



Marketing Presentation

5550 Crowder Boulevard

New Orleans, Louisiana 70127

69,348 SF Land For Sale at \$285,000

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February 14, 2015





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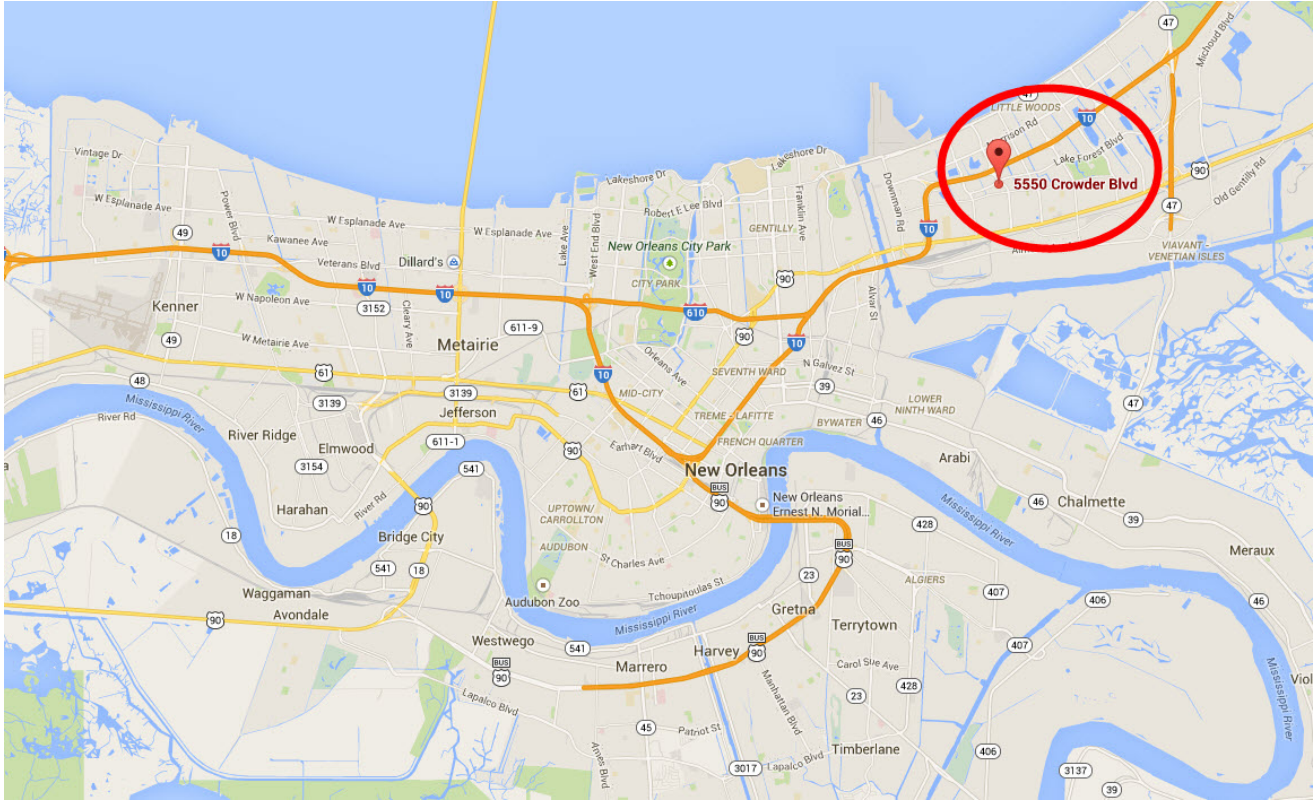
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Location

Map

The property is located on Crowder Boulevard in the eastern part of New Orleans, just south of Lake Forest Boulevard and approximately .2 miles from the Interstate 10 / Crowder interchange. Interstate 10 is the 4th longest highway in the U.S., stretching from California to Florida.





Neighborhood

New Nearby Developments



New Dollar General



New Pizza Hut



New Planet Fitness



New Wal-Mart Supercenter

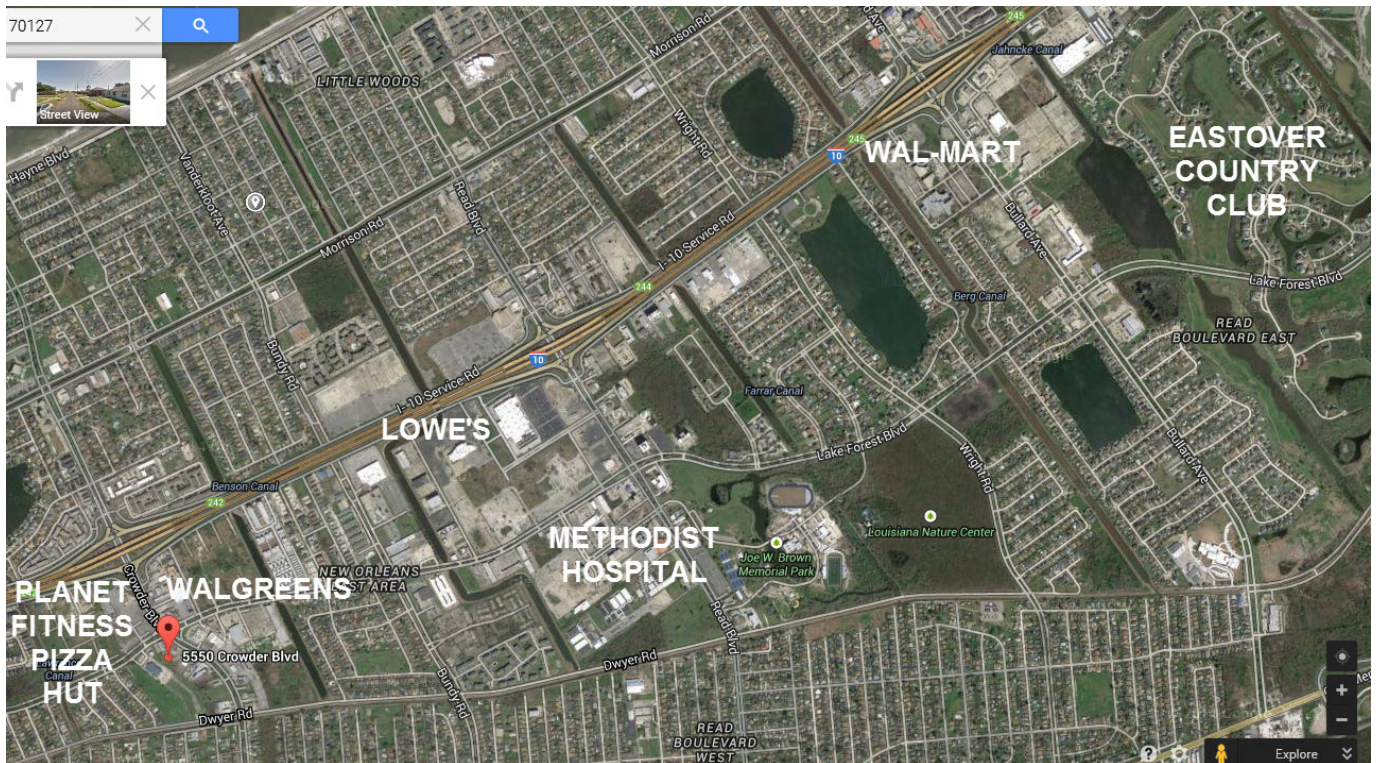


New Walgreens



New Methodist Hospital

The property is easily accessed by Crowder Boulevard, a two-lane paved roadway that extends from Chef Menteur Highway to Lake Pontchartrain, and by Lake Forest Boulevard, which runs from Interstate 510 to Mayo Boulevard and Interstate 10. The entire area is undergoing development, with large big box stores such as the new 500,000 SF Wal-Mart Supercenter on 11 acres, and the opening of the Methodist Hospital on nearby Bullard Avenue. A new development, called the Crowder Retail Center will contain a Planet Fitness and Pizza Hut, and a new Dollar General store has been constructed on the other side of Lake Forest Boulevard. Adjacent to the property is the Fidelity Bank building and across the street is a new Walgreens.





Property Description

Property Description

The 69,348 square foot vacant land (Square 22, lot 6D-1) with approximately 125 feet fronting Crowder Boulevard (except for a fenced area which houses a city water pump) and is approximately 300 feet deep. The property is located in flood zone A4. Property taxes for 2014 were \$3,092.





Photographs

The front part of the site is concrete paved and the rear is compacted dirt with grass.





Zoning

Currently Zoned C-2, General Commercial

The purpose of this district is to provide for a wide variety of commercial, miscellaneous service activities, and multiple-family uses, generally serving a wide area and located along existing major thoroughfares where a general mixture of commercial, service and residential activity now exists. Uses are not characterized by extensive warehousing, frequent heavy trucking activity, open storage of material, or the nuisance factors of dust, odor, and noise, associated with manufacturing. Buildings are permitted without limitation to height, no front yards are required and signs are less restricted than in the B-2 Neighborhood Business District. The Floor Area Ratio is higher than in the C-1 General Commercial District. There is also an Eastern New Orleans Renaissance Corridor Overlay Zoning District.

PROPERTY INFORMATION

Site Address: 5550 CROWDER BLVD, LA
 First Owner Name: GTE FEDERAL CREDIT UNION
 Mailing Address: 711 E HENDERSON AVENUE
 Mailing City: TAMPA
 Mailing State: FL
 Mailing Zip 5: 33602
 Property Description: SQ SEC 22 LOT 6D-1 CROWDER SLAB 55-50/333X327/300 SEE E RECORD SEE TAX ID# 72-0440694 MARK E ROSA

ZONING

Zoning District: C-2
 Zoning Description: [General Commercial District](#)
 DRAFT Zoning: C-1
 DRAFT Zoning Description: [General Commercial District](#)
 Future Land Use: GC
 Future Land Use Description: [General Commercial](#)
 Last Updated: Thu Dec 19 2013

OVERLAYS AND INTERIM ZONING DISTRICTS

Overlay and Interim Zoning District 1:
 EASTERN NEW ORLEANS RENAISSANCE CORRIDOR DISTRICT
[Visit Municode to view the regulations of this District.](#)
 Regulations in the overlay and interim zoning districts are combined with the base zoning district. In the event of overlapping districts, please contact the [New Orleans One Stop Shop](#) for interpretation of the Overlays/Interim Zoning Districts.



Demographics for Retail Development

3, 5 & 10 Minute Drive Time Population

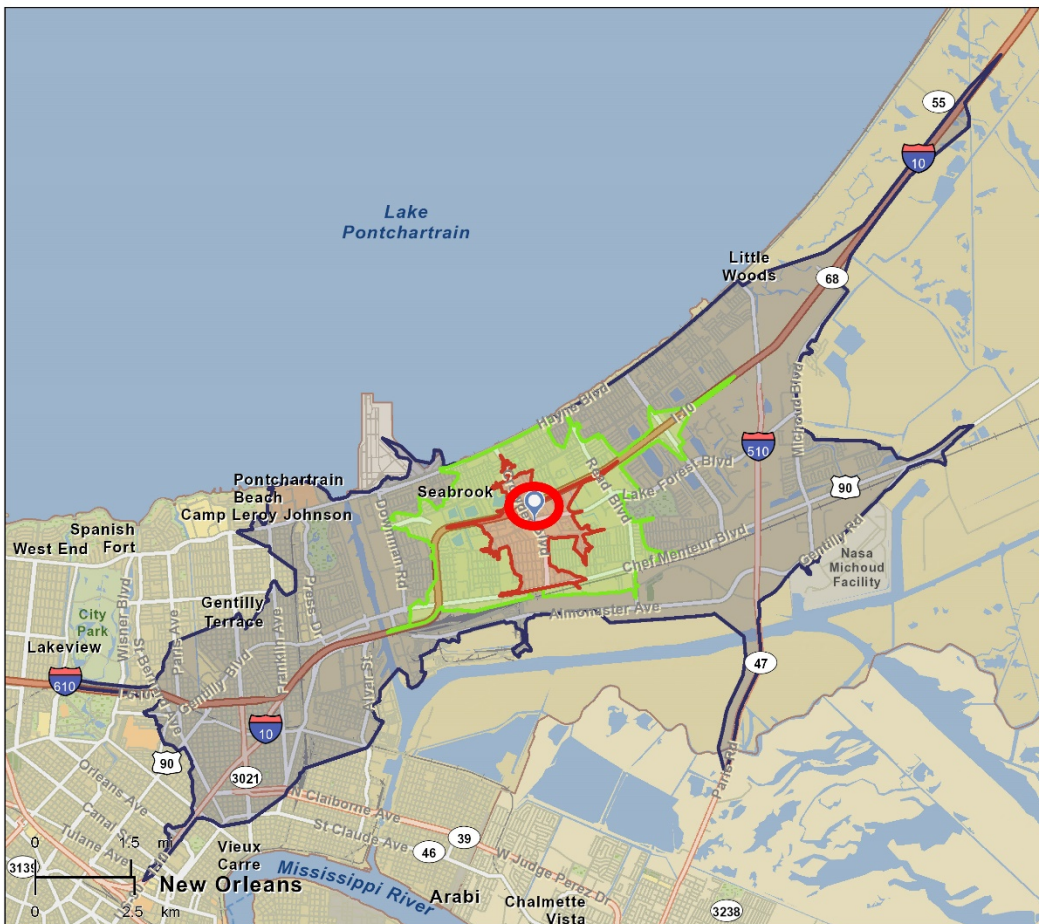
Rather than examine demographics by radius, drive times are used which produce more accurate results in analyzing demographic trends that determine which businesses have the highest probability of success.



Site Details Map

5550 Crowder Blvd, New Orleans, Louisiana, 70127
Drive Time: 3, 5, 10 Minutes

Latitude: 30.026428
Longitude: -89.990951



This site is located in:

- City:** New Orleans city
- County:** Orleans Parish
- State:** Louisiana
- ZIP Code:** 70127
- Census Tract:** 22071001735
- Census Block Group:** 220710017351
- CBSA:** New Orleans-Metairie-Kenner, LA Metropolitan Statistical Area (35380)

February 16, 2015



Population Count & Age

Within a 5 minute drive time, the 2010 Census records the population as 24,411, and within a 10 minute drive time is 87,226 but is expected to grow to 102,947 in 4 years.



Executive Summary

5550 Crowder Blvd, New Orleans, Louisiana, 70127
 5550 Crowder Blvd, New Orleans, Louisiana, 70127
 Drive Times: 3, 5, 10 minute radii

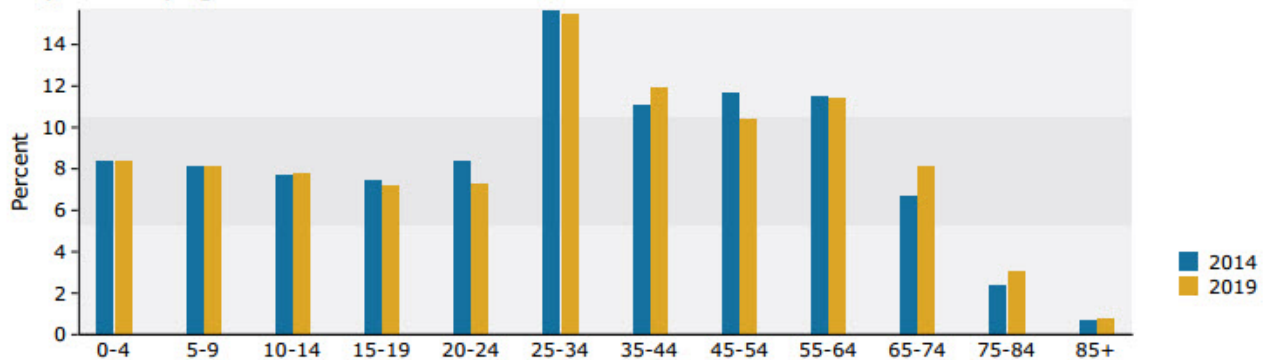
Latitude: 30.02643
 Longitude: -89.99095

| | 3 minute | 5 minute | 10 minute |
|------------------------|----------|----------|-----------|
| Population | | | |
| 2000 Population | 8,977 | 33,631 | 114,466 |
| 2010 Population | 4,676 | 20,733 | 75,600 |
| 2014 Population | 5,828 | 24,411 | 87,226 |
| 2019 Population | 7,051 | 29,217 | 102,947 |
| 2000-2010 Annual Rate | -6.31% | -4.72% | -4.06% |
| 2010-2014 Annual Rate | 5.32% | 3.92% | 3.42% |
| 2014-2019 Annual Rate | 3.88% | 3.66% | 3.37% |
| 2014 Male Population | 45.3% | 45.8% | 46.1% |
| 2014 Female Population | 54.7% | 54.2% | 53.9% |
| 2014 Median Age | 28.2 | 31.1 | 33.8 |

In the identified area, the current year population is 87,226. In 2010, the Census count in the area was 75,600. The rate of change since 2010 was 3.42% annually. The five-year projection for the population in the area is 102,947 representing a change of 3.37% annually from 2014 to 2019. Currently, the population is 46.1% male and 53.9% female.

The largest age group is 25-34 with a 15% weighting.

Population by Age





Population Growth Forecast 2014 To 2019

The population is expected to grow 3.6% annually, about triple the average for Louisiana and for the United States. The median age is 31 compared to the US average of 37 and average household income is \$48,557, within a 5 minute drive time.

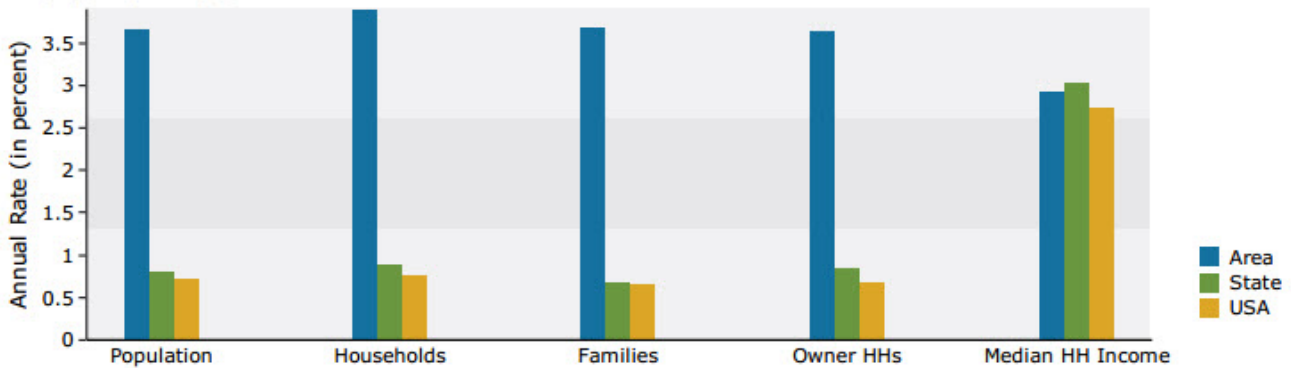


Demographic and Income Profile

5550 Crowder Blvd, New Orleans, Louisiana, 70127
 5550 Crowder Blvd, New Orleans, Louisiana, 70127
 Drive Time: 5 minute radius

Latitude: 30.02643
 Longitude: -89.99095

Trends 2014-2019



The 5 year growth rate in population, households, families and households is triple the US average.



Executive Summary

5550 Crowder Blvd, New Orleans, Louisiana, 70127
 5550 Crowder Blvd, New Orleans, Louisiana, 70127
 Drive Times: 3, 5, 10 minute radii

Latitude: 30.02643
 Longitude: -89.99095

| | 3 minute | 5 minute | 10 minute |
|---------------------------------|----------|----------|-----------|
| Median Household Income | | | |
| 2014 Median Household Income | \$28,820 | \$31,669 | \$36,039 |
| 2019 Median Household Income | \$34,107 | \$36,591 | \$40,142 |
| 2014-2019 Annual Rate | 3.43% | 2.93% | 2.18% |
| Average Household Income | | | |
| 2014 Average Household Income | \$39,849 | \$43,393 | \$48,868 |
| 2019 Average Household Income | \$45,142 | \$48,577 | \$54,046 |
| 2014-2019 Annual Rate | 2.53% | 2.28% | 2.03% |
| Per Capita Income | | | |
| 2014 Per Capita Income | \$14,961 | \$15,921 | \$18,330 |
| 2019 Per Capita Income | \$17,103 | \$18,029 | \$20,555 |
| 2014-2019 Annual Rate | 2.71% | 2.52% | 2.32% |

Households by Income
 Current median household income is \$36,039 in the area, compared to \$52,076 for all U.S. households. Median household income is projected to be \$40,142 in five years, compared to \$59,599 for all U.S. households

Current average household income is \$48,868 in this area, compared to \$72,809 for all U.S. households. Average household income is projected to be \$54,046 in five years, compared to \$83,937 for all U.S. households

Current per capita income is \$18,330 in the area, compared to the U.S. per capita income of \$27,871. The per capita income is projected to be \$20,555 in five years, compared to \$32,168 for all U.S. households



Dominant Tapestry Map-Lifestyle Behavior

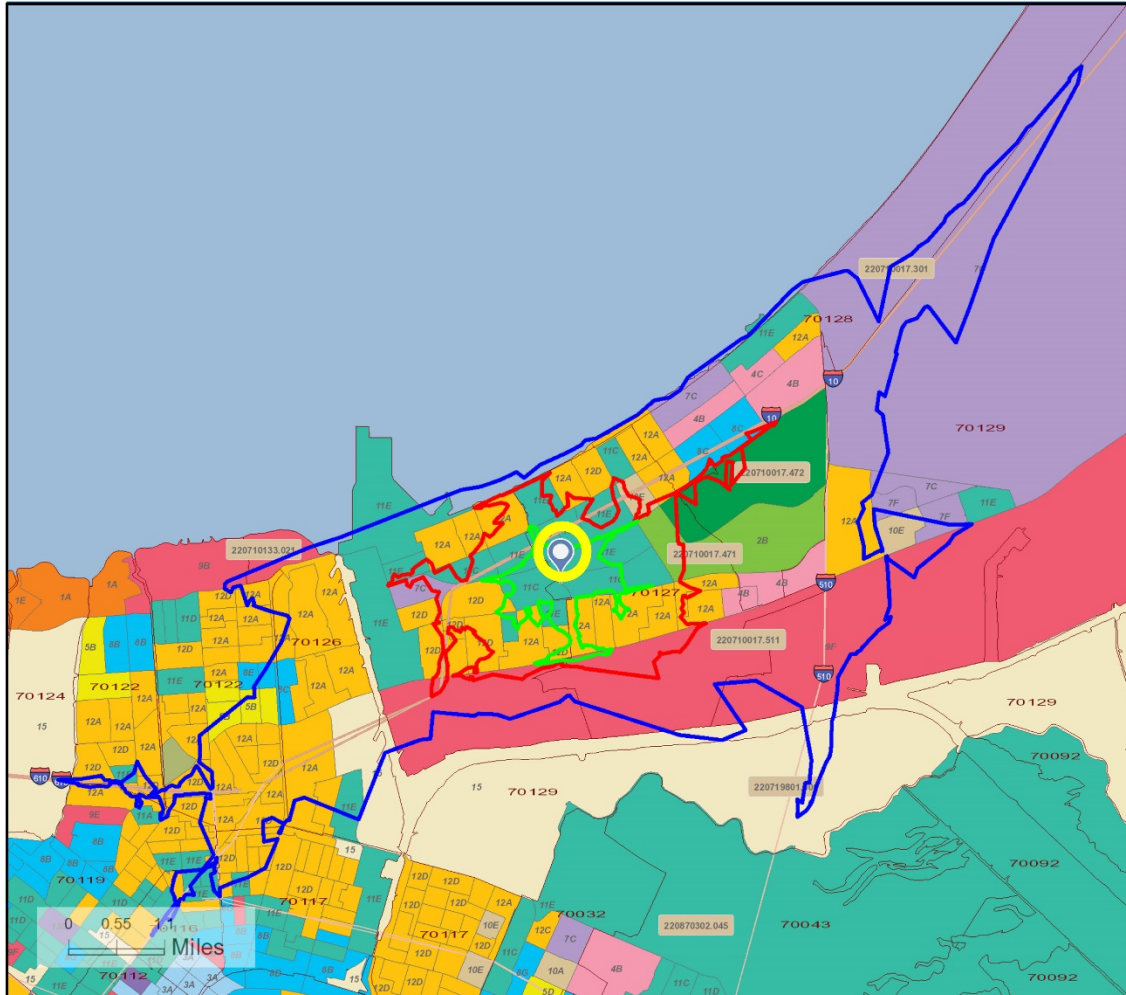
Sophisticated marketing strategies break down consumer behavior by patterns called lifestyles, and the dominant lifestyle within a 3 mile radius is called "Metro Fusion", followed by "City Commons".



Dominant Tapestry Map

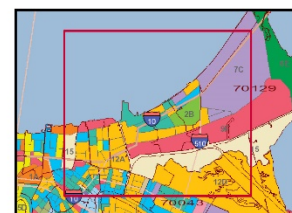
5550 Crowder Blvd, New Orleans, Louisiana, 70127
5550 Crowder Blvd, New Orleans, Louisiana, 70127
Drive Times: 3, 5, 10 minute radii

Latitude: 30.026430
Longitude: -89.99095



Tapestry LifeMode

- L1: Affluent Estates
- L2: Upscale Avenues
- L3: Uptown Individuals
- L4: Family Landscapes
- L5: GenXurban
- L6: Cozy Country
- L7: Ethnic Enclaves
- L8: Middle Ground
- L9: Senior Styles
- L10: Rustic Outposts
- L11: Midtown Singles
- L12: Hometown
- L13: Next Wave
- L14: Scholars and Patriots



Source: Esri

February 16, 2015



Top Lifestyle: "Metro Fusion"

"Metro Fusion" comprises 51.2% of the population compared to the national average of 1.4% in this category.



Tapestry Segmentation Area Profile (2014)

5550 Crowder Blvd, New Orleans, Louisiana, 70127
 5550 Crowder Blvd, New Orleans, Louisiana, 70127
 Drive Time: 3 minute radius

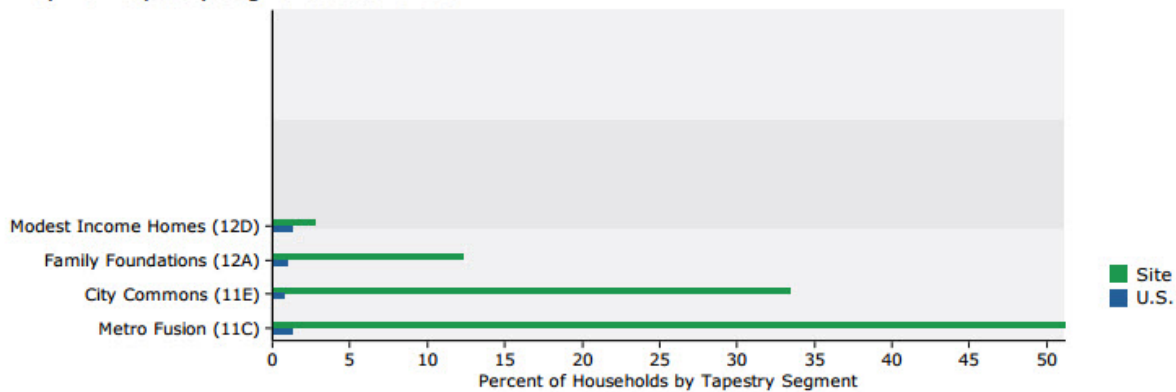
Latitude: 30.02643
 Longitude: -89.99095

Top Twenty Tapestry Segments

| Rank | Tapestry Segment | 2014 Households Cumulative | | 2014 U.S. Households Cumulative | | Index |
|-----------------|---------------------------|----------------------------|---------|---------------------------------|---------|-------|
| | | Percent | Percent | Percent | Percent | |
| 1 | Metro Fusion (11C) | 51.2% | 51.2% | 1.4% | 1.4% | 3666 |
| 2 | City Commons (11E) | 33.5% | 84.7% | 0.9% | 2.3% | 3,700 |
| 3 | Family Foundations (12A) | 12.4% | 97.1% | 1.1% | 3.4% | 1,153 |
| 4 | Modest Income Homes (12D) | 2.9% | 100.0% | 1.4% | 4.8% | 213 |
| Subtotal | | 100.0% | | 4.8% | | |

The 5 year growth rate in population, households, families and households is triple the US average.

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.


Source: Esri

February 16, 2015



Top Lifestyle: "Metro Fusion"

"Metro Fusion" is characterized by a young, diverse market that is highly connected, and 75% are renters and over 50% are single parents or single households. Businesses developing on the vacant lot who appeal to this market should be very successful.



LifeMode Group: Midtown Singles

Metro Fusion

11C

Households: 1,664,000

Average Household Size: 2.63

Median Age: 28.8

Median Household Income: \$33,000

WHO ARE WE?

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. *Metro Fusion* is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 35% lower than the US level.

OUR NEIGHBORHOOD

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three quarters of residents are renters, and rents are about ten percent less than the US average.
- The majority of housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

SOCIOECONOMIC TRAITS

- They're a diverse market with 30% black, 34% Hispanic, and 20% foreign born.
- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.



Note: This index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by CIBI MR.



Market Profile: Goods & Services Needed

Data on consumer spending within a 5 minute drive time is collected by survey, and provides a landscape of products a new business should offer. A Market Potential Index (MPI) is produced which compares spending traits to the national average. An MPI over 100 shows higher than average spending, as shown in the table below of the Health & Beauty Market. Businesses offering products where the MPI exceeds 100 should have a higher probability of success.

| Demographic Summary | | 2014 | 2019 | |
|--|--|--------------------|----------|-----|
| Population | | 24,411 | 29,217 | |
| Population 18+ | | 17,382 | 20,843 | |
| Households | | 8,970 | 10,861 | |
| Median Household Income | | \$31,669 | \$36,591 | |
| Product/Consumer Behavior | | Expected Number of | MPI | |
| | | Adults | Percent | |
| Typically spend 6+ hours exercising per week | | 3,431 | 19.7% | 87 |
| Typically spend 3-5 hours exercising per week | | 2,781 | 16.0% | 74 |
| Typically spend 1-2 hours exercising per week | | 4,020 | 23.1% | 115 |
| Exercise at home 2+ times per week | | 4,397 | 25.3% | 89 |
| Exercise at club 2+ times per week | | 1,468 | 8.4% | 65 |
| Exercise at other facility (not club) 2+ times/wk | | 1,133 | 6.5% | 84 |
| Own elliptical | | 347 | 2.0% | 51 |
| Own stationary bicycle | | 474 | 2.7% | 49 |
| Own treadmill | | 918 | 5.3% | 51 |
| Own weight lifting equipment | | 1,445 | 8.3% | 65 |
| Presently controlling diet | | 5,734 | 33.0% | 91 |
| Diet control for blood sugar level | | 1,832 | 10.5% | 138 |
| Diet control for cholesterol level | | 1,779 | 10.2% | 113 |
| Diet control to maintain weight | | 1,635 | 9.4% | 86 |
| Diet control for physical fitness | | 1,332 | 7.7% | 75 |
| Diet control for salt restriction | | 717 | 4.1% | 129 |
| Diet control for weight loss | | 1,630 | 9.4% | 69 |
| Used doctor's care/diet for diet method | | 811 | 4.7% | 169 |
| Used exercise program for diet method | | 1,317 | 7.6% | 100 |
| Used Weight Watchers as diet method | | 349 | 2.0% | 74 |
| Buy foods specifically labeled as fat-free | | 1,870 | 10.8% | 86 |
| Buy foods specifically labeled as gluten-free | | 590 | 3.4% | 102 |
| Buy foods specifically labeled as high fiber | | 1,293 | 7.4% | 78 |
| Buy foods specifically labeled as high protein | | 819 | 4.7% | 76 |
| Buy foods specifically labeled as lactose-free | | 477 | 2.7% | 122 |
| Buy foods specifically labeled as low-calorie | | 1,591 | 9.2% | 88 |
| Buy foods specifically labeled as low-carb | | 799 | 4.6% | 71 |
| Buy foods specifically labeled as low-cholesterol | | 1,033 | 5.9% | 91 |
| Buy foods specifically labeled as low-fat | | 1,374 | 7.9% | 70 |
| Buy foods specifically labeled as low-sodium | | 1,759 | 10.1% | 100 |
| Buy foods specifically labeled as natural/organic | | 1,091 | 6.3% | 67 |
| Buy foods specifically labeled as sugar-free | | 1,621 | 9.3% | 92 |
| Used meal/dietary/weight loss supplement last 6 mo | | 1,796 | 10.3% | 136 |
| Used vitamins/dietary supplements in last 6 months | | 7,819 | 45.0% | 84 |
| Vitamin/dietary suppl used/6 mo: antioxidant | | 584 | 3.4% | 136 |
| Vitamin/dietary suppl used/6 mo: B complex | | 821 | 4.7% | 86 |
| Vitamin/dietary suppl used/6 mo: B complex+C | | 435 | 2.5% | 122 |
| Vitamin/dietary suppl used/6 mo: B-6 | | 351 | 2.0% | 99 |
| Vitamin/dietary suppl used/6 mo: B-12 | | 1,175 | 6.8% | 83 |
| Vitamin/dietary suppl used/6 mo: C | | 1,113 | 6.4% | 80 |
| Vitamin/dietary suppl used/6 mo: calcium | | 1,130 | 6.5% | 60 |
| Vitamin/dietary suppl used/6 mo: D | | 1,331 | 7.7% | 66 |
| Vitamin/dietary suppl used/6 mo: E | | 641 | 3.7% | 95 |
| Vitamin/dietary suppl used/6 mo: glucosamine | | 590 | 3.4% | 90 |
| Vitamin/dietary suppl used/6 mo: iron | | 814 | 4.7% | 140 |
| Vitamin/dietary suppl used/6 mo: multiple formula | | 1,322 | 7.6% | 61 |
| Vitamin/dietary suppl used/6 mo: multiple w/iron | | 648 | 3.7% | 96 |
| Vitamin/dietary suppl used/6 mo: mult w/minerals | | 496 | 2.9% | 54 |
| Vitamin/dietary suppl used/6 mo: zinc | | 368 | 2.1% | 96 |
| Vitamin/dietary suppl used/6 mo: Caltrate 600 | | 248 | 1.4% | 60 |
| Vitamin/dietary suppl used/6 mo: Centrum | | 706 | 4.1% | 100 |
| Vitamin/dietary suppl used/6 mo: Nature Made | | 1,015 | 5.8% | 67 |
| Primary caregiver/caretaker | | 1,788 | 10.3% | 148 |

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.


Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GFK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2014 and 2019.

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Retail Gap: What Retailers Are Needed

By analyzing consumer spending, a "Retail Gap" can be determined, which is the amount of money currently spent outside the area that could be spent inside the area, if businesses provided those products. A "Leakage Factor" is calculated and a positive value closer to 100 represents a underserved market therefore a higher opportunity for business success.

|  | | Retail MarketPlace Profile | | | | |
|---|--------------|--|---------------------------------|-------------------|---|---------------------------------------|
| 5550 Crowder Blvd, New Orleans, Louisiana, 70127 | | 5550 Crowder Blvd, New Orleans, Louisiana, 70127 | | | Latitude: 30.02643 | |
| Drive Time: 5 minute radius | | | | | Longitude: -89.99095 | |
| Summary Demographics | | | | | | |
| 2014 Population | | | | | | 24,411 |
| 2014 Households | | | | | | 8,970 |
| 2014 Median Disposable Income | | | | | | \$27,227 |
| 2014 Per Capita Income | | | | | | \$15,921 |
| Industry Summary | | | | | | |
| | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
| Total Retail Trade and Food & Drink | 44-45,722 | \$164,306,354 | \$87,474,626 | \$76,831,728 | 30.5 | 109 |
| Total Retail Trade | 44-45 | \$147,584,779 | \$83,884,355 | \$63,700,424 | 27.5 | 99 |
| Total Food & Drink | 722 | \$16,721,576 | \$3,590,271 | \$13,131,305 | 64.6 | 10 |
| Industry Group | | | | | | |
| | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
| Motor Vehicle & Parts Dealers | 441 | \$30,301,959 | \$4,629,761 | \$25,672,198 | 73.5 | 9 |
| Automobile Dealers | 4411 | \$26,817,820 | \$1,745,871 | \$25,071,949 | 87.8 | 2 |
| Other Motor Vehicle Dealers | 4412 | \$1,454,178 | \$0 | \$1,454,178 | 100.0 | 0 |
| Auto Parts, Accessories & Tire Stores | 4413 | \$2,029,961 | \$2,883,890 | -\$853,929 | -17.4 | 7 |
| Furniture & Home Furnishings Stores | 442 | \$3,600,239 | \$1,215,835 | \$2,384,404 | 49.5 | 3 |
| Furniture Stores | 4421 | \$2,047,275 | \$1,038,772 | \$1,008,503 | 32.7 | 2 |
| Home Furnishings Stores | 4422 | \$1,552,964 | \$177,063 | \$1,375,901 | 79.5 | 1 |
| Electronics & Appliance Stores | 443 | \$4,346,827 | \$2,220,696 | \$2,126,131 | 32.4 | 5 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | \$4,368,405 | \$7,797,592 | -\$3,429,187 | -28.2 | 7 |
| Bldg Material & Supplies Dealers | 4441 | \$3,540,973 | \$7,797,592 | -\$4,256,619 | -37.5 | 7 |
| Lawn & Garden Equip & Supply Stores | 4442 | \$827,432 | \$0 | \$827,432 | 100.0 | 0 |
| Food & Beverage Stores | 445 | \$20,309,164 | \$50,932,324 | -\$30,623,160 | -43.0 | 22 |
| Grocery Stores | 4451 | \$18,626,777 | \$50,393,279 | -\$31,766,502 | -46.0 | 16 |
| Specialty Food Stores | 4452 | \$854,664 | \$539,046 | \$315,618 | 22.6 | 6 |
| Beer, Wine & Liquor Stores | 4453 | \$827,723 | \$0 | \$827,723 | 100.0 | 0 |
| Health & Personal Care Stores | 446,4461 | \$12,993,038 | \$3,717,689 | \$9,275,349 | 55.5 | 7 |
| Gasoline Stations | 447,4471 | \$16,949,667 | \$3,937,357 | \$13,012,310 | 62.3 | 2 |
| Clothing & Clothing Accessories Stores | 448 | \$9,930,922 | \$2,525,762 | \$7,405,160 | 59.4 | 18 |
| Clothing Stores | 4481 | \$7,489,732 | \$1,750,986 | \$5,738,746 | 62.1 | 13 |
| Shoe Stores | 4482 | \$1,109,565 | \$415,517 | \$694,048 | 45.5 | 3 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | \$1,331,625 | \$359,258 | \$972,367 | 57.5 | 3 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | \$3,317,444 | \$424,172 | \$2,893,272 | 77.3 | 4 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | \$2,269,879 | \$187,334 | \$2,082,545 | 84.8 | 2 |
| Book, Periodical & Music Stores | 4512 | \$1,047,565 | \$236,838 | \$810,727 | 63.1 | 2 |
| General Merchandise Stores | 452 | \$31,610,054 | \$1,758,754 | \$29,851,300 | 89.5 | 3 |
| Department Stores Excluding Leased Depts. | 4521 | \$8,514,064 | \$1,466,994 | \$7,047,070 | 70.6 | 2 |
| Other General Merchandise Stores | 4529 | \$23,095,990 | \$291,760 | \$22,804,230 | 97.5 | 1 |
| Miscellaneous Store Retailers | 453 | \$4,507,417 | \$901,440 | \$3,605,977 | 66.7 | 14 |
| Florists | 4531 | \$116,738 | \$0 | \$116,738 | 100.0 | 0 |
| Office Supplies, Stationery & Gift Stores | 4532 | \$1,281,383 | \$133,370 | \$1,148,013 | 81.1 | 3 |
| Used Merchandise Stores | 4533 | \$473,354 | \$81,252 | \$392,102 | 70.7 | 1 |
| Other Miscellaneous Store Retailers | 4539 | \$2,635,943 | \$686,817 | \$1,949,126 | 58.7 | 10 |
| Nonstore Retailers | 454 | \$5,349,643 | \$3,822,972 | \$1,526,671 | 16.6 | 5 |
| Electronic Shopping & Mail-Order Houses | 4541 | \$3,686,998 | \$886,282 | \$2,800,716 | 61.2 | 2 |
| Vending Machine Operators | 4542 | \$421,185 | \$190,556 | \$230,629 | 37.7 | 1 |
| Direct Selling Establishments | 4543 | \$1,241,459 | \$2,746,134 | -\$1,504,675 | -37.7 | 1 |
| Food Services & Drinking Places | 722 | \$16,721,576 | \$3,590,271 | \$13,131,305 | 64.6 | 10 |
| Full-Service Restaurants | 7221 | \$6,701,606 | \$1,083,221 | \$5,618,385 | 72.2 | 2 |
| Limited-Service Eating Places | 7222 | \$8,643,754 | \$1,781,459 | \$6,862,295 | 65.8 | 3 |
| Special Food Services | 7223 | \$711,408 | \$297,968 | \$413,440 | 41.0 | 2 |
| Drinking Places - Alcoholic Beverages | 7224 | \$664,808 | \$427,623 | \$237,185 | 21.7 | 4 |

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

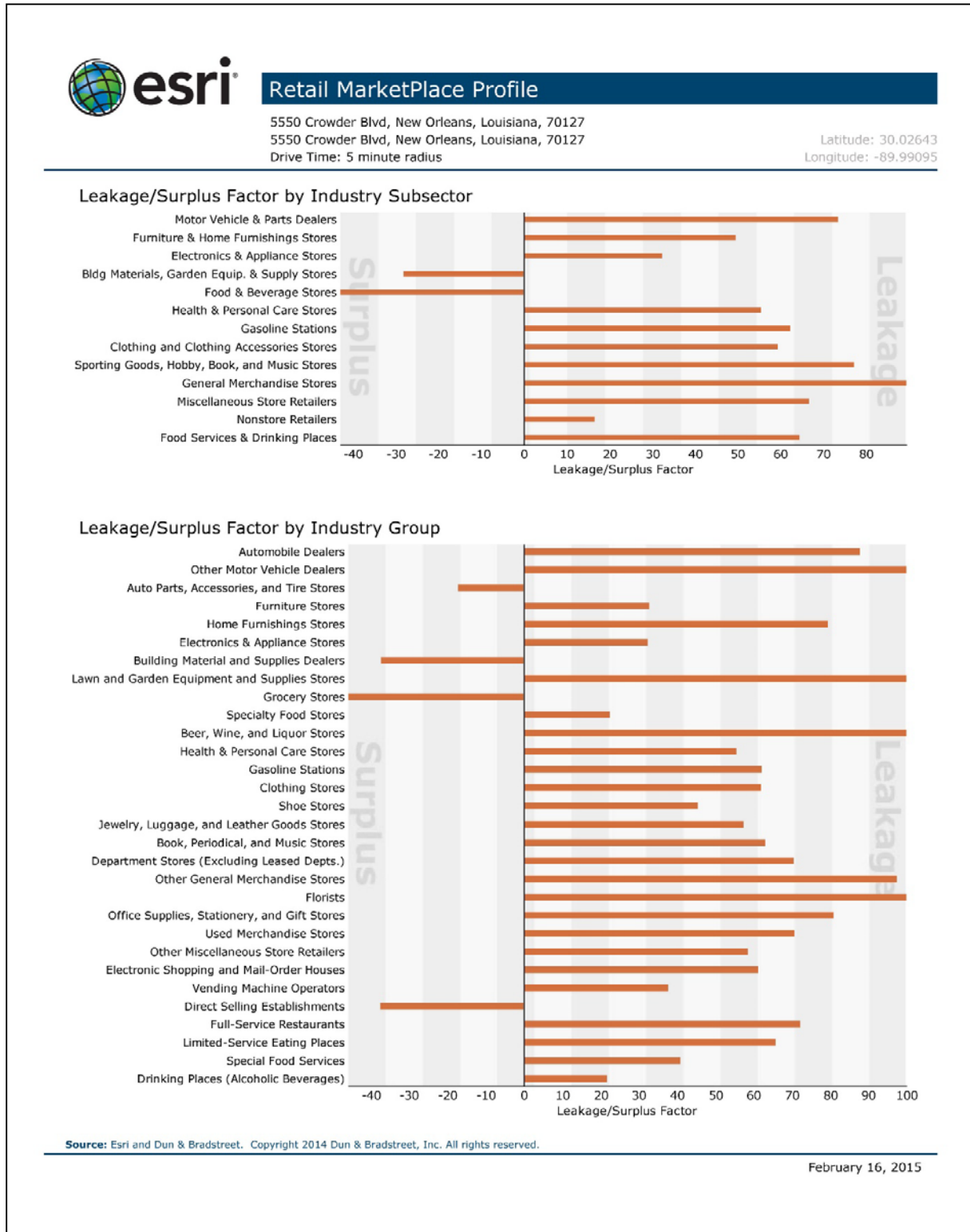
Source: Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

February 16, 2015



Leakage Chart Showing Businesses Needed

Unmet demand exists for all the businesses shown in the bar chart below to the right of the vertical line, with a "Retail Gap" exceeding \$20 million annually each for: Motor Vehicles, General Merchandise Stores, and Restaurants.





Contact: Louisiana Commercial Realty, LLC



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