



SIMMS Online®

Comprehensive Market Planning and Forecasting

- The first fully functional Google-based GIS mapping and modeling system for the retail industry
- Deploys highly accurate, custom built analytics online for real-time collaboration
- The only real estate planning tool that feeds real estate listings into your map in real-time
- Dynamic, customized reports developed specifically for your business information needs

SIMMS MARKET SUMMARY REPORT

PMA Name:	Address:	City:	State:	Zipcode:	Latitude:	Longitude:
Site Name:	Unit Type:	Number of Units:	Year Began:	Year Opened:	Franchise Name:	

Proposed Market Area Statistics

	Current Year	5/10 Projected	% CRG	Benchmark	1 Mile Radius	3 Mile Radius	5 Mile Radius
Households	11,207	11,207		11,207			
Residential Population	30,024	30,024		30,024			
Number of Employees	14,835	14,835		14,835			
Number of Establishments	1,207	1,207		1,207			
Female Population	16,240	16,240		16,240			
% Female	52.1%	52.1%		52.1%			
Male Population	13,784	13,784		13,784			
% Male	47.9%	47.9%		47.9%			
% Age 25-34	9.8%	9.8%		9.8%			
% Age 35-44	13.9%	13.9%		13.9%			
% Age 45-54	18.6%	18.6%		18.6%			
% Age 55-64	10.9%	10.9%		10.9%			
Median Age	37	37		37			
% Asian	1.7%	1.7%		1.7%			
% Black	3.1%	3.1%		3.1%			
% Hispanic	4.4%	4.4%		4.4%			
% White	80.0%	80.0%		80.0%			

"Forum developed a sales forecasting system that exceeded our expectations in terms of its accuracy and simplicity to use. They automated the process of running the model so that we could analyze the potential of dozens of sites in hours instead of weeks. Now we know that each store we open has the greatest chance to succeed and is generating the most revenue for our business."

John Venhuizen
Vice President of Business Development
ACE Hardware



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