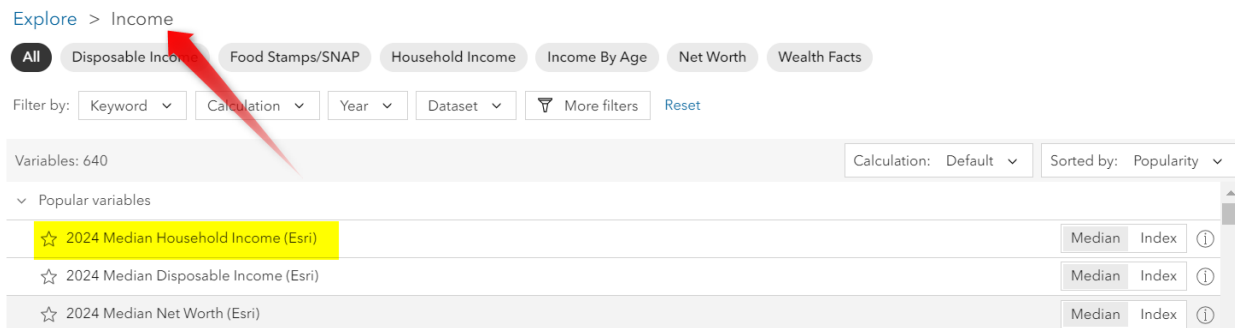
3. Change Geographies from States to Counties

4. Select Add Variables (on the left-hand panel) and navigate to Population. From there, you select keyword and type in Growth. You are looking for 2024-2029 Growth Rate Population. Use the filter slider to find the counties who have median household income over $85,000 and projected growth of over 2% annually.
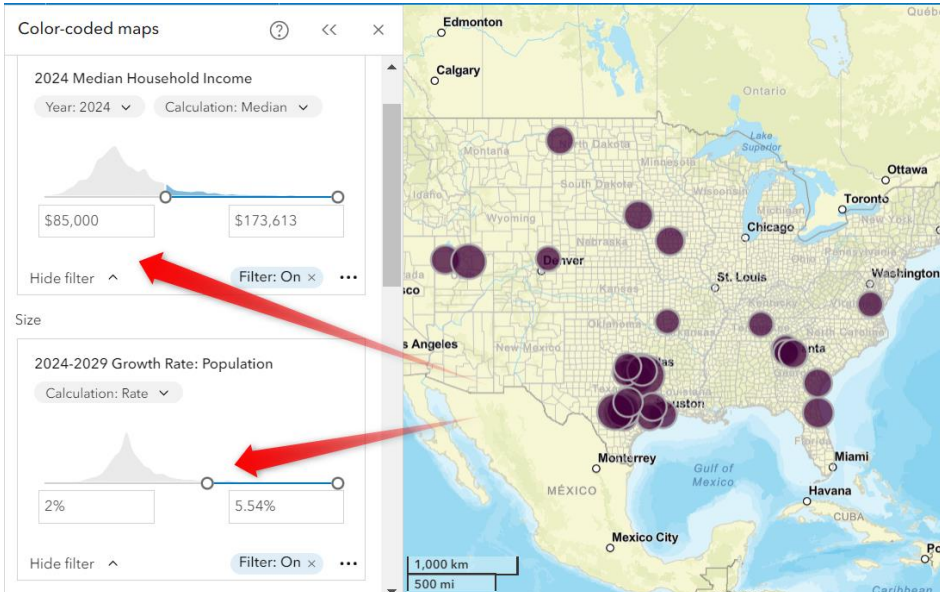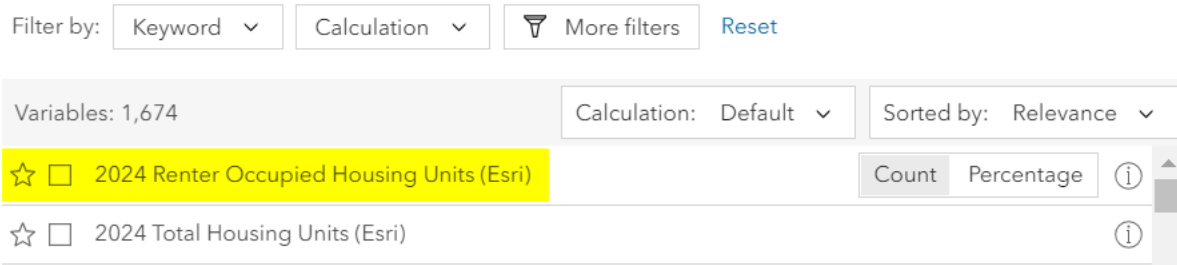

5. Use the Select tool (on the vertical bar on the right) and draw and polygon around all of the counties that have met the initial criteria. Then select Comparisons.
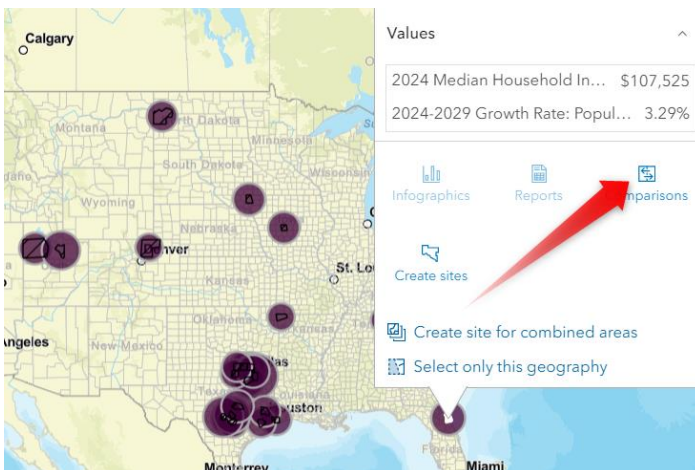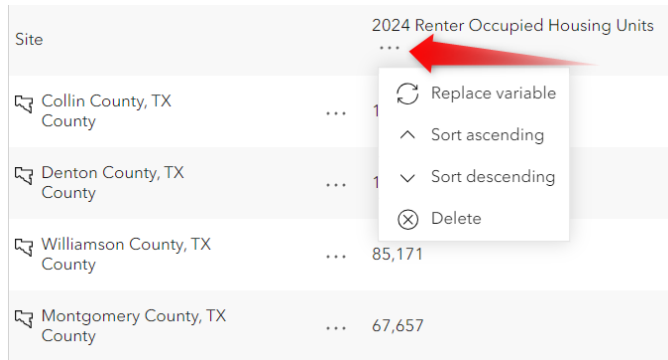
6. Once inside the comparison report, create new report and search for 2024 Renter Occupied Housing Units.

7. Sort to determine counties with the highest or lowest Renter Occupied Housing Units

Intermediate – A recent download of Moody's data **"Multi-Family – New Construction"** in the multi-family sector for the Plano/Allen/McKinney submarket indicates that there are 106 properties in the "new construction" section divided between proposed/under construction/complete and planned. The data provides unit counts as well.

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- Upload by type (attribute = New Construction) – (proposed/under construction/complete/planned) and size (# of units)

Can you determine anything about the nature of the "proposed" plans?

_____

_____

1. Navigate to Add Data, Import File and import the Moody's Multi-Family New Construction data.
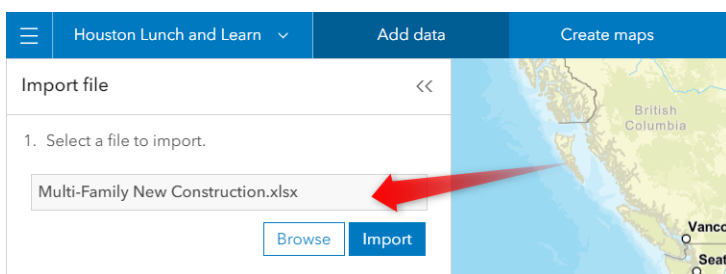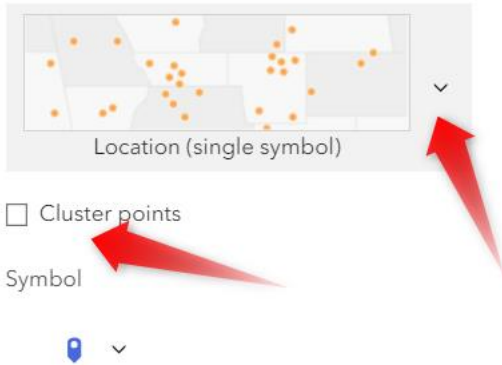
2. Once the points have loaded on the map, uncheck the Cluster points box. Use the dropdown next to Location (single symbol) and change to Types and Size.

3. Now that you are viewing Types & Size, you need to change the attribute to New Construction Status and view results.

Advanced – You are advising a client who has narrowed their multi-family investment search to 47 different apartment complexes in the Plano/Allen/McKinney submarket.

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Based on the above criteria, which site is most desirable?

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How To Make Money Using Site To Do Business

This page contains real-life use cases from commercial real estate professionals and how the tools within Site To Do Business help them become more successful.

Retail

Using Cotenancy

Using Cotenancy and Threshold Analysis to Map Likely Success for a Recreation Property

MORE >

Mapping

Mapping Retail Competitors

MORE >

Mapping -2

Mapping Retail Competitors -2

MORE >

How Do I

The Basics

- Getting Started
- Dashboard Tour
- Running a Flood Map
- Using Pictometry for High Quality Aerial Imagery

ESRI Tools

- ESRI for Beginners
- Run Reports for a Specific Area
- Quick Reports
- Compare Multiple Areas
- Analyze an Area Using Infographics
- Analyze an Area Using a Themed Map
- Analyze an Area Using Demographic Variables
- Tell a Story Using Multiple Demographic Variables
- Using Tapestry or Psychographic Information
- Find and Map the Location of a Certain Business
- Prospect for Clients
- Prospect for Tenants

Intermediate

- Create Your Own Custom Reports
- Create Your Own Infographics
- Analyze an Area Using 2 Themed Variables
- Create Unique and Custom Comparison Reports
- Analyze the Businesses in an Area
- Use my Own Information in a Map
- Get Map Directions using Multiple Locations
- Tell a Story Using Multiple Custom Variables
- Rank Sites
- Share Data that You Have Created

Advanced

- Load My Own Data Into Relevant Geographies
- Map My Own Data and Share into ArcGIS Online
- Map Directions
- Analyze an Area Using Consistent Geographies

Support

Support@stdb.com