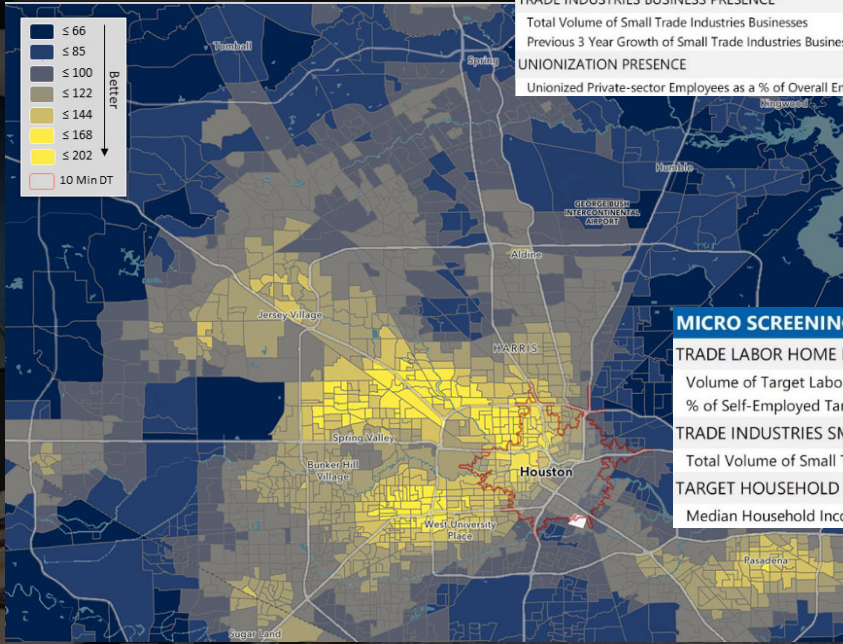


MACRO EXPANSION INDICATORS	100%
MIGRATION & POPULATION GROWTH	
Total Migration Volume	31.4%
Migration Volume as a % of Total Population	17.5%
COST OF LIVING INDICATOR	
Ratio of Median Home Value to Median Income	7.4%
TRADE INDUSTRIES BUSINESS PRESENCE**	
Total Volume of Small Trade Industries Businesses	19.2%
Previous 3 Year Growth of Small Trade Industries Businesses	12.0%
UNIONIZATION PRESENCE	
Unionized Private-sector Employees as a % of Overall Employment	12.5%



MICRO SCREENINGS INDICATORS	100%
TRADE LABOR HOME RESIDENCE	
Volume of Target Labor SOC CODES 47-1011 & 47-2000	40%
% of Self-Employed Target Labor	15%
TRADE INDUSTRIES SMALL BUSINESS PRESENCE	
Total Volume of Small Trade Industries Businesses	30%
TARGET HOUSEHOLD DEMOGRAPHIC	
Median Household Income \$70,000-\$125,000	15%

LABOR & LOCATION STRATEGY

Market Identification & Micro Location Analysis

Consulting Services

Tradecraft was successful at its primary location in Denver and engaged Transwestern to assist in identifying future markets for expansion. The team developed a customized, data-driven site selection solution that identified markets, then submarket opportunities based on success factors.

Potential markets were evaluated in accordance with a detailed ranking and weighting system driven by key indicators. The second phase of the analysis identified submarkets that optimized community-level opportunity indicators. Simulating drivetime trade areas around every potential block group in a market, every block was scored for its potential in meeting the defined criteria for success.

Based on the team's recommendations, which reflected an understanding of the accessibility of potential customers and the impact on the current workforce, Tradecraft was able to simplify the real estate search to focus only on the areas that provided the best opportunity to locate where potential clients can conveniently commute to a new site.