

## Top 10 Questions to Ask about Retail Properties

1. Are the goods and services sold in the center compatible with trade-area customers? What is the trade area? Have there been any recent changes in demographics and/or retail demand?
2. Are stores in the shopping center compatible with the retail property type and each other? Is competition balanced?
3. Is the merchants association active? Is it effective?
4. How do stores perform compared to national median operating results of similar businesses?
5. Is the property located in an attractive trade area in terms of potential customers, buying power, and convenient access?
6. What are the competing retail locations and how are they performing? Are there proposed new retail centers in this market?
7. Does the property have any unique characteristics - such as movie theaters, outstanding restaurants, and interactive entertainment - that provide a competitive advantage?
8. What is the property's visibility: signage; front footage; street footage; windows?
9. How well are less-visible functions performed: storage; shipping and receiving; HVAC control; security; life safety?
10. Can the property be expanded or reconfigured to meet market preferences?