

20/20 iSite

Location Analysis Site Selection



Address: **2805 Jackson Ln**
Annual Spending: **\$56,457**
Store #: **BH 36**

Address: **7289 Park Rd**
Annual Spending: **\$36,895**
Store #: **BH 42**



20/20 iSite

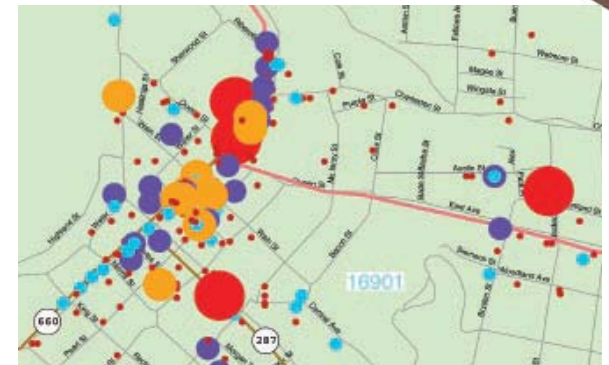
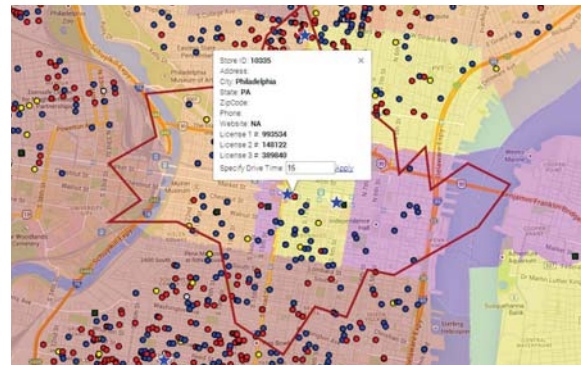
Location Analysis Site Selection



The **Spatial Advantage**

CBM – Custom Business Model

Best ROI with Bundled Tools



Profile. Locate. Target. Compete. Grow.

Pick Winning Sites

20/20iSite is a highly intuitive web application that allows you to gain access to the in-depth insights you need to make confident site selection decisions. Avoid under performing locations by forecasting profitability for any new sites. This application provides a collection of analytic tools, data and geographies that will streamline the time it takes to make important discoveries – and turn those discoveries into profitable actions.

Maximize ROI

Use the profile of your most successful sites to search for new areas with the same factors. Get all the information you need to make sure your site selection and evaluation decisions maximize ROI.

Site Selection Made Easy

Look at the demographic data, competitive landscape and complementary businesses surrounding potential locations. Or, start from the top-down and highlight areas that have the highest concentrations of your target customers, overlay drive time and traffic counts to hone in on the perfect area to start searching for a new site.





For 30 years, GbBIS has developed solutions that help people better manage areas of their business affected by location, geography, demographics and navigation. We strive to create tools that meet all of our clients' needs no matter how big or small. We invent technologies and data enhancing methodologies to ensure we provide only the most quality solutions for our clients.

We don't just provide products. We provide solutions.

20/20iSite brings together all of the expertise and proprietary methods invented in 30 years of helping people make better site selection decisions.

GbBIS.com
1-877-447-6277

Take it From Them:

"GbBIS has been a great partner and I look forward to a long, beneficial relationship together. I have been with GbBIS since 2016 and making the switch was one of the best decisions I made this year. The software is fast, efficient and clean."

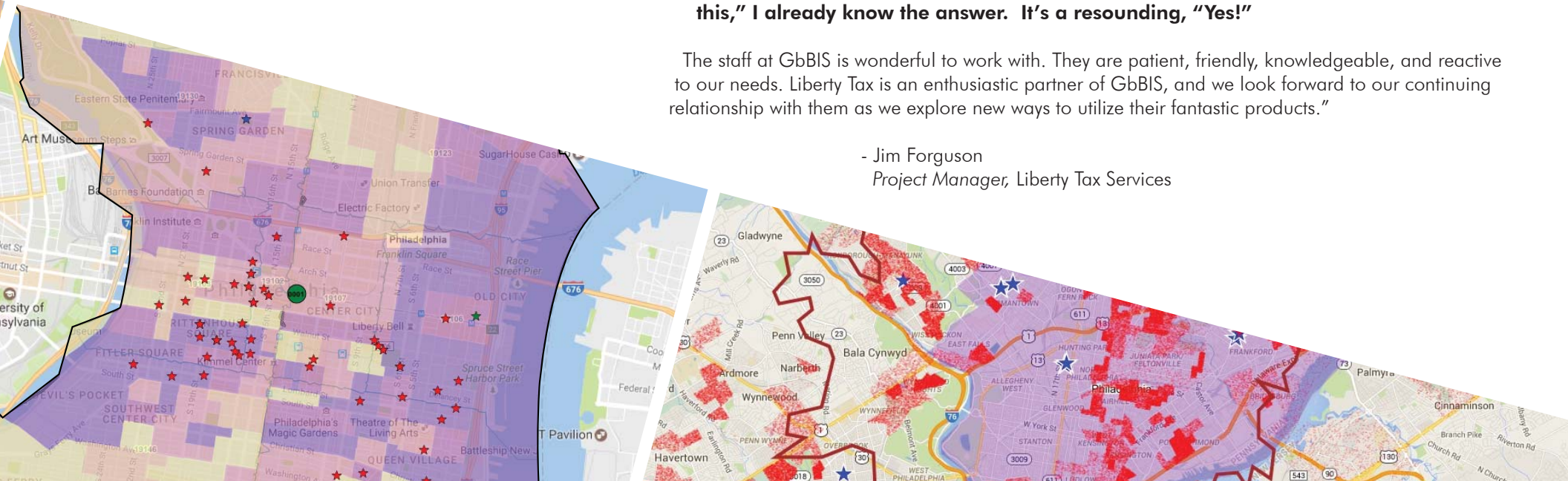
- Mario Cisneros
Manager of Franchise Development and Strategy, Comfort Keepers

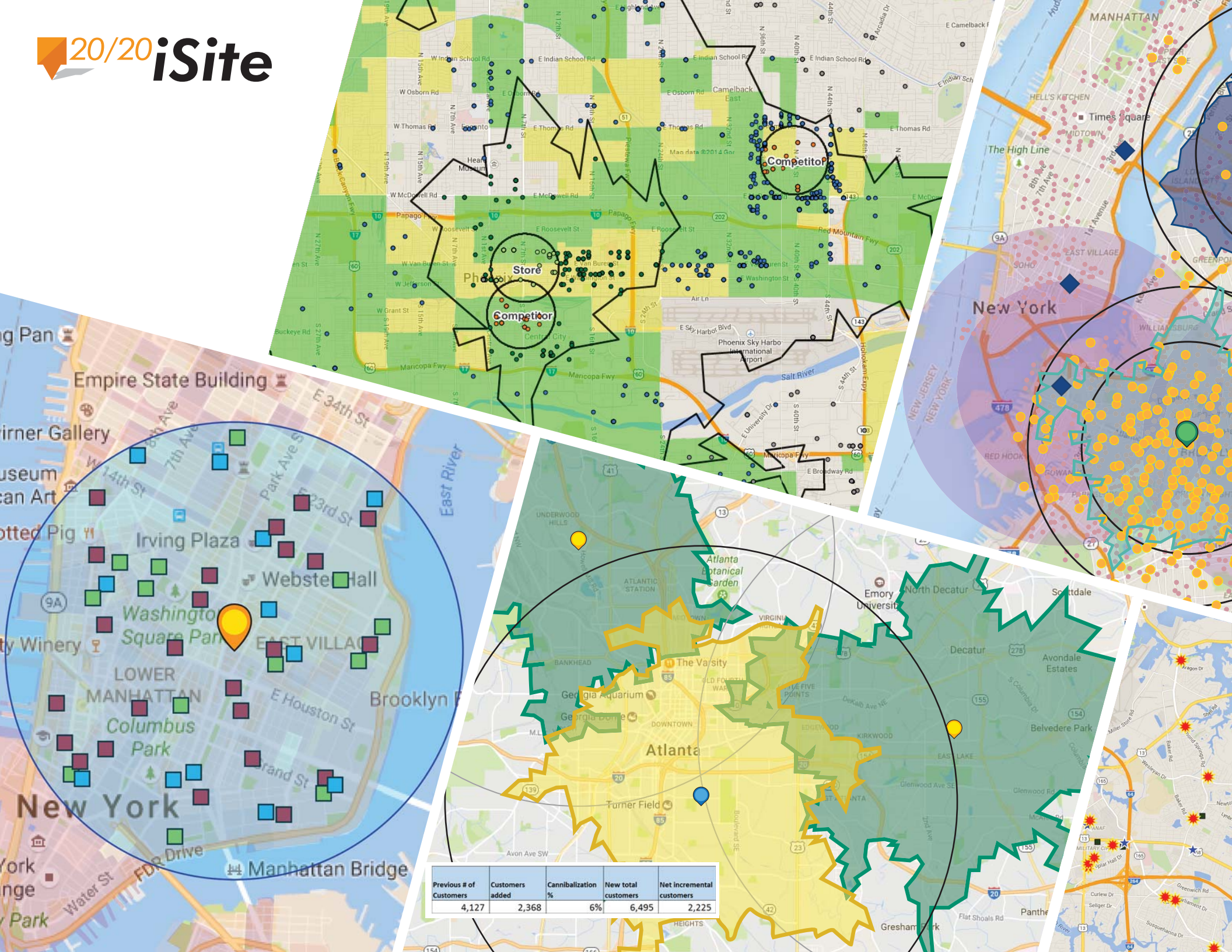
"Liberty Tax has had the pleasure to work with GbBIS over the past 10 years. We use their services in a variety of ways: territory mapping, customer profiling, and site selection are just a few of many applications that we take advantage of. The platform is user-friendly and dynamic.

We are constantly finding ways to use their services, and are only limited by our imagination. Whenever this question arises, "I wonder if we could get GbBIS to do this," I already know the answer. It's a resounding, "Yes!"

The staff at GbBIS is wonderful to work with. They are patient, friendly, knowledgeable, and reactive to our needs. Liberty Tax is an enthusiastic partner of GbBIS, and we look forward to our continuing relationship with them as we explore new ways to utilize their fantastic products."

- Jim Forguson
Project Manager, Liberty Tax Services





Previous # of Customers	Customers added	Cannibalization %	New total customers	Net incremental customers
4,127	2,368	6%	6,495	2,225

The Spatial Advantage

Understanding Beyond Basic

Radius and trade area studies and reports have been the work horses for many organizations. They offer ease of use and accessibility as well as low cost. Now, understanding the complete picture can be just as easy, accessible and affordable. Discover and apply the understanding of the impact of the location of stores, customers and competitors as well as the way people navigate among them.

Build Sales and Find Potential Customers

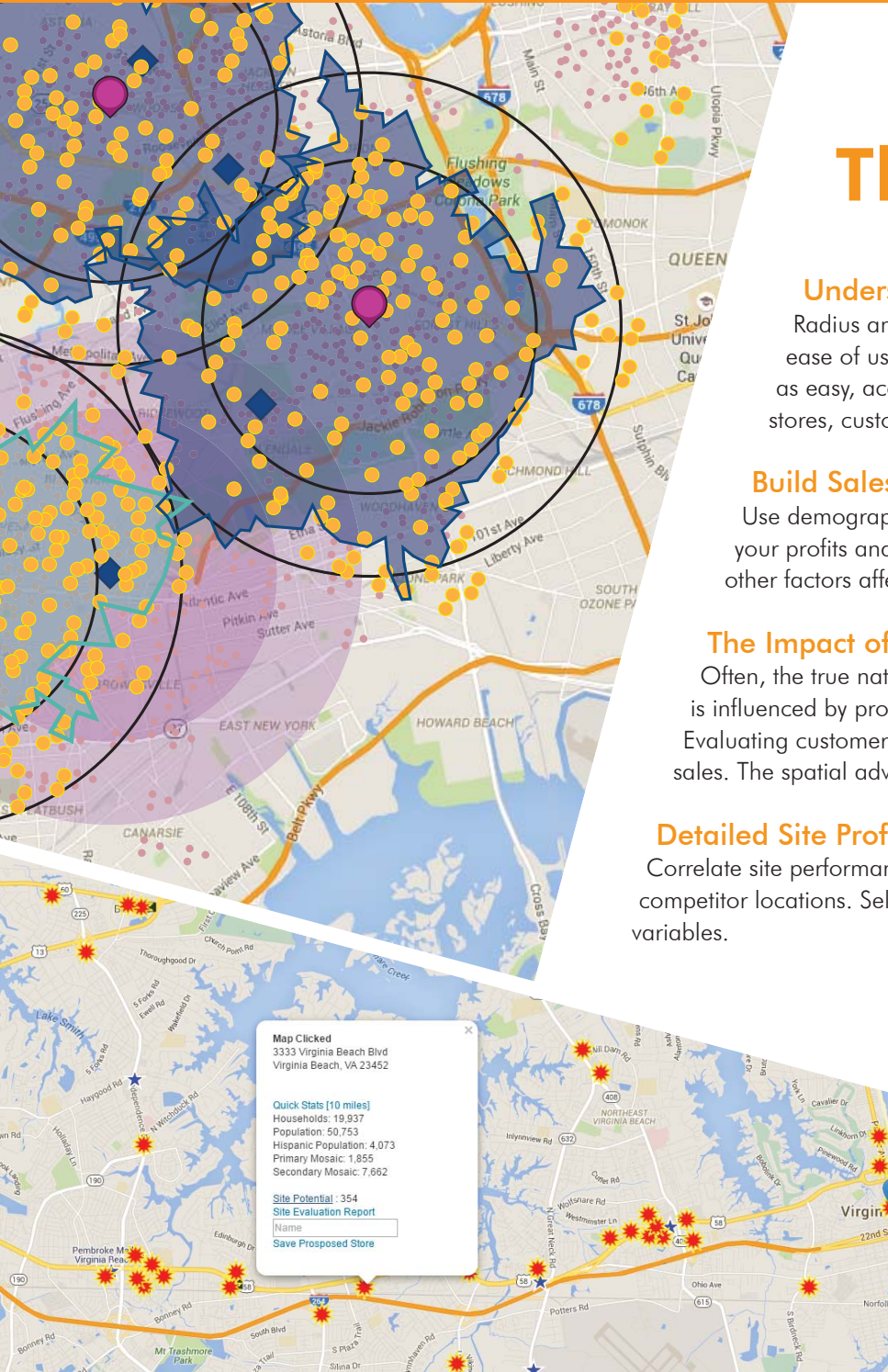
Use demographics and consumer data to find out which of your customer segments are contributing to most of your profits and learn more about them - then target more people just like them. Determine how location and other factors affect spending potential and life-long customer value.

The Impact of Proximity

Often, the true nature of customer behavior is revealed with the consideration of proximity. Customer behavior is influenced by proximity between stores, competitors, where they live and work, as well as other stores they visit. Evaluating customers with distance and proximity in mind helps establish correlations between demographics and sales. The spatial advantage of **20/20iSite** makes discovery of these impacts easy.

Detailed Site Profiling

Correlate site performance with demographic and spatial factors like drive time and proximity to customer and competitor locations. Select and view key demographics, consumer behavior and expenditure data from over 20,000 variables.



Some of the capabilities available with **20/20iSite**

Customer

- Customer Profiling
- Customer Household Analysis
- Customer Location Analysis
- Customer Segmentation Analysis
- Customer Proximity Analysis
- Customer "Super" Shoppers
- Customer Navigation Analysis
- Customer Daytime Population
- Customer Hourly / Daily Patterns

Data

- Data Management
- Data Pipeline
- Data System Connectivity
- Data Collection
- Data Reporting
- Moving Maps
- Big Data Analysis

Trade Area

- Trade Area Potential
- Trade Area Available Potential
- Trade Area Profiling
- Trade Area Scoring
- Trade Area Opportunity Zones
- Trade Area Alignment
- Trade Area Definitions
- Trade Area Employment Analysis
- Trade Area Potential Distribution

Modeling

- Descriptive
- Prediction
- 5-10 Year Development Plans
- "What If" Scenario Building

Site

- Site Profiling
- Site Modeling
- Site Location Analysis
- Site Neighborhood Analysis
- Site Data Management
- Site Evaluation
- Site Screening
- Site Scoring
- Site Optimization
- Site Sales Forecasting
- Site Cannibalization Analysis
- Traffic Counts and Patterns

Competitors

- Competitor Location Analysis
- Competitor Proximity Analysis

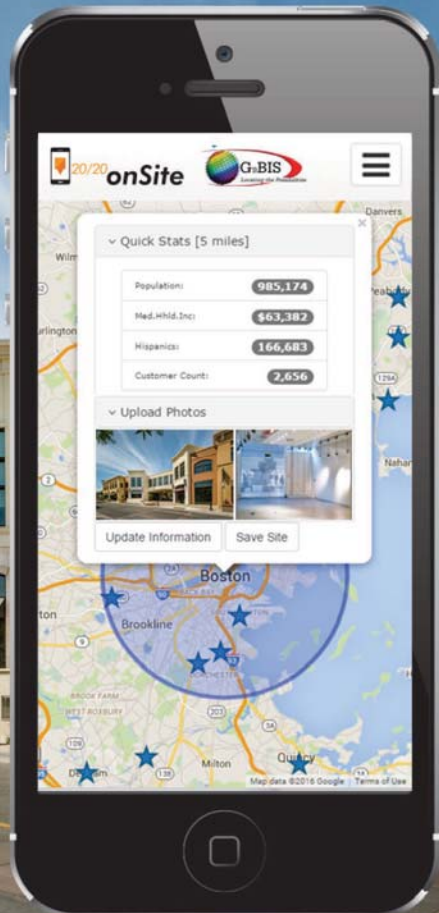
Distributable

- Digital Maps
- Wall Maps
- Map Books
- Mailing Lists
- Reports
- Charts
- Databases
- Adobe (.PDF)
- Adobe Illustrator (.AI)
- ESRI (.SHP)
- MapInfo (.MID .MIF .TAB)

Businesses

- Nearby Business Profiling
- Nearby Business Proximity Analysis





Seamless Collaboration Between Devices

20/20onSite works hand in hand with **20/20iSite**, allowing you to take your data into the field and onto your sites. Merge the effort in the office and out in the field, making successful site selection decisions quick and easy.

Customized to the Way You Do Business

The base capabilities of **20/20iSite** reflect the collection of custom developed solutions we've created for our clients over the years. We continue to offer the opportunity to further these capabilities, analytics, data and processes for you. When necessary we will invent new methods and solutions so your applications fits in with the way you do business.



Powerful Analytics

Identify key components in the site selection process based on the past performance of your sites and the sales landscape of your market area. Analyze customer demographics, geographic proximity/distribution, the influences of competitors and other retail locations, and, traffic and navigation. Site profiling is extremely effective for evaluating site performance, adding new sites within a territory and rolling out new regional expansion.



Site Evaluation Report

Date Sored: 12/19/2016

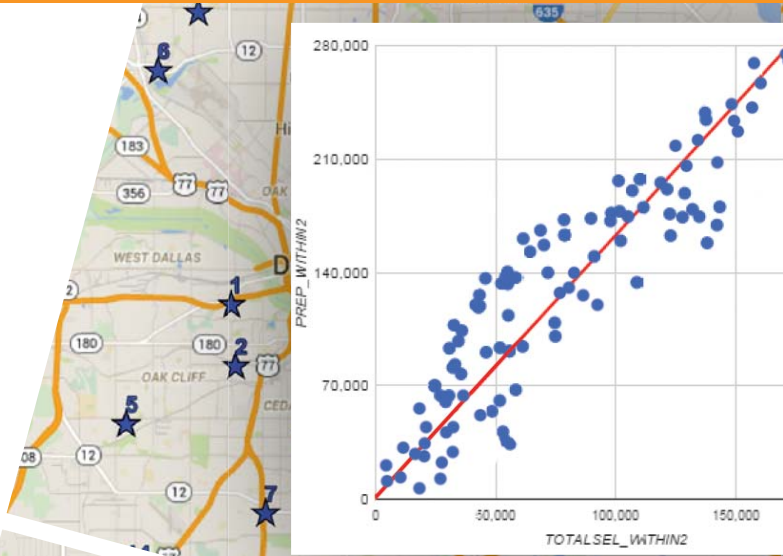
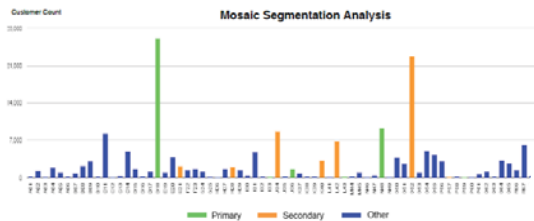
Sales Before New Site: 6,560
 Sales with New Site: 6,675
 Net Change: 115

Evaluation Site:

Site	Address	City	Score	Year 3
Map Clicked	319 N Akard St	Downtown	32	125

Current Sites:

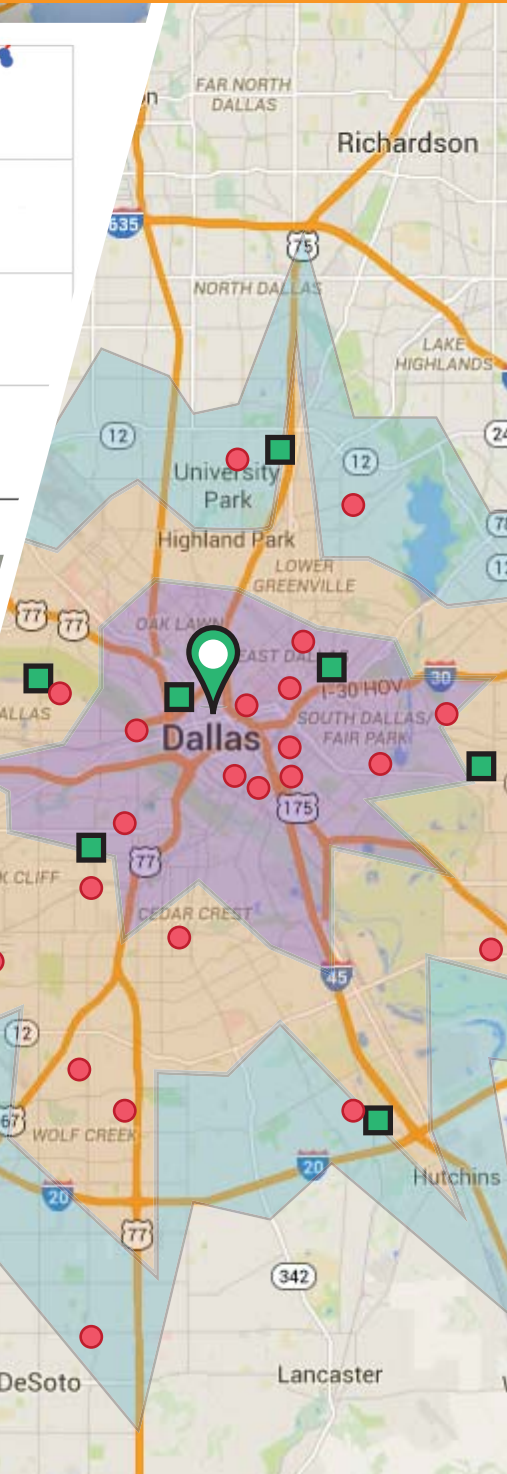
Loc	Store	Site	Address	City	Sales	Cannibalization
1	S804	TXH70	1609 Ft Worth Ave Ste 101	Dallas	131	0.76 %
2	S631	TXH52	989 W Jefferson	Dallas	0	0.00 %
3	S650	TXH60	1613 S Lancaster Rd	Dallas	467	0.21 %
4	S619	TXH46	8780 Abrams Rd.	Dallas	338	0.30 %
5	S315	TXH43	9323 W. Illinois Ave Ste 101	Dallas	662	0.15 %
6	S922	TXH07	1731 W. Northwest Hwy Ste. 108	Dallas	338	0.30 %
7	S600	TXH44	600 Short Blvd	Dallas	29	3.45 %
8	S731	TXH81	7328 S. Buckner Blvd	Dallas	429	0.23 %
9	S990	TXH92	1051 Marsh Lane	Dallas	708	0.00 %
10	S388	TXH71	2008 S Buckner	Dallas	506	0.20 %
11	S380	TXH13	5622 Garland Rd.	Dallas	636	0.11 %
12	S397	TXH53	8257 Ferguson Road	Dallas	0	0.00 %

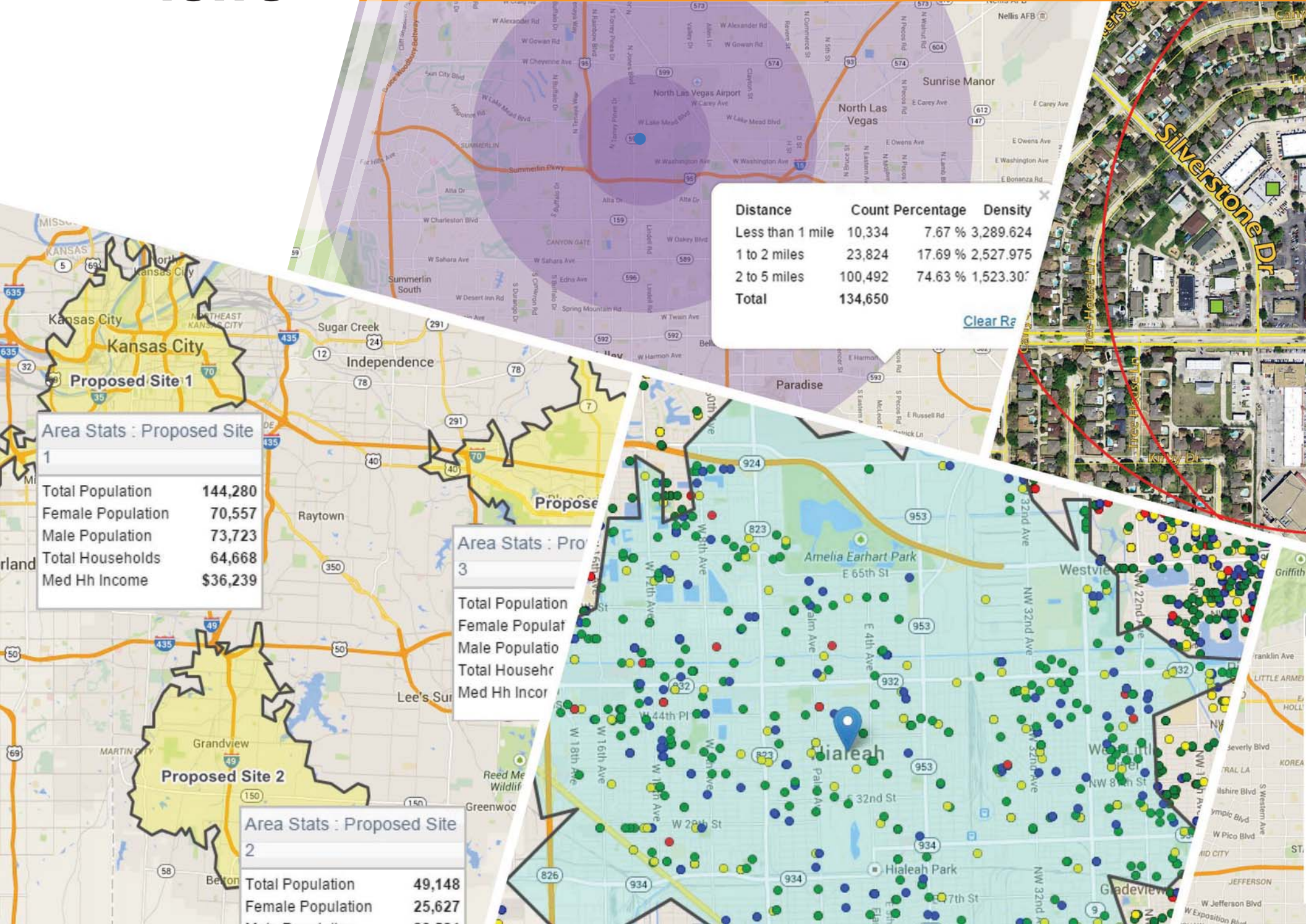


Map Clicked
 319 N Akard St
 Downtown, TX 75201

[Quick Stats](#)
 Households: 28,249
 Population: 54,899
 Hispanic Population: 13,889
 Primary Mosaic: 916
 Secondary Mosaic: 1,106

[Site Potential](#) : 125
[Site Evaluation Report](#)





Distance	Count	Percentage	Density
Less than 1 mile	10,334	7.67 %	3,289.624
1 to 2 miles	23,824	17.69 %	2,527.975
2 to 5 miles	100,492	74.63 %	1,523.307
Total	134,650		

[Clear Results](#)

Area Stats : Proposed Site 1

Total Population	144,280
Female Population	70,557
Male Population	73,723
Total Households	64,668
Med Hh Income	\$36,239

Area Stats : Proposed Site 3

Total Population	
Female Population	
Male Population	
Total Households	
Med Hh Income	

Area Stats : Proposed Site 2

Total Population	49,148
Female Population	25,627
Male Population	23,521
Total Households	19,800
Med Hh Income	\$38,500



Pop-Ups: Data Where You Need It

A simple click or touch gets you details about elements on the map.



Dynamic Charts & Tables

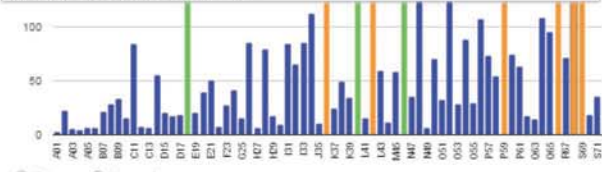
As you build your territories, complete your understanding with details and trends.

Mosaic Dominant in Block Group - Frequency Dis...

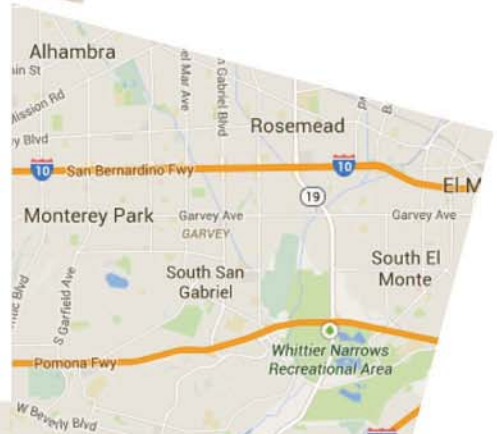
Scenario's: Active Offices Locations Update Saved Settings

Mosaic: 568 Value: 160

Description: Small Town Shallow Pockets - Older, down-scale singles and empty-nesters living in modest ex-urban small towns

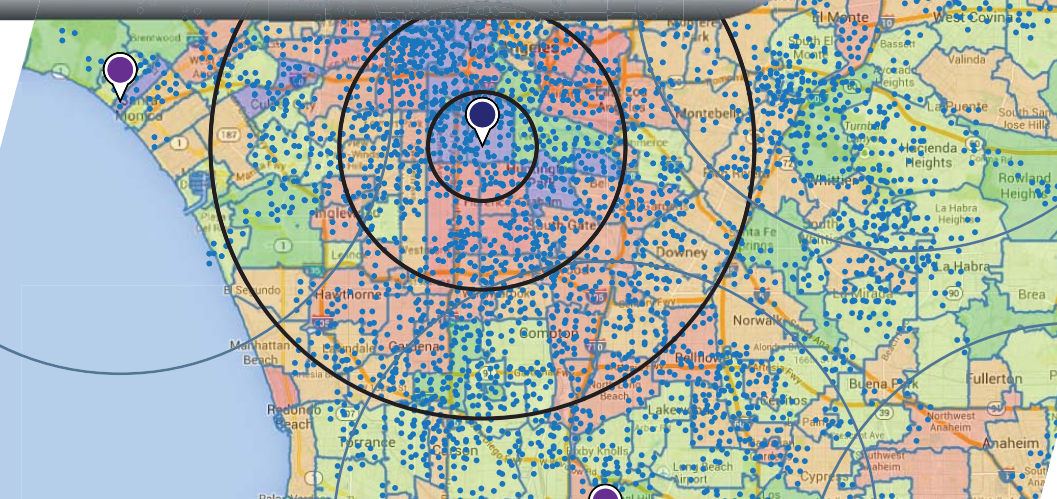
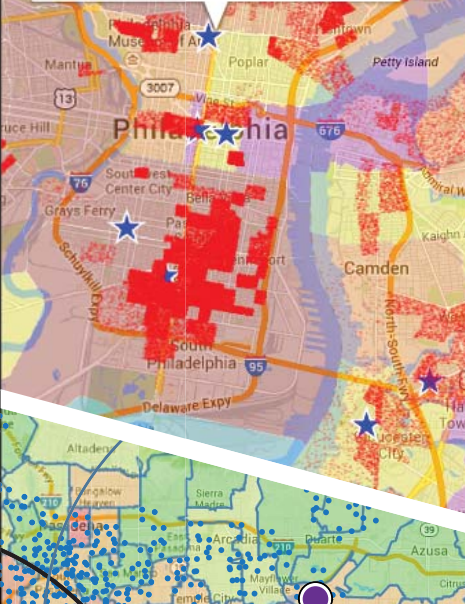
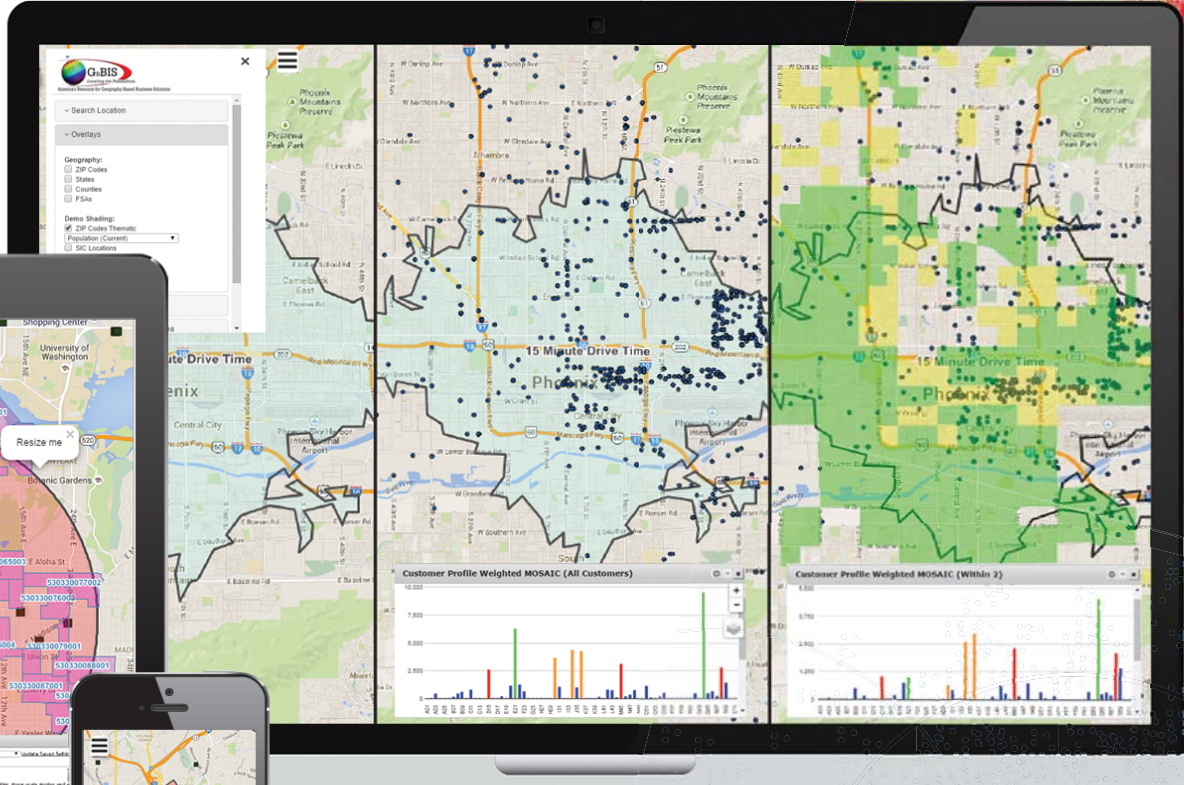
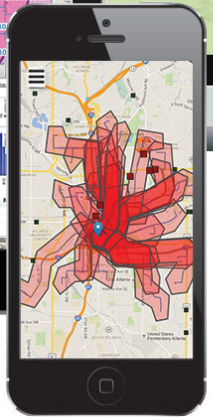
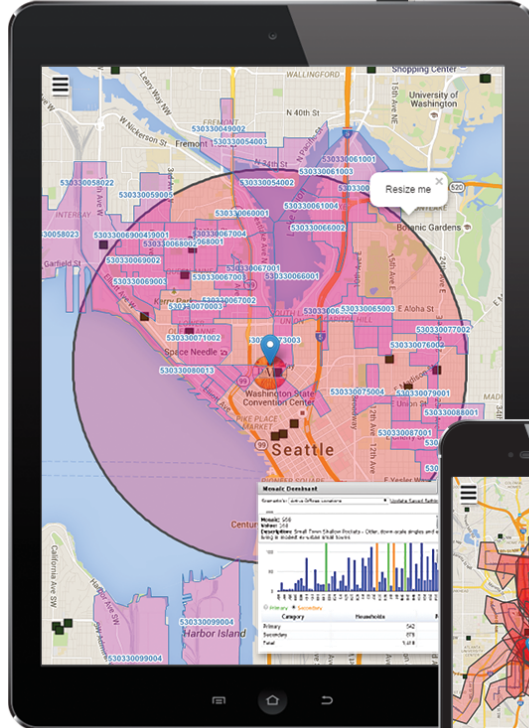
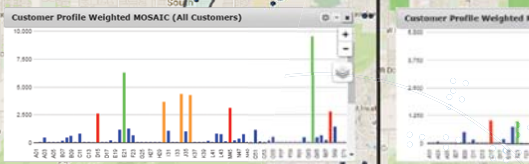


Category	Households	Percent
Primary	542	13%
Secondary	876	22%
Total	1,418	35%





Store ID: 14439
Address: 935 N Broad St
City: Philadelphia
State: PA
ZipCode: 19123
Phone: 2157652536
Website: NA
License 1 #: 122751
License 2 #: 474794
License 3 #: 629356
Specify Drive Time:



The background features a collage of various maps and a photograph of a diverse team of professionals. The maps include a red-toned map of a city area, a purple-toned map with yellow dots, a multi-colored map with stars, and a map with concentric circles and a star. The team photo shows a woman in the foreground smiling, with three other people in the background looking at a laptop.

Profile Locate Target Compete Grow



20/20iSite reflects 30 years of understanding and development, helping people make better site selection decisions. Our solutions are designed to the specifications of our clients, accepting their challenges with innovations and inventions.

Free Webinar

Contact us for a complimentary review and webinar personalized to your interests, objectives, budget and business model.

Call Us Today!


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GbBIS.com/2020iSite





A geographic information service from  Intelligent Direct, Inc.

GbBIS Products



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