



Keller, Texas

## Retail Recruitment & Development Strategy

November 2017







**C. Kelly Cofer, CCIM**

PRESIDENT / CEO

Bachelor of Science degree from Texas A&M University. Kelly's professional background encompasses market research and site selection, advisory and leasing services, and property brokerage for leading national and regional retailers and restaurants in more than 150 cities throughout the U.S..



**Aaron Farmer**

SENIOR VICE PRESIDENT

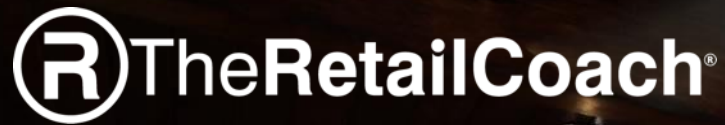
Marketing degree from The Mays Business School at Texas A&M University and MBA from Texas A&M Commerce. Aaron has directed projects for America's leading retailers and restaurants including FedEx, Kinko's, Sally Beauty Supply, Adidas, Concentra and the National American Association of Subway franchises.





# **ABOUT** Our Methodology





# PREPARE YOUR COMMUNITY

Understand community's market factors to determine what your community can support

- What are your advantages and your challenges?
- Create and prioritize “to do” plan to address challenges
- To minimize risk, retailers/developers/investors seek stable or improving communities



# AREA ANALYSIS





A map of Keller, Texas, with a semi-transparent dark overlay. The map shows major roads like I-377, I-435, and I-289. Overlaid on the map are two green-shaded regions: a larger 'Primary RTA' and a smaller 'Secondary RTA' nested within it. The text 'RETAIL TRADE AREA' is also visible in a lighter green font across the primary area. Various neighborhood names like Mustang, Celina, and Prosper are labeled.

The Retail Trade Area is the geographical area from which Keller retailers derive a majority (85%) of their business.

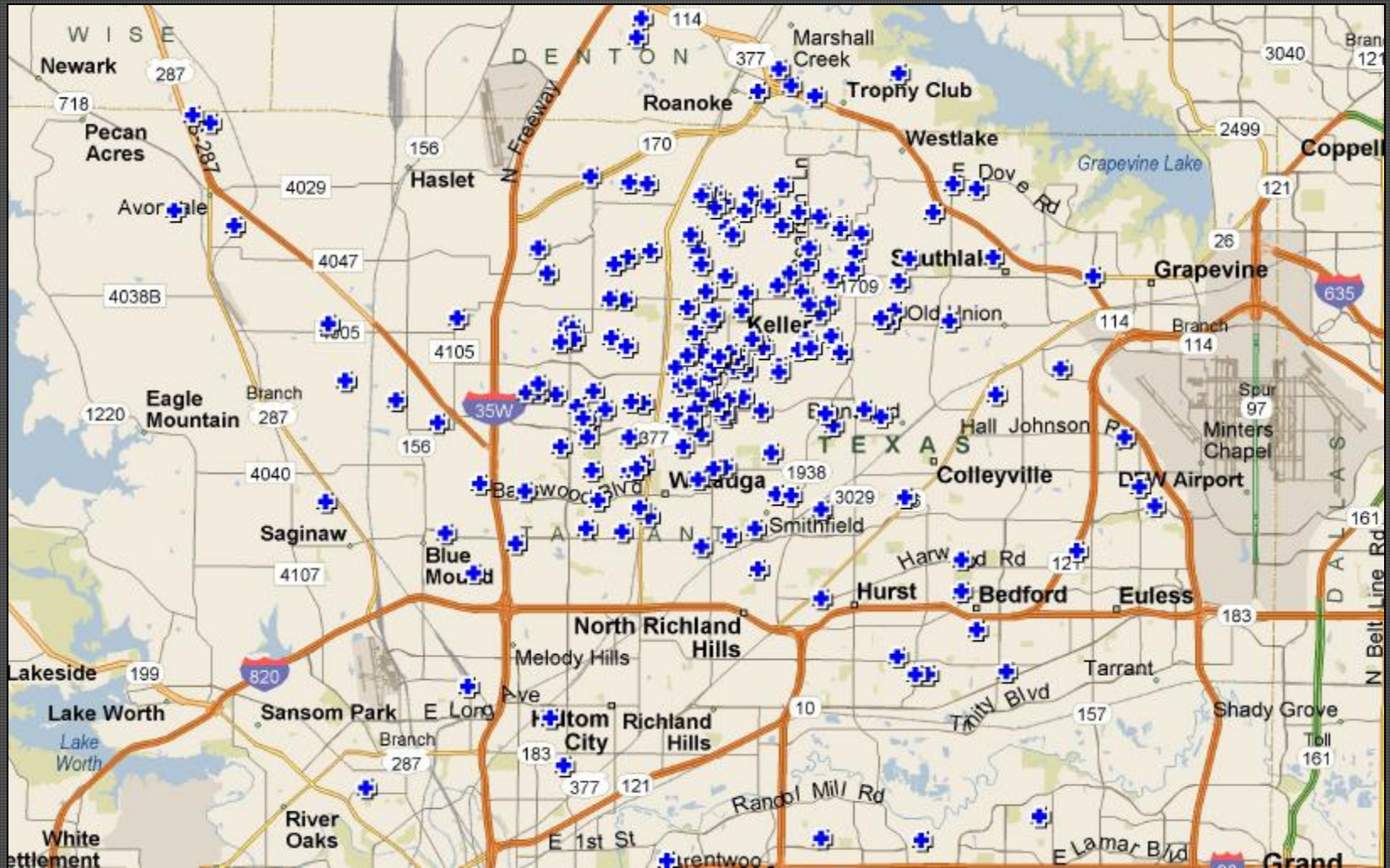
# Retail Trade Areas



Cell Phone Analysis

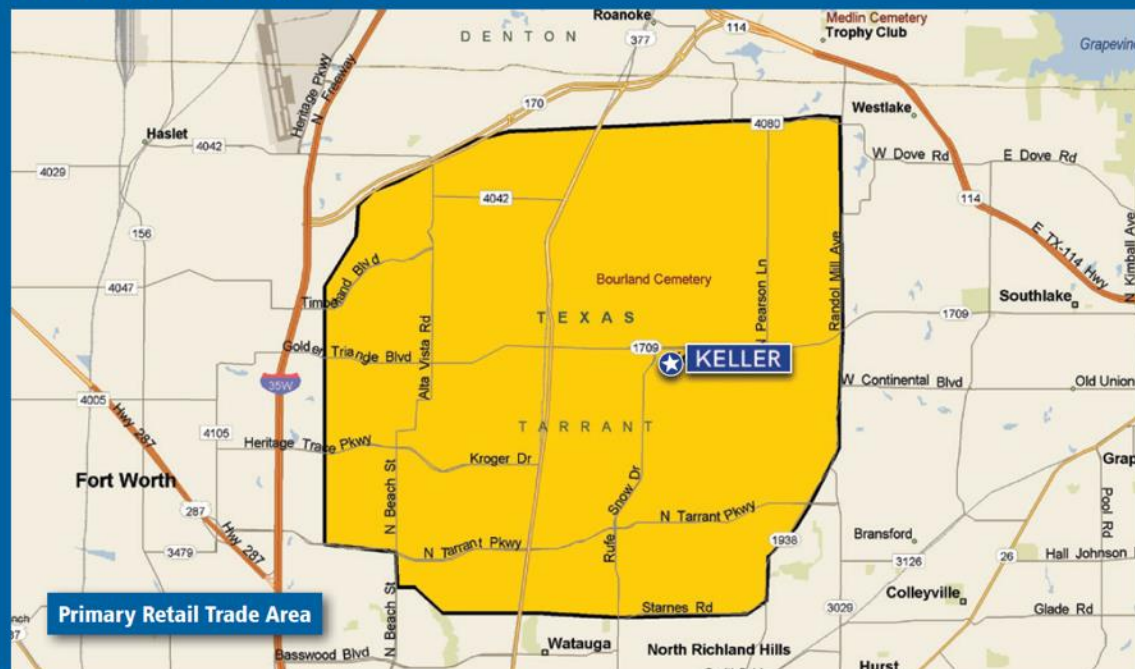


# Keller Cell Phone Analysis





## Retail Market Profile 2017



### Contact Information

**Trina Zais, Director of Public Services/  
Economic Development**

City of Keller  
P.O. Box 770  
Keller, Texas 76244

Phone 817.743.4009  
tzais@cityofkeller.com  
www.cityofkeller.com

March 2017. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

### Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Primary Retail Trade Area	51,184	124,332	152,226	169,554

### Income

	2017 ESTIMATE
Average Household	\$126,189
Median Household	\$104,139
Per Capita	\$40,366

### Educational Attainment

	2017 ESTIMATE
Graduate or Professional	14.83%
Bachelor's Degree	32.35%
Associate Degree	7.55%
Some College, No Degree	26.13%
High School Graduate	15.33%
Some High School, No Degree	2.54%
Less than 9th Grade	1.26%

### Race Distribution

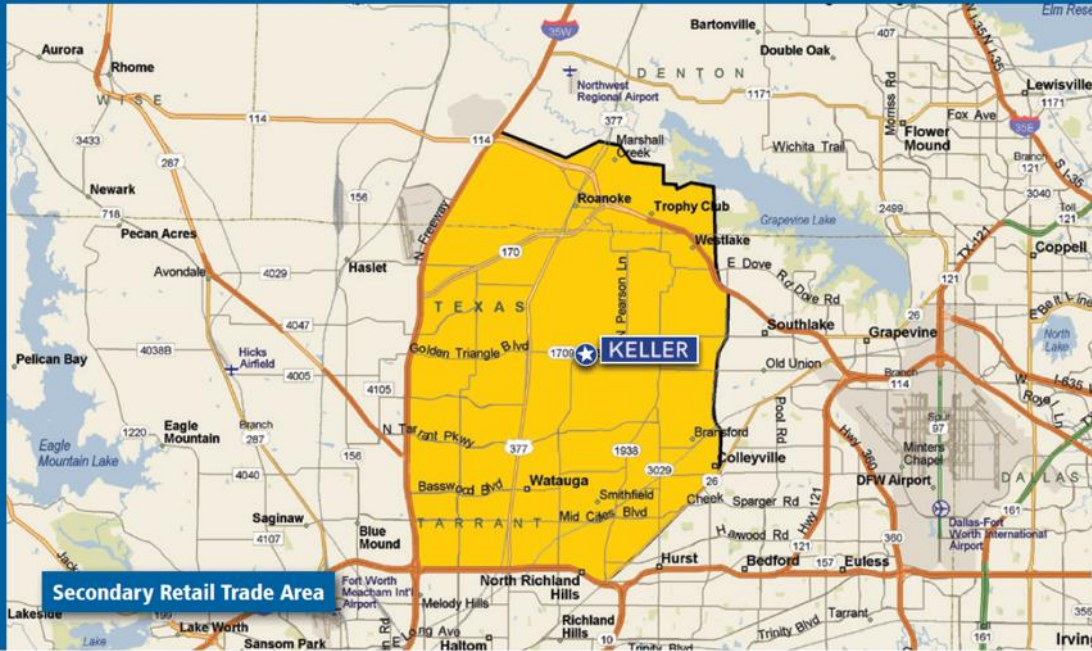
	2017 ESTIMATE
White	79.15%
Black or African American	7.05%
American Indian/Alaskan	0.50%
Asian	6.43%
Native Hawaiian/Islander	0.17%
Other Race	3.17%
Two or More Races	3.54%
Hispanic or Latino (of any race)	13.72%

### Age

GROUPS	2017 ESTIMATE
9 Years and Under	15.59%
10-17 Years	13.73%
18-24 Years	9.75%
25-34 Years	10.83%
35-44 Years	14.95%
45-54 Years	15.73%
55-64 Years	10.98%
65 Years and Over	8.45%
DISTRIBUTION	2017 ESTIMATE
Median Age	35.1
Average Age	34.7



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### Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Secondary Retail Trade Area	164,159	271,281	321,217	352,934

### Income

	2017 ESTIMATE
Average Household	\$116,105
Median Household	\$89,294
Per Capita	\$39,996

### Educational Attainment

	2017 ESTIMATE
Graduate or Professional	12.99%
Bachelor's Degree	28.40%
Associate Degree	7.85%
Some College, No Degree	26.14%
High School Graduate	18.92%
Some High School, No Degree	3.68%
Less than 9th Grade	2.03%

### Race Distribution

	2017 ESTIMATE
White	78.20%
Black or African American	6.98%
American Indian/Alaskan	0.58%
Asian	6.47%
Native Hawaiian/Islander	0.15%
Other Race	4.23%
Two or More Races	3.39%
Hispanic or Latino (of any race)	15.56%

### Age

GROUPS	2017 ESTIMATE
9 Years and Under	14.21%
10-17 Years	12.93%
18-24 Years	9.54%
25-34 Years	12.14%
35-44 Years	14.08%
45-54 Years	15.29%
55-64 Years	11.99%
65 Years and Over	9.83%
DISTRIBUTION	2017 ESTIMATE
Median Age	35.8
Average Age	35.9





# RETAIL GAP ANALYSIS

Identifies sales leakage - when residents purchase products/services outside of your community.

Measures consumer demand and retail opportunity.



DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE
Total Retail Sales Incl Eating and Drinking Places	2,704,955,316	391,188,411	(2,313,766,905)
Motor Vehicle and Parts Dealers	533,008,744	19,528,400	(513,480,344)
Automotive Dealers	445,481,780	6,935,046	(438,546,734)
Other Motor Vehicle Dealers	50,840,637	3,115,411	(47,725,226)
Automotive Parts/Accsrs, Tire Stores	36,686,327	9,477,943	(27,208,384)
Furniture and Home Furnishings Stores	58,199,178	5,186,441	(53,012,737)
Furniture Stores	32,439,710	1,956,648	(30,483,063)
Home Furnishing Stores	25,759,467	3,229,793	(22,529,674)
Electronics and Appliance Stores	53,085,799	2,646,359	(50,439,441)
Appliances, TVs, Electronics Stores	53,085,799	2,646,359	(50,439,441)
Household Appliances Stores	7,084,807	648,774	(6,436,032)
Electronics Stores	46,000,992	1,997,584	(44,003,408)
Building Material, Garden Equip Stores	287,169,281	62,467,276	(224,702,005)
Building Material and Supply Dealers	245,448,161	61,897,258	(183,550,903)
Home Centers	101,026,548	46,922,269	(54,104,279)
Paint and Wallpaper Stores	4,730,126	566,321	(4,163,805)
Hardware Stores	24,473,528	2,214,913	(22,258,615)
Other Building Materials Dealers	115,217,958	12,193,754	(103,024,204)
Building Materials, Lumberyards	41,811,657	4,556,405	
Lawn, Garden Equipment, Supplies Stores	41,721,120	570,018	(41,151,101)
Outdoor Power Equipment Stores	13,647,145	161,825	(13,485,321)
Nursery and Garden Centers	28,073,974	408,194	(27,665,780)



DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE
Food and Beverage Stores	331,408,048	92,892,678	(238,515,371)
Grocery Stores	215,637,182	88,900,674	(126,736,507)
Supermarkets, Grocery (Ex Conv) Stores	201,889,898	87,794,823	(114,095,075)
Convenience Stores	13,747,283	1,105,851	(12,641,432)
Specialty Food Stores	26,895,854	3,401,721	(23,494,132)
Beer, Wine and Liquor Stores	88,875,013	590,282	(88,284,731)
Health and Personal Care Stores	146,180,343	35,740,246	(110,440,097)
Pharmacies and Drug Stores	116,230,045	32,069,382	(84,160,664)
Cosmetics, Beauty Supplies, Perfume Stores	10,175,158	1,268,713	(8,906,446)
Optical Goods Stores	6,943,805	1,243,394	(5,700,411)
Other Health and Personal Care Stores	12,831,334	1,158,757	(11,672,576)
Gasoline Stations	185,397,593	20,517,475	(164,880,118)
Gasoline Stations With Conv Stores	135,566,099	19,479,292	(116,086,807)
Other Gasoline Stations	49,831,495	1,038,183	(48,793,312)
Clothing and Clothing Accessories Stores	135,257,039	15,843,110	(119,413,929)
Clothing Stores	74,753,458	9,057,777	(65,695,681)
Men's Clothing Stores	4,179,180	0	(4,179,180)
Women's Clothing Stores	17,634,398	1,515,719	(16,118,679)
Childrens, Infants Clothing Stores	4,797,731	36,844	(4,760,886)
Family Clothing Stores	38,758,033	6,156,432	(32,601,601)
Clothing Accessories Stores	3,194,473	980,003	(2,214,470)
Other Clothing Stores	6,189,643	368,779	(5,820,864)
Shoe Stores	11,295,910	344,965	(10,950,945)
Jewelry, Luggage, Leather Goods Stores	49,207,671	6,440,368	(42,767,303)
Jewelry Stores	44,287,194	6,440,368	(37,846,826)
Luggage and Leather Goods Stores	4,920,477	0	(4,920,477)



DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE
Sporting Goods, Hobby, Book, Music Stores	54,296,616	1,925,919	(52,370,697)
Sportng Goods, Hobby, Musical Inst Stores	46,349,603	1,925,919	(44,423,684)
Sporting Goods Stores	23,965,529	1,357,186	(22,608,343)
Hobby, Toys and Games Stores	13,035,732	248,794	(12,786,939)
Sew/Needlework/Piece Goods Stores	4,039,339	125,342	(3,913,997)
Musical Instrument and Supplies Stores	5,309,003	194,597	(5,114,406)
Book, Periodical and Music Stores	7,947,013	0	(7,947,013)
Book Stores and News Dealers	6,816,154	0	(6,816,154)
Book Stores	6,181,867	0	(6,181,867)
News Dealers and Newsstands	634,286	0	(634,286)
Prerecorded Tapes, CDs, Record Stores	1,130,859	0	(1,130,859)
General Merchandise Stores	305,369,737	44,320,718	(261,049,019)
Department Stores Excl Leased Depts	135,483,075	17,049,091	(118,433,983)
Other General Merchandise Stores	169,886,662	27,271,626	(142,615,036)
Miscellaneous Store Retailers	69,957,759	5,541,350	(64,416,409)
Florists	2,909,644	798,249	(2,111,394)
Office Supplies, Stationery, Gift Stores	35,015,380	785,401	(34,229,979)
Office Supplies and Stationery Stores	16,712,761	363,518	(16,349,243)
Gift, Novelty and Souvenir Stores	18,302,619	421,883	(17,880,736)
Used Merchandise Stores	6,241,275	851,625	(5,389,650)
Other Miscellaneous Store Retailers	25,791,461	3,106,075	(22,685,386)
Non-Store Retailers	229,520,659	11,646,359	(217,874,301)
Foodservice and Drinking Places	316,104,520	72,932,082	(243,172,438)
Full-Service Restaurants	143,942,358	32,328,129	(111,614,229)
Limited-Service Eating Places	125,226,304	40,127,388	(85,098,916)
Special Foodservices	34,573,726	468,220	(34,105,505)
Drinking Places -Alcoholic Beverages	12,362,132	8,345	(12,353,787)



**DATA IS ONLY PART OF THE PROCESS**



# **ABOUT** Our Recruitment Strategy

## **MOVING BEYOND DATA**



A three-story red brick building with a green-patina cornice. The ground floor is a cafe with large windows, red awnings, and outdoor seating with red umbrellas. A silver car and a red scooter are parked on the street. A green street lamp with a 'No Left Turn' sign and a 'Quebec' logo is on the sidewalk. A tree with white blossoms is on the right. The text 'LAND USE ANALYSIS' is overlaid in large yellow letters.

# LAND USE ANALYSIS

Analyze sites and identify those not serving their highest and best use and make recommendations for improved uses.

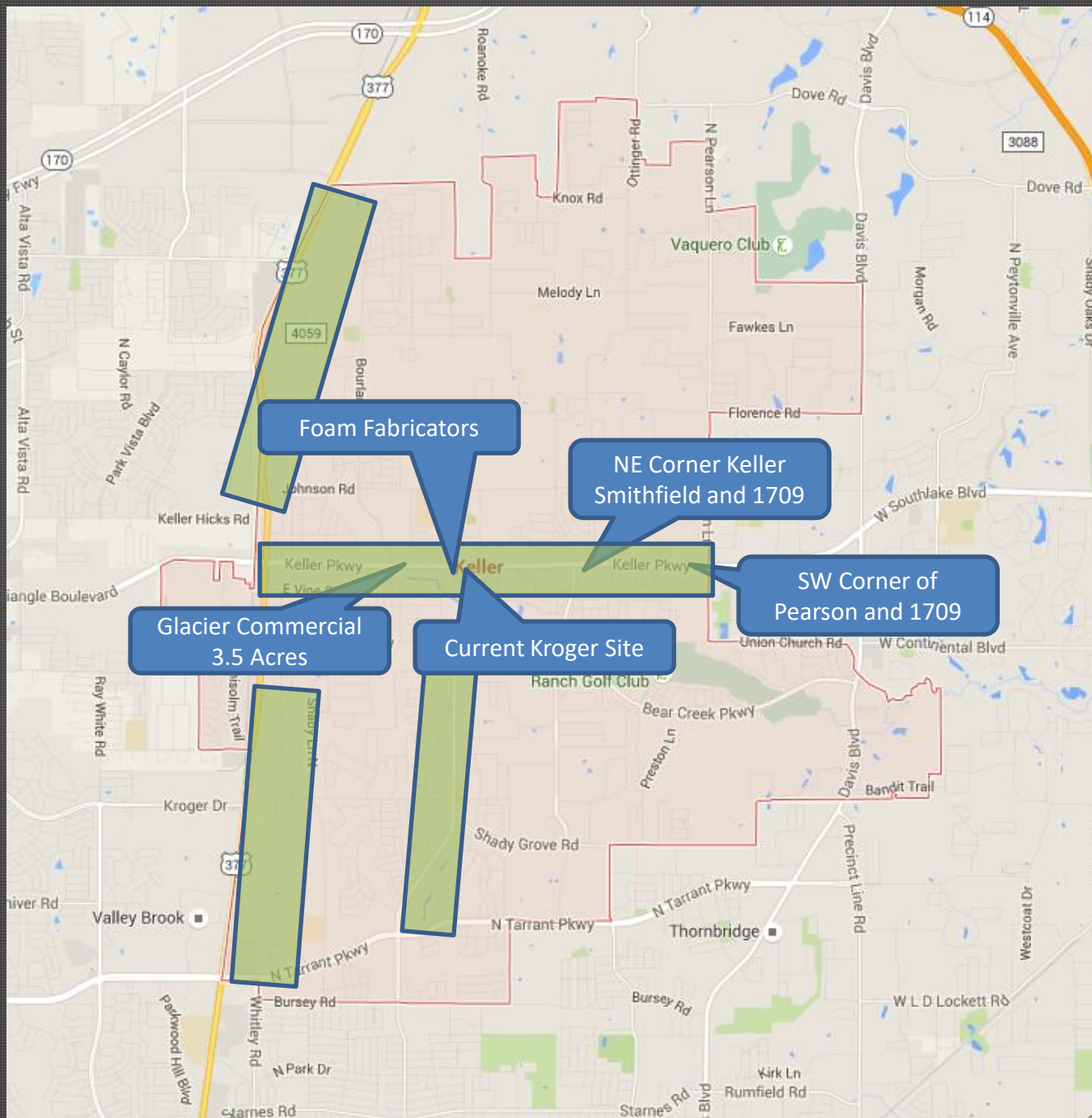




# SITES AND PROPERTIES FOR DEVELOPMENT

The first questions an interested retailer asks: “Where can I put my business?” “Send me possible sites that match fit my needs.”





Foam Fabricators

NE Corner Keller  
Smithfield and 1709

SW Corner of  
Pearson and 1709

Glacier Commercial  
3.5 Acres

Current Kroger Site





## SITE AVAILABLE | 1.37 ACRES

100 Keller Parkway | Keller, Texas 76248



### CONTACT

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The Retail Coach  
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662.231.0608

Trina Zais, Director of Public Services/Economic Dev.  
City of Keller  
tzais@cityofkeller.com  
817.743.4009

### AVAILABLE SPACE

6,000 SF building

### RATES | NNN & PRICE

Call for pricing

### TRAFFIC COUNTS

Keller Parkway - 36,612 AADT

Highway 337 - 31,316 AADT

Source: TXDOT 2014

### PROPERTY INFORMATION

- Close proximity to Starbucks, Bottlecap Alley Icehouse Grill, AutoZone, Jack in the Box, Keller Tavern, Texas Bleu Steakhouse, and Sweet Memories Cake & Catering
- Formerly the Capital One Bank building
- Located in Old Town Keller
- Ideal location on the southeast corner of Keller Parkway and Highway 337/Main Street

### DEMOGRAPHICS (based on 2016 data)

Variable	Community Population	RTA
2016 Population	44,050	149,900
Average HH Income	\$113,057	\$122,720
Median Age	30.7	34.9

\* RTA – Retail Trade Area; the geographic area from which

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**It's not only about what you know,  
but who you know.**



# RETAILER and DEVELOPER MATCHING + RECRUITMENT

A community must utilize:

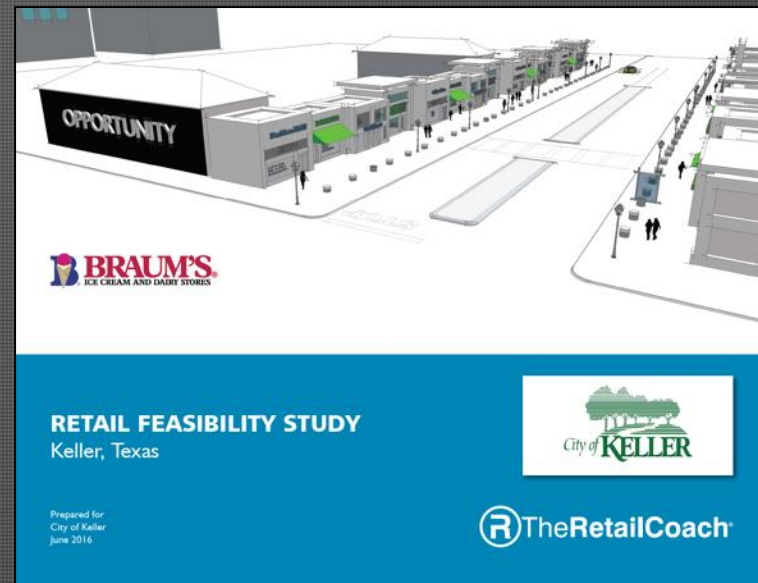
- Area Market Analysis
- Community Market Analysis
- Retail Trade Area Demographic Profile
- Dominant Lifestyle Profiles
- Retail Gap/Opportunity Analysis findings
- Available Properties
- Internal retailer and restaurant database

**Retail must be recruited.**



# KELLER MARKETING

- Community Retail Market Profile
- Retailer-Specific Feasibility Packages
- Individual Site Profiles
- Retail-Specific Website
- Property Visuals
- Developer Packaging





# SUCCESS

- Retailers Locating
- Broker/Developer Meetings
- Site Visits







**BE SEEN + REPRESENTED - ICSC**





**RETAIL RECRUITMENT &  
REVITALIZATION IS A PROCESS -  
NOT AN EVENT.**







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