

***National
Site Selection
Service, Inc***



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Slick sheet used for Retail Convention as Vice President of Real Estate.

NATIONWIDE WAREHOUSE & STORAGE, INC.

NATIONWIDE
MATTRESS AND FURNITURE
WAREHOUSE

GRAND
FURNITURE WAREHOUSE

**OVER 100
LOCATIONS IN THE
US & CANADA...**



• **GROSS SALES**
Exceeded
\$200,000,000 for 1994

• **INVENTORY
DELIVERED**
Factory Direct from
company-owned factories

REQUIREMENTS:

- Centrally located within major metropolitan areas
- 7,000 - 14,000 square feet
- Warehouse look/
Retail environment
- Freestanding buildings
& Strip center locations
- Forecasted expansion
encompasses 50 new
locations for 1995



Cover Sheet Letter, Sample Demographics and Traffic Counts.



December 13, 1995

Dennis Barron
President & CEO
Nationwide Warehouse & Storage, Inc.
2097 South Hamilton Road
Columbus, Ohio 43232

Dear Dennis:

Please find enclosed my presentation for the Portland, Oregon market. I have included for your review a Portland, Oregon map depicting the potential sites, competition and surrounding retailers.

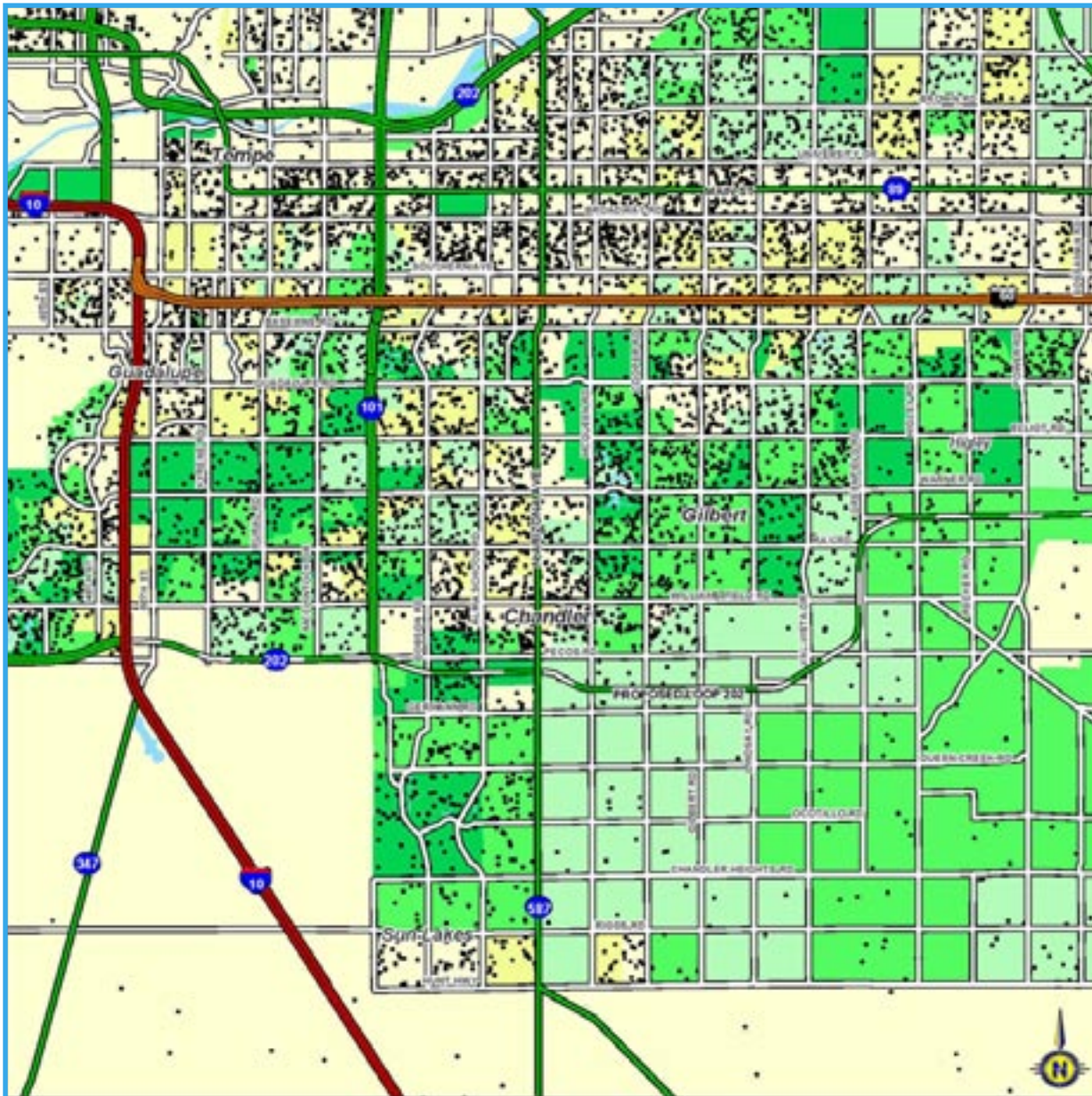
After thorough analysis of the Portland, Oregon region, I have deduced that Portland is a two store market. The presentation is primarily focused on the southwest quadrant. You are definitely lacking coverage in this quadrant. Recent zip code studies showed less than 10% of your business is traveling from the southwest quadrant to your Northeast location. The southwest is comprised of a diverse population of low income housing, high density apartment renters and middle to high income home owners.

As you will notice in my presentation, the rents for high visibility space are expensive. This is primarily due to the low vacancy (1%) of available space. High profile spaces are being marketed from \$12-\$20 per square foot, NNN annually. Industrial space with access to freeways is being marketed at \$5-8.00 per square foot, NNN annually. I propose that you either lease a showroom only in a high profile space and "ship" from your Northeast location, or lease a space in the industrial area and advertise heavily. Keep in mind that the industrial area offers good and bad attributes. Allen Blvd. is a well known street that has its own freeway off ramp. My only concern is that the area lacks a retail component and you may have difficulty with zoning (but its worth a shot to see if you could get a variance).

After careful analysis, it is my belief that you should remain in the same area and/or space that you are currently doing business in the Northeast quadrant. The industrial area where you are currently located has suprisingly attracted many retailers including GCO Carpet Outlets, Home Depot, Bedmart and Mattress Depot. The store is reaping a healthy profit and I feel the area is going to benefit the location that much more. You could maximize your sales by taking advantage of some of the advertising techniques used by your competitors. I have included pictures of their signage and trailers that are fronting Airport Road and photographs of your existing location. You will notice that you are not maximizing your exposure. In addition, you might want to analyze the zip codes you are currently targeting to verify that you are "pulling" the urban core area.

Two : B.

Cover Sheet Letter, Sample Demographics and Traffic Counts.



- Population Density
One Dot = 100 Persons
- Median HH Income
By Block Group
- \$100,000 or more
 - \$80,000 to \$100,000
 - \$65,000 to \$80,000
 - \$50,000 to \$65,000
 - Less than \$50,000

**Chandler,
Arizona**

**2002 Estimated
Median Household Income**

May 2003



Two : C.

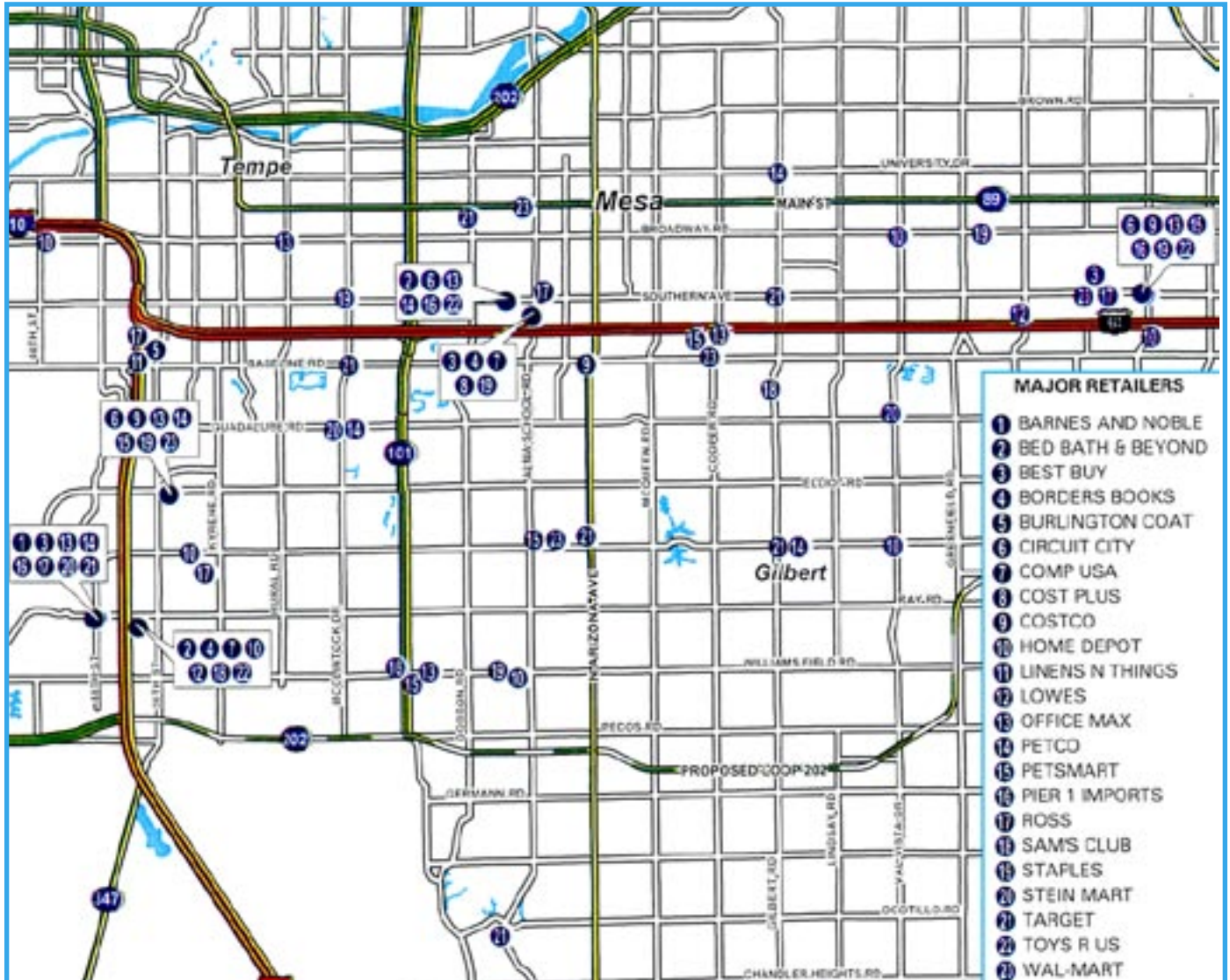
Cover Sheet Letter, Sample Demographics and Traffic Counts.



Chandler, Arizona - Shopping Centers - May 2003

Two : D.

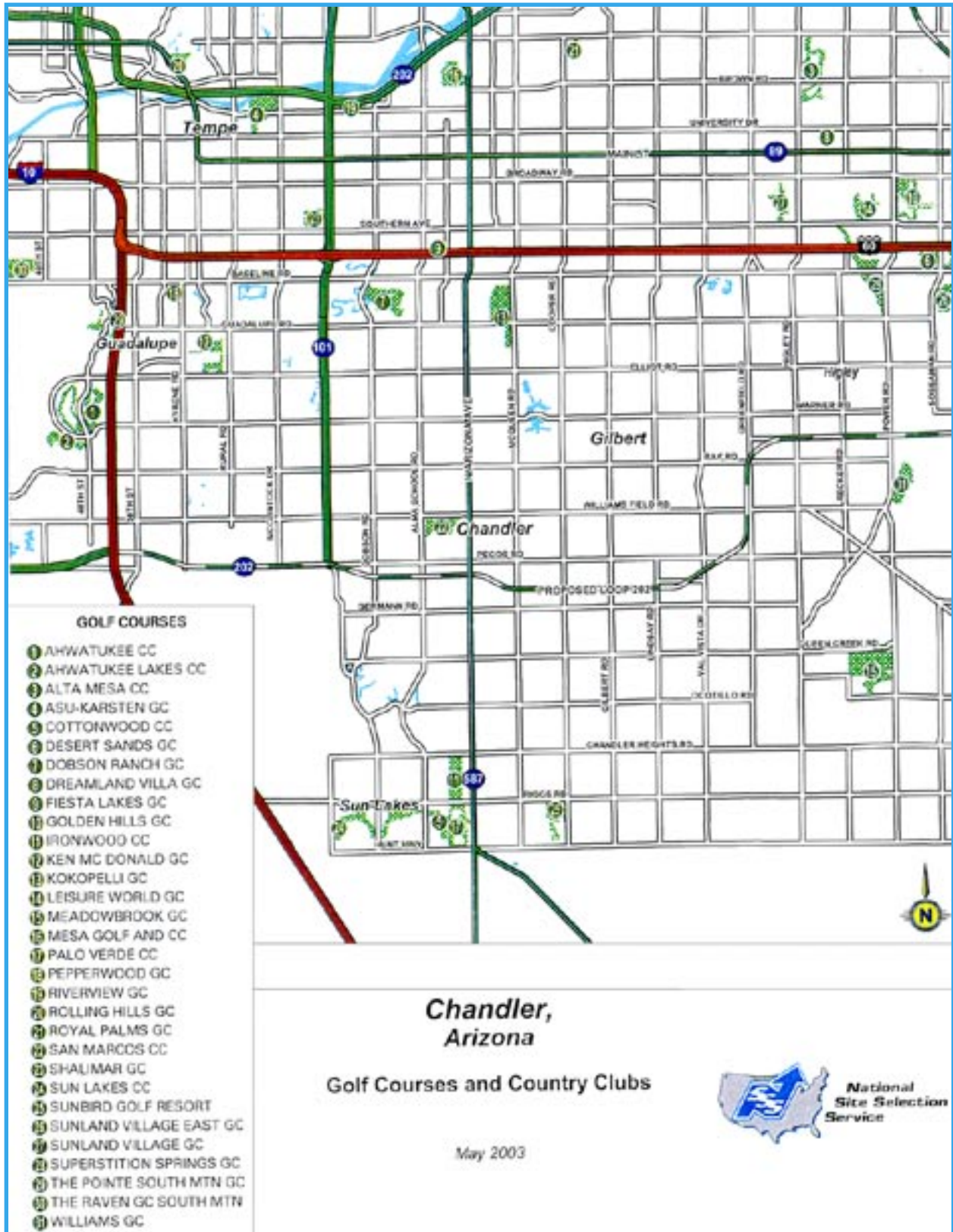
Cover Sheet Letter, Sample Demographics and Traffic Counts.



Chandler, Arizona - Major Retailers - May 2003

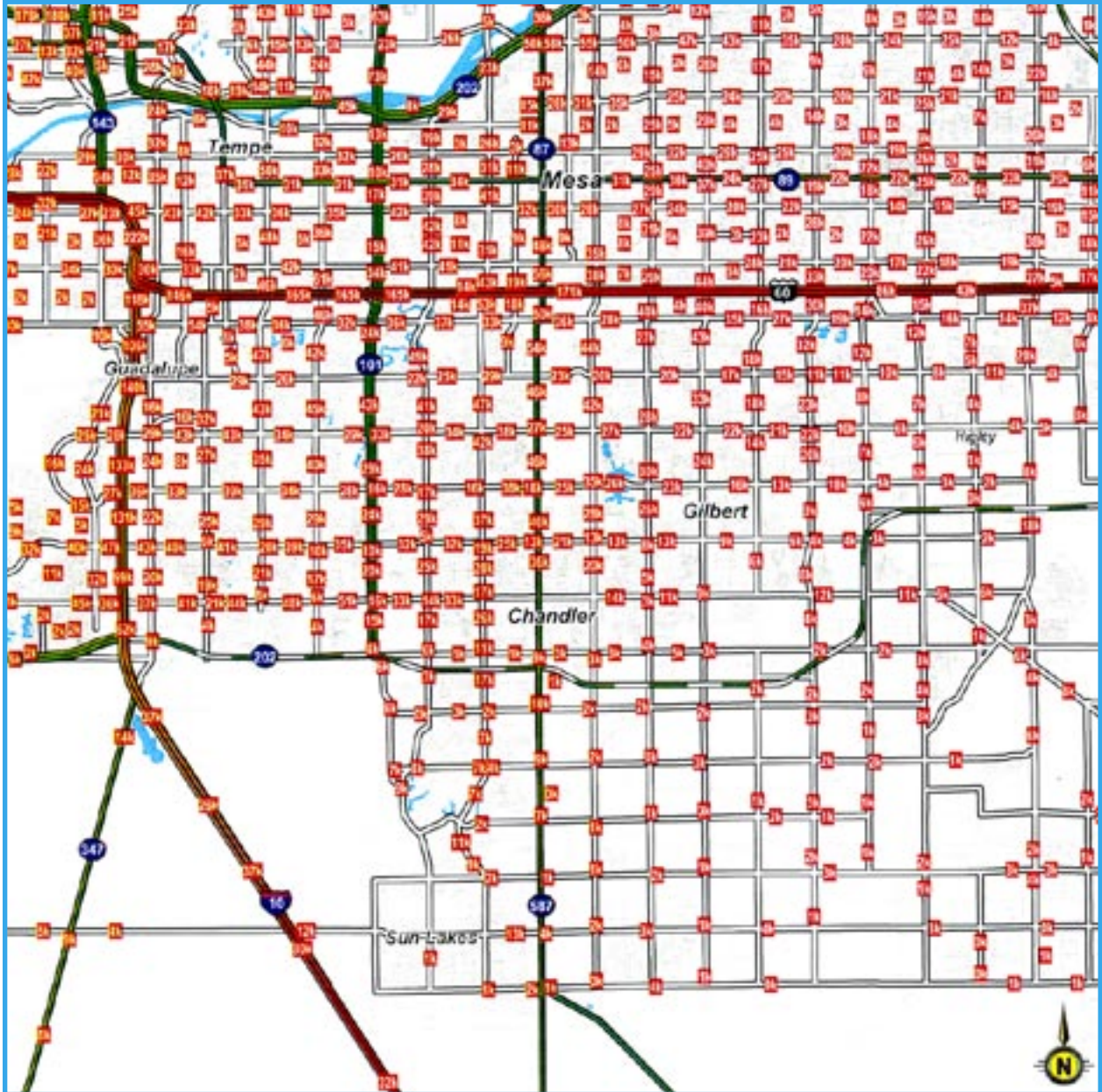
Two : E.

Cover Sheet Letter, Sample Demographics and Traffic Counts.



Two : E

Cover Sheet Letter, Sample Demographics and Traffic Counts.



Chandler, Arizona - Traffic Counts - May 2003

Three : A.

Sample of Mapping, analysis and Photos of Potential Sites and Competition.



Sample Map Presentation

Three : B.

Sample of Mapping, analysis and Photos of Potential Sites and Competition.

Alexandria & Arlington, Virginia - Possible Site Location



Looking North at Potential Space and Center

Property Description

The Corner NEC Wilson Blvd. & Leesburg Pike
Seven Corners, VA

Square Footage

10,500 sf - Potential Space
18,000 sf - Potential Space

NNN Rental Rate

\$22,00 per sf. Annually

NNNs

\$4.50 per sf. Annually

Loading

Grade and man door loading

Celing Height

16 feet

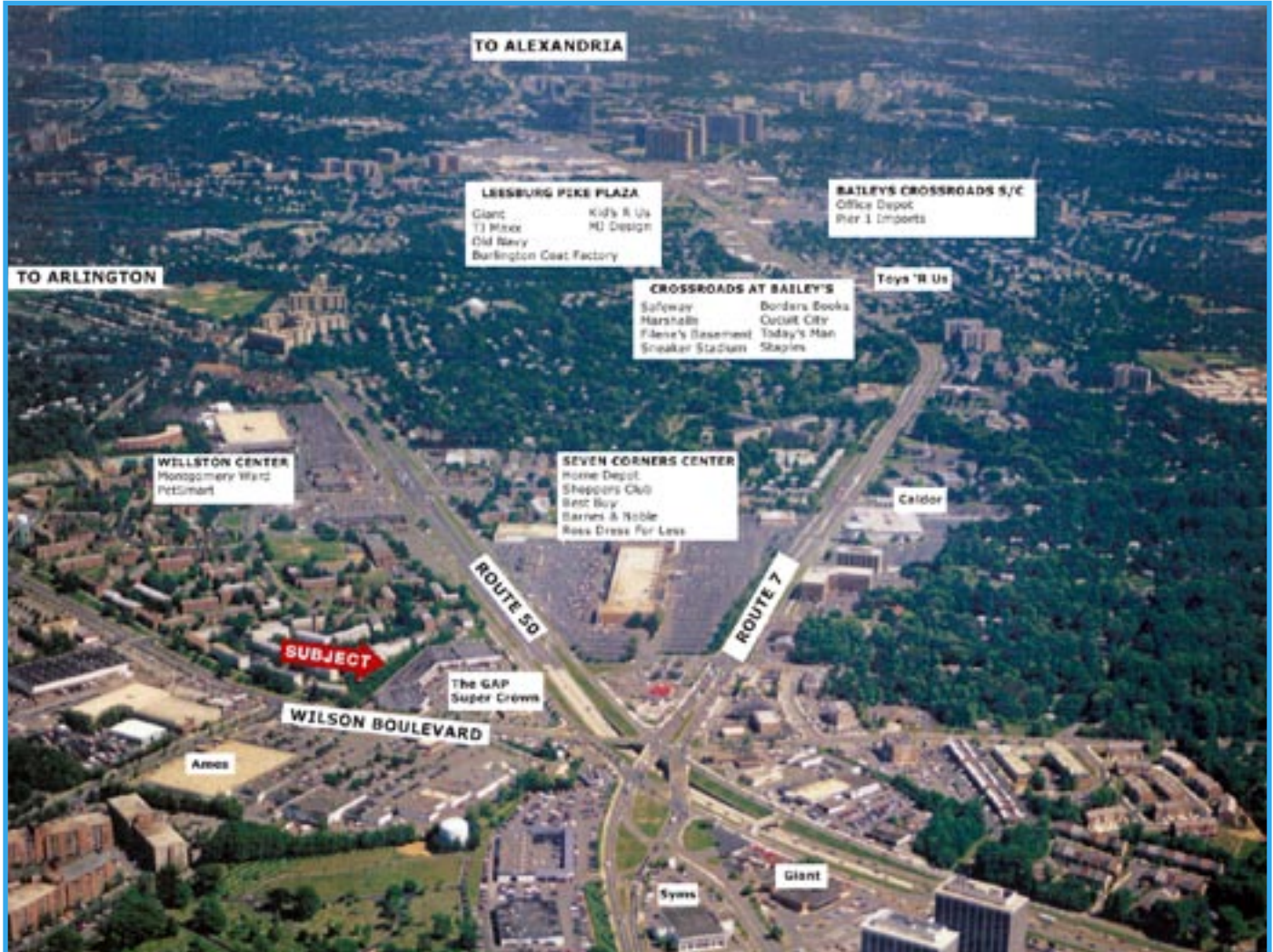
Comments

Phenomenal location with great visibility.
Site is considering downsizing and relocation
to potential space. The traffic counts at this
Seven Corner's are outstanding.

Three : C.

Sample of Mapping, analysis and Photos of Potential Sites and Competition.

Alexandria & Arlington, Virginia - Possible Site Location



Aerial View of Site and Market

Three : D.

Sample of Mapping, analysis and Photos of Potential Sites and Competition.

Alexandria & Arlington, Virginia - Possible Site Location



Looking East Along Arlington Blvd.



Looking West Along Arlington Blvd.

Three : E.

Sample of Mapping, analysis and Photos of Potential Sites and Competition.

Alexandria & Arlington, Virginia - Possible Site Location



Looking East at Space



Looking South at Potential Site

Three : E.

Sample of Mapping, analysis and Photos of Potential Sites and Competition.

Alexandria & Arlington, Virginia - Possible Site Location



Typical Interior of Potential Space



Looking South at Potential Space

Three : G.

Sample of Mapping, analysis and Photos of Potential Sites and Competition.

Alexandria & Arlington, Virginia - Existing Competition



Existing Competition



Existing Competition

Four : A.

Comparison of Frontage and Signage.

Portland-Northeast, Oregon - Analyzing our space and signage vs. Surrounding Competition



Looking South at our existing frontage and signage space



Sandwich Sign on Airport Road

Four : B.

Comparison of Frontage and Signage.

Portland-Northeast, Oregon - Analyzing our space and signage vs. Surrounding Competition



Looking East at Competition Space and Signage



Looking North at Competitions Signage on Buildings and Windows