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.

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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:

- Florence, SC
- Louisville, KY
- Winchester, VA
- Smyrna, TN
- Newnan, GA
- Monroe, NC

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!