



LOCATION EVALUATION

The location of your business can be one of its most powerful assets, or not. Let's evaluate various positive and negative factors. Find the business and see how good its location is.

- **Location, Location, Location**
Zoning, image, convenience, parking
- **It's All About the Benjamins**
Rent, tax, utility, and improvement costs
- **People in Your Neighborhood**
Age, income, household size

Can you find the...

-  **COMMUNITY CHURCH**
 - Not much parking
 - Low tax rate in suburban area
 - Many young families in the area
-  **ICE CREAM PARLOR**
 - Park setting is popular in the summer
 - Prime tourist location = expensive rent
 - Surrounded by residential and business
-  **FAST FOOD RESTAURANT**
 - Central location close to downtown
 - Rent is less than downtown location
 - Serves nearby business and industry
-  **SUPERMARKET**
 - Downtown, but not much parking
 - Old building in need of repair
 - High foot traffic, busy location
-  **BAR & NIGHT CLUB**
 - No noise ordinance or zoning issues
 - Downtown historic building with high rent
 - High income area
-  **COFFEE SHOP**
 - Popular spot for local workers
 - Warehouse district - cheapest rent in town
 - Area has issues with crime after dark
-  **PIZZERIA**
 - Growing area with new construction
 - High rent in prime suburban location
 - Affluent local customer base
-  **GYM**
 - Warehouse district is dangerous at night
 - The area has low rent and large spaces
 - Far from residential areas
-  **PHARMACY**
 - Downtown with great repeat exposure
 - Build-out for storefront construction needed
 - Dense customer base that shops 24/7
-  **THEATER**
 - Walkable from lots of parking
 - Needs renovation
 - In the emerging riverfront neighborhood