



RAINBOW CITY, ALABAMA

Market Guide

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Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.



For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

Demographics (10 Minute Drive Time)



Population
33,037



Average Age
40.6



Household Income (Median)
\$43,399



Number of Households
13,444



Household Income (Average)
\$57,692

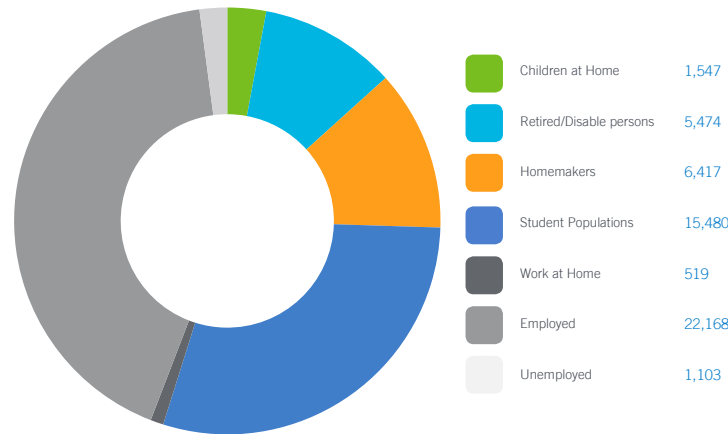
Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

- Hueytown, AL 208 Forest Rd
- Clearwater, SC 4447 Jefferson Davis Hwy
- Columbia, TN 1390 Hampshire Pike Ste A
- Ringgold, GA 2410 Highway 41
- Enterprise, AL 26500 Hwy 134
- Louisville, TN 1755 Topside Rd
- Athens, TN 1627 Decatur Pike

Daytime Population **52,708** (10 Minute Drive Time)



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Restaurants



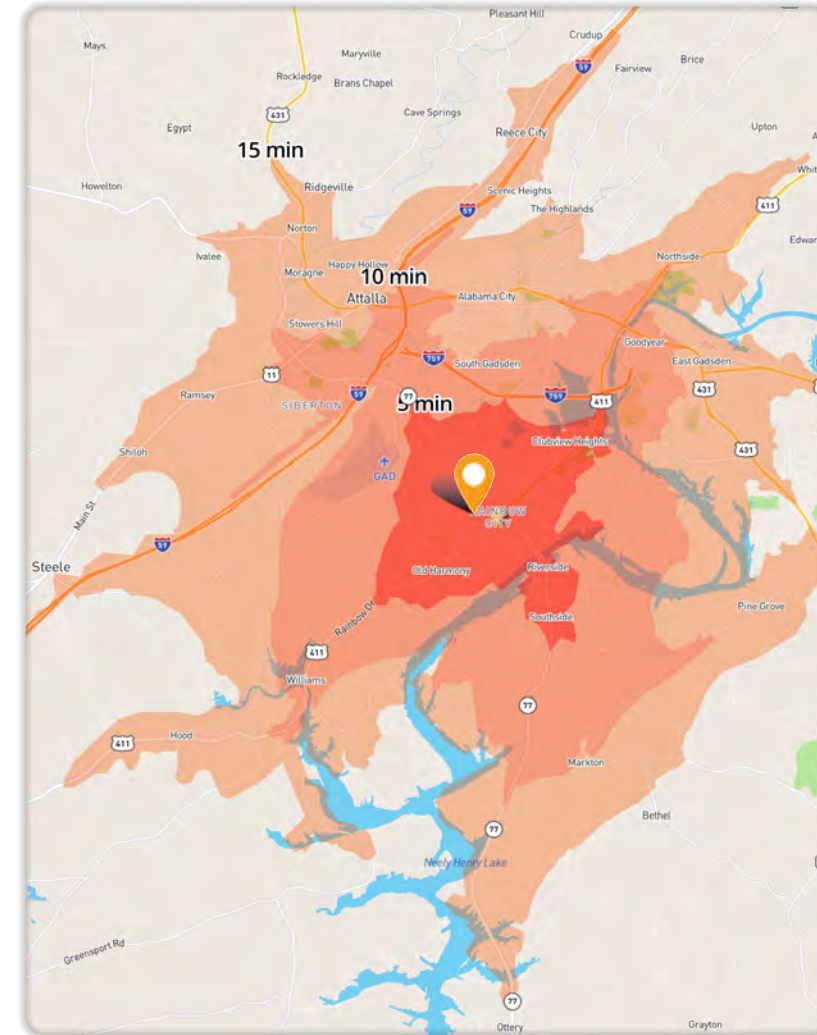
Apparel



Pet Supplies

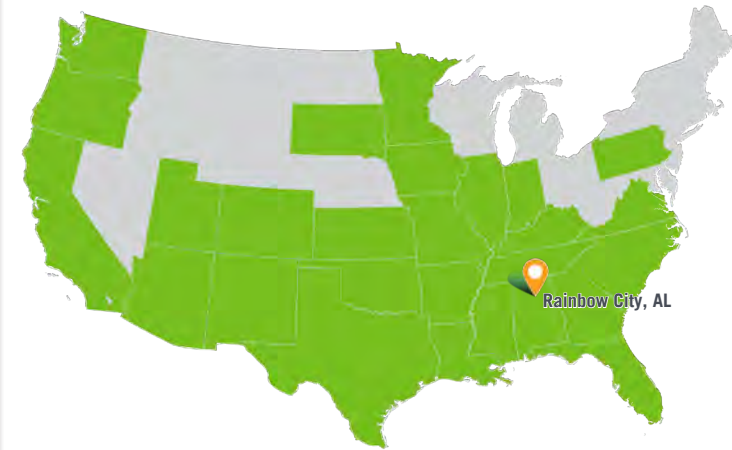


There's a lot of potential here.



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2017 Estimated Population	14,210	42,969	81,537
Daytime Population	16,434	60,729	95,260
Median HH Income	\$55,349	\$40,159	\$39,856
Number of Households	5,989	17,382	33,274

	5 Minute DT	10 Minute DT	15 Minute DT
2017 Estimated Population	10,869	33,037	63,570
Daytime Population	13,465	52,708	83,203
Median HH Income	\$53,807	\$43,399	\$37,756
Number of Households	4,693	13,444	25,959

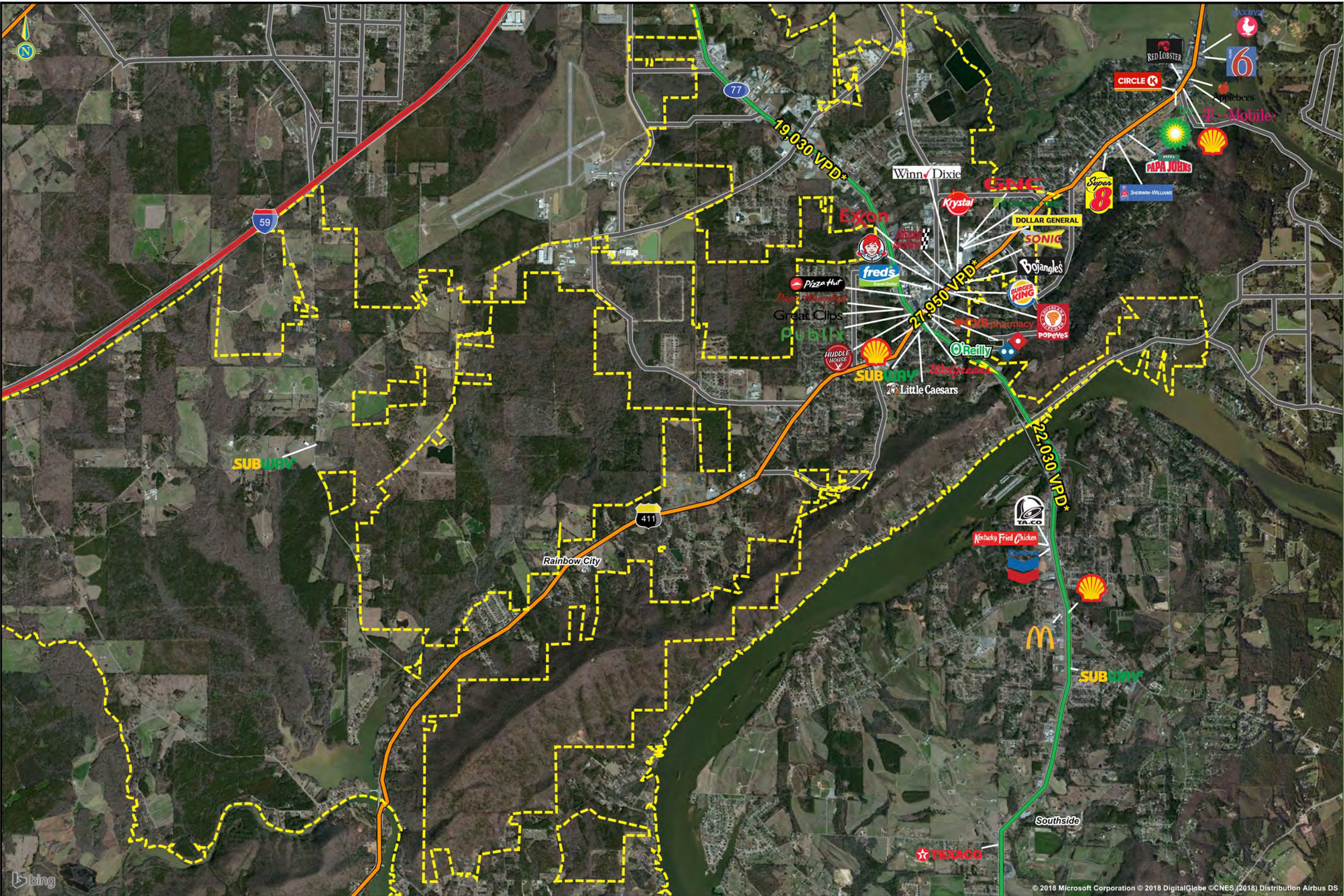


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RAINBOW CITY, ALABAMA
Major Retail & Restaurants

There's a lot of potential here.