



# RECAP™

Your Source for Competitor Locations

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## Make faster, smarter decisions with the ReCAP database of location information

### ReCAP Retail Database 11.1 Quick Facts

Retail Trade Names	7,994
Retail Locations	1,075,987
Categories	71
Sub Categories	203
93% geocoded at address level	
100% with SIC, NAICS and CAP Category & Class	

### Find the ideal sites for your locations

ReCAP Retail provides the answers and the power to quickly and efficiently analyze existing retail sites to help you:

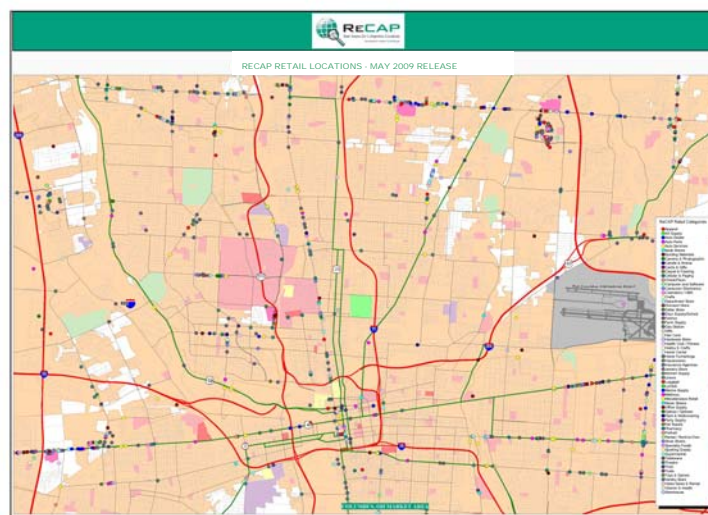
- Select locations for new site analysis
- Identify untapped potential and avoid unfavorable competitive situations
- Develop expansion plans to maximize profitability
- Make decisions more quickly and precisely and prioritize resources
- Analyze market potential and competitive threats
- Analyze the commercial retail universe proactively
- Determine growth segments as they relate to your concept

## ReCAP Retail: An Invaluable Tool for Site Selection and Analysis

The ReCAP Retail database is a current, verified file of retail locations consolidated into a comprehensive list of over 1 million records in every market in the United States and Canada. It provides a complete, continually updated view of today's retail landscape, making it an invaluable tool for site selection and analysis. ReCAP Retail can help you make intelligent, strategic decisions quickly utilizing up-to-date information. The data we deliver can be completely customized.

### What makes ReCAP Retail different from other databases?

We can provide an enhanced sales estimate based on a proprietary methodology that calculates an annual sales estimate for each location based on the customer base and density, physical location and competitive



### Retail locations in Columbus, OH

Select the fields and geographic areas that pertain to your business and choose the format that works for you.

*In addition, ReCAP Retail data will work seamlessly with your current mapping applications.*

environment for each store's trade area. ReCAP Retail is a thorough, **continually updated** and verified database that is checked for accuracy and completeness utilizing the most reliable sources and rigorous processes

available. **ReCAP Retail doesn't include non-retail locations, corporate offices and distribution points.** The ReCAP Retail records are individually researched and verified to ensure the correct industry classification.



# The Most Comprehensive Retail List Available

## Data Sources

The data is compiled from commercially and publicly available sources as well as **CAP's own proprietary data** for the retail industry, including:

- Chain Directories from HQ
- Internet Chain Directories
- Franchise Circulars
- Business List and Phone Data
- Public/State Data
- Retail Guides and Magazines
- Phone Verifications

## Vintage

Because ReCAP Retail is continuously updated, you can request specific chains or classes of trade to be collected, analyzed and licensed. Current release:

**June 2011**

**Call 630.416-9924 today and put the power of ReCAP Retail to work for you!**

*Other location data available:*

*Insurance, Hotels, Banking*

*Locations, Schools and our*

*ReCAP® Retail Database with*

*more than 1,075,987 retail*

*locations!*

*Call for special pricing.*

*See our Website:*

[www.datsourcetechnology.com](http://www.datsourcetechnology.com)

The data is compiled from unit counts and individual locations for retail chains in 203 different classifications. Purchase only records you need in the format you want. The chart at right shows sample records in the ReCAP Retail database. Charts shown depict only a small sample of the vast amount of data available.

LocationID	2204423	1792373	2342042	450065
TNID	161	121	152	173
Trade Name	Barnes & Noble Booksellers	Sears	Bed Bath & Beyond	Tractor Supply
Company	Barnes & Noble Inc.	Sears Roebuck & Co.	Bed Bath & Beyond Inc.	Tractor Supply Co.
Address	4005 TOWNSFAIR WAY	2765 EASTLAND MALL	1786 HILLIARD ROME RD	5525 W BROAD ST
City, State	COLUMBUS, OH	COLUMBUS, OH	COLUMBUS, OH	COLUMBUS, OH
Geocode Quality	ADDRESS	ADDRESS	ADDRESS	ADDRESS
CAP Category ID	1500	2800	8400	3300
CAP Category	Book Stores	Department Store	Linens	Farm Supply
CAP Class ID	1510	2800	8400	3300
CAP Class	Superstore	Department Store	Linens	Farm Supply
Chain Size	726	2067	922	624
ReCap 9.1 SQFT	24,000	140,500	45,000	25,000
SIC	5942	5311	5714	5191
NAICS	451211	45211	423220	44421
Sales Estimate	\$8,958,700	\$85,900,800	\$7,338,200	\$7,212,000
Verified Date	02/27/09	09/04/08	02/27/09	06/30/06



\*Additional data available: ZIP+4, Phone/Fax Numbers, All Geographic Codes, Mall Indicator, SIC, and NAICS.

CAP Category	Trade Name Count	Location Count	CAP Category	Trade Name Count	Location Count
Apparel	990	88,643	Hotel/Motel	229	30,140
Auto Parts	180	33,259	Housewares	40	2,818
Auto Services	72	37,262	Jewelry Store	176	10,870
Book Stores	71	4,622	Luggage	37	1,988
Building Materials	180	11,590	Lumber	236	2,927
Camera & Photographic	29	1,214	Mattress	39	2,090
Car Rental	27	11,004	Miscellaneous	115	9,194
Cards & Gifts	103	37,955	Music Stores	58	1,709
Check/Pawn	38	10,836	Nursery & Garden Centers	24	239
Computer and Software	14	5,350	Office Supply	48	62,222
Consumer Electronics	96	10,441	Optical / Optician	104	5,713
Convenience Store	373	45,765	Paint & Wallcovering	82	12,229
Cosmetics / HBA	58	10,277	Pet Supply	30	4,148
Department Store	44	7,736	Pharmacy	222	26,879
Discount Store	20	6,323	Rental / Rent-to-Own	78	5,458
Dollar Store	19	20,401	Self-Storage	12	19,108
Education Supply	30	5,558	Shoe Stores	269	59,073
Fabrics	17	1,541	Specialty Foods	125	9,345
Farm Supply	55	19,564	Sporting Goods	149	6,004
Flooring & Carpet	52	2,830	Supermarket	563	30,328
Gas Station	79	79,992	Theatre	71	2,504
Gifts	52	3,010	Tire	66	37,479
Hair Care	51	15,664	Toys & Games	29	2,168
Hardware Store	60	11,322	Variety Store	42	3,232
Health and Fitness Clubs	44	10,400	Video Sales & Rental	27	32,790
Hobby & Crafts	25	1,882	Vitamin & Health	21	8,019
Home Center	7	4,952	Warehouse	3	1,262
Home Furn & Access	379	19,076	Grand Total	7,083	1,075,987

\*\* Miscellaneous includes Art Supply, Auto Dealer, Candles & Aroma, Cellular & Paging, Christmas, Cutlery, Insurance Agencies, Kitchen Supply, Linens, Marine Supply/Marina, Party Supply, Picture Framing, Portrait, Tableware, and Tools.