



# **SITE SELECTION**

**Matanky Realty Group**

# Agenda

- What is Site Selection & Why is it so Important?
- Site Selection Process
- Poor Site Selection vs Good Site Selection
- Effective Site Selection Guidelines
- How Matanky Realty Group Helps



# Site Selection Overview

Site selection is a critical decision for all businesses, but especially for retailers. The property or space that a business owner decides to establish themselves on plays a crucial role in determining the future success of the business. The right location can help you,

- Attract More Customers
- Boost Sales
- Make the Construction Process Smoother

But with so many factors to consider, it can be tough to know where to start - which is where we help advise.



# Site Selection Steps

How can you pick the best site for your business?



# Site Selection Process

- **Analyze Demographics:** Consider the demographics – population density, average income, ethnicity, etc. – of the surrounding area to ensure your business is compatible.
- **Evaluate Competition:** Analyze the nearby businesses and their customer base. This will help determine the gap in the market and identify the type of retail property that can thrive in the area.
- **Access to Transportation & Foot Traffic:** Consider the location's accessibility, such as proximity to highways, public transportation, and foot traffic. This helps identify potential customers and their convenience in accessing the retail property.
- **Visibility & Signage:** Determine the location's visibility and the ability to put up signage that can attract potential customers. This will impact the property's marketing potential.
- **Zoning & Regulations:** Check the zoning regulations and restrictions that may affect the intended use of the property. Is the proposed business able to operate in compliance with the local regulations?
- **Landlord & Tenant Agreements:** Review agreements to ensure that the lease terms are reasonable and that the proposed business is financially viable.
- **Financial Analysis:** Perform a financial analysis of the proposed retail property, including the projected income, expenses, and return on investment. This analysis helps determine the property's financial outlook.

# Results of Poor Site Selection

- Low Visibility
- Difficult to Access
- Mismatched Surrounding Demographics/Market
- Over-Saturated Market/High Competition
- Rejection of Proposed Building Plans Due to Zoning
- Limitations on The Build Due to Zoning

ALL CONTRIBUTE TO EITHER LOSS OF POTENTIAL SALES, DELAYS  
IN CONSTRUCTION, OR ALTERING STRUCTURE PLANS

**(ALL EXPENSIVE AND TIME-CONSUMING OUTCOMES)**

# Results of Good Site Selection

## Boosted Sales

- Ease of access, high visibility, and close proximity to the target market can increase sales. The perfect combination for business success!

## Smooth Construction Process

- Ensuring that zoning regulations are met and that the proposed building follows local regulations makes the construction process more efficient.



# Results of Good Site Selection



## Increased Foot & Vehicle Traffic

- Choosing a site that resides on a busy road or a bustling pedestrian-centric area increases sales potential. The more exposure to passersby, the higher likelihood of a customer visit!

## Increased Brand Awareness

- Great visibility paired with the utilization of signage can increase brand awareness and attract potential customers. Easy marketing that is beneficial to any business!



# How Matanky Realty Group Does Site Selection

**Matanky Realty Group's** (MRG) team of CRE professionals has extensive experience in site selection. For decades, MRG has assisted business owners across industries, including retailers, restaurants, corporate offices, and more in **selecting the perfect location and property** for their establishment. With MRG's advanced knowledge of the commercial real estate industry and how to effectively and efficiently select a site - our team makes the process as seamless as possible. Recruiting Matanky Realty Group ensures that your business develops in a location that is compatible with you and a site that will foster success.

Once you've selected the perfect property for your business, rely on our affiliate company **MRG Construction Corp to bring your brick-and-mortar to life.** Their team has years of **experience in all areas of commercial construction** including ground-up construction, interior tenant build-outs, commercial remodels, and post-construction needs like facilities work. They produce the highest quality results possible so that your business is set up for success.

If you need help **selecting the perfect site for your business**, turn to the professionals at Matanky Realty Group to guide you through the process, and recruit MRG Construction Corp to construct your dream facility.

To contact one of our team members call **(312) 337-1001** OR **[click here](#)** to visit our website and learn more.

# Tenants MRG Has Tenant- Repped in The Past

**MCDONALD'S**



**KFC**



**TACO BELL**



**PIZZA HUT /  
WINGSTREET**



**VALVOLINE**



**PUPS PET CLUB**



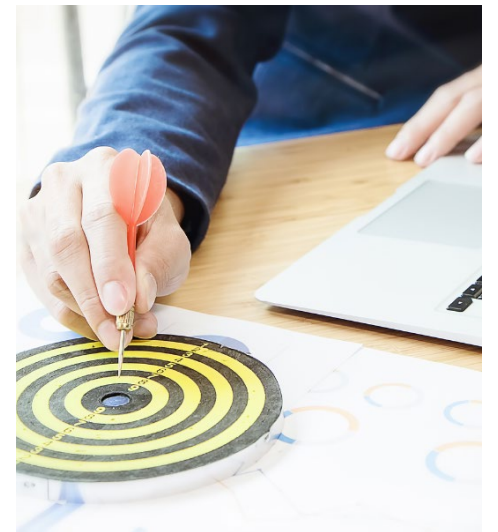
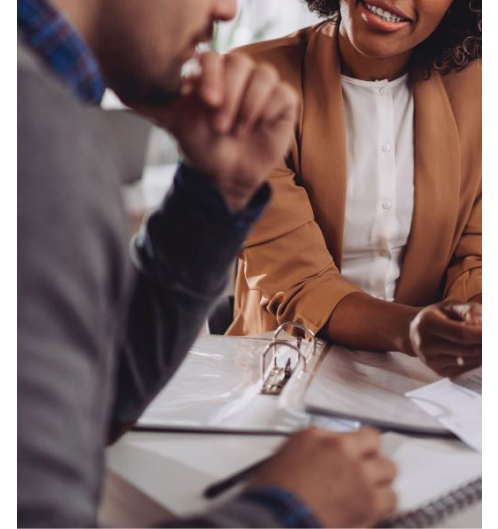
**AMERICAN FREIGHT  
FURNITURE**



# Summary

Site selection is a critical factor in the success of businesses across industries. Businesses must carefully evaluate potential sites based on demographic characteristics, accessibility, competition, infrastructure, and zoning and regulations. By taking a holistic approach to site selection, businesses can increase their chances of success and profitability.

Matanky Realty Group can help set your business up for success.





# Thank You



To begin your brick-and-mortar journey and connect with an MRG team member  
**[CLICK HERE](#) OR CALL 312-337-1001**

