



Location Decision Advisors has proven to be an invaluable resource for helping us make informed decisions about our store locations. Of particular utility is the comprehensive, step by step, Site Selection Success Manual which was written specifically for our company. It is an important tool to help us find new “home run” locations.

Frank Raeon, the principal of *Location Decision Advisors*, also helped us design customer surveys, and then analyze and chart the survey responses. In addition, Frank provided us with customer spotting maps which very clearly identified where our store customers are coming from.

As a result of the detailed demographic and psychographic information provided by *Location Decision Advisors*, we now have a much better understanding about the trade areas surrounding our stores, as well as the lifestyle characteristics of the people who live in these areas. This information and the multiple research findings and recommendations provided by *Location Decision Advisors* help us feel more confident about our ability to maximize Graeter’s store sales as we expand into select new metropolitan communities. I strongly believe that the expertise provided by Frank’s company was a smart investment in our future growth.

For those companies without a corporate real estate staff, having a system in place to make smart location decisions is essential. I recommend *Location Decision Advisors* to provide this expertise to any retail business or restaurant which is looking to grow their market presence, whether here in Greater Cincinnati or elsewhere.

Sincerely,

Richard A. Graeter
President
Graeter's Inc.