



retailstrategies.com



retail strategies

MONROE, NORTH CAROLINA

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.



Come put yourself in our place.

Demographics

(10 Minute Drive Time)



Population
50,471



Average Age
35.9



Household Income (Median)
\$51,729



Household Income (Average)
\$63,052



Number of Households
17,328



Growth Rate
3.42%

Peer Analysis

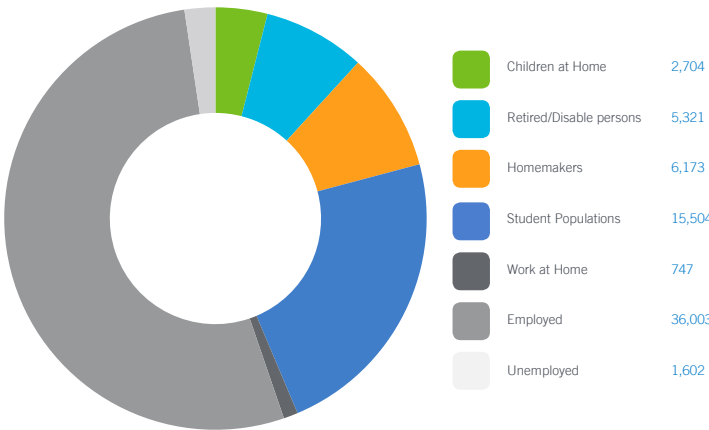
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables 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

Florence, SC	230 N Beltline Dr
Louisville, KY	10445 Dixie Hwy
Winchester, VA	2350 S Pleasant Valley Rd
Smyrna, TN	570 Enon Springs Rd E
Newnan, GA	1025 Highway 34 E

Daytime Population 68,053

(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



Sporting Goods



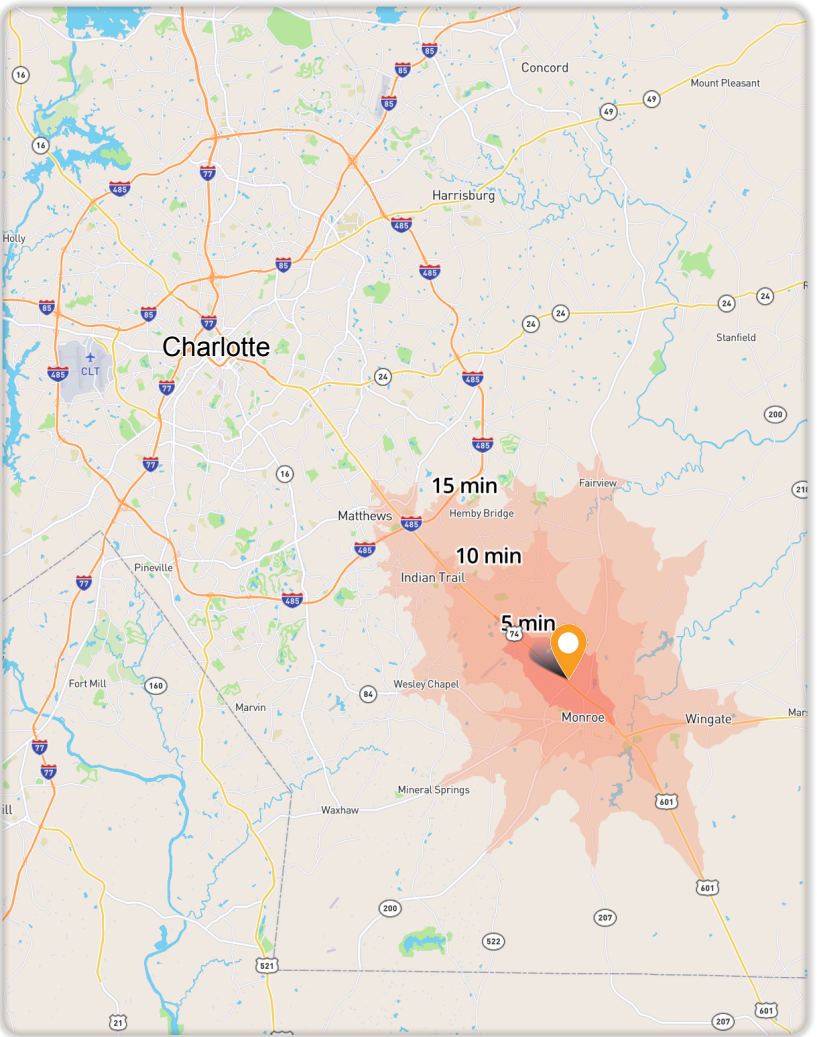
Apparel



Hobby & Craft



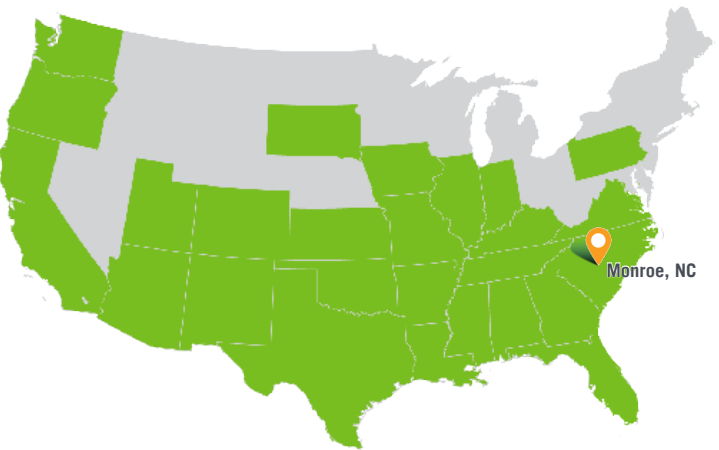
Grocery



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2017 Estimated Population	24,576	53,959	169,335
Daytime Population	32,330	65,372	153,598
Median HH Income	\$45,500	\$50,454	\$65,283
Number of Households	8,524	18,567	57,351

	5 Minute DT	10 Minute DT	15 Minute DT
2017 Estimated Population	11,678	50,471	117,626
Daytime Population	21,275	68,053	135,426
Median HH Income	\$43,653	\$51,729	\$59,395
Number of Households	4,151	17,328	40,903

*Source: STI PopStats



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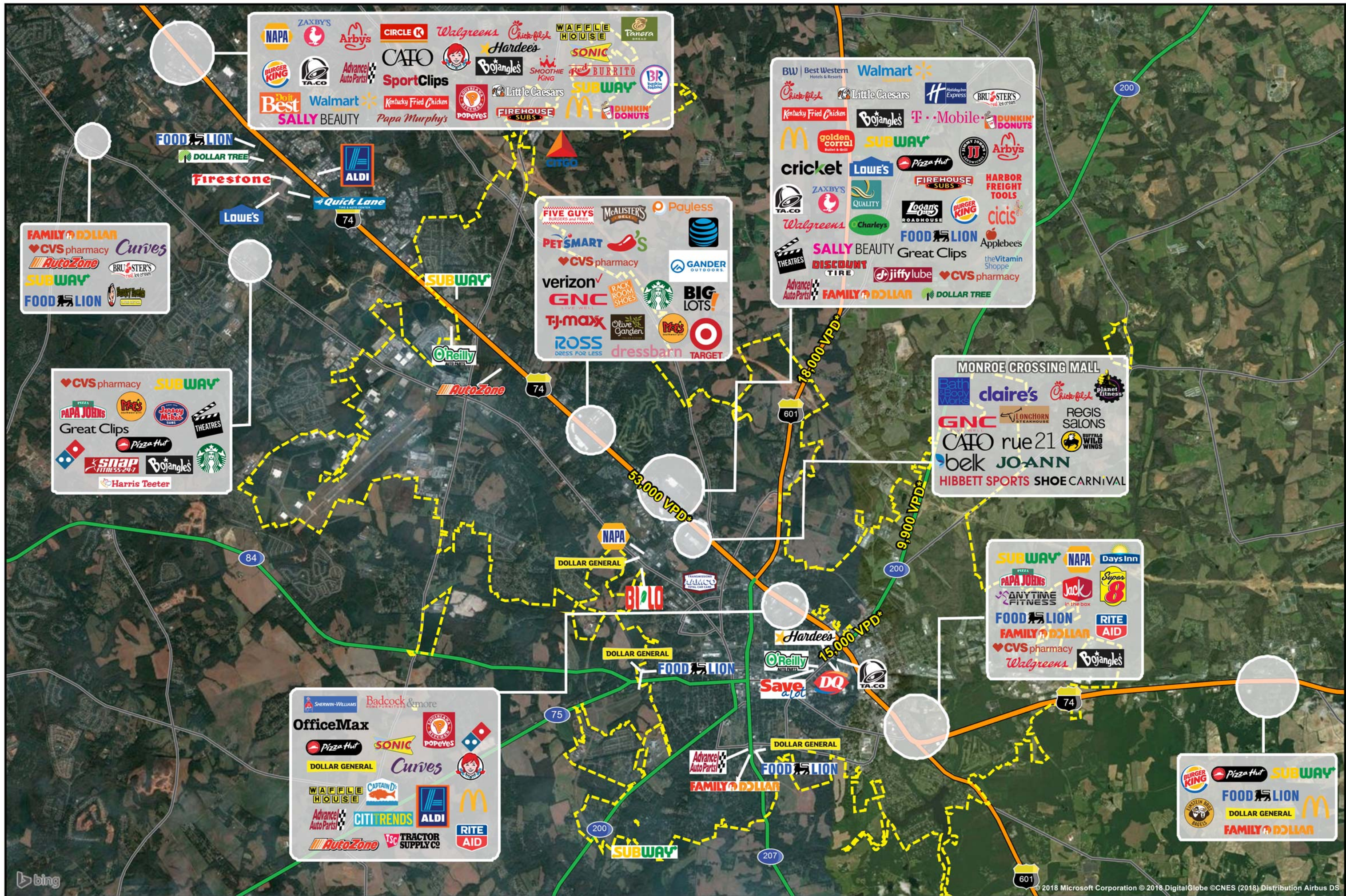


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There's a lot of potential here.