

# Printable: Commercial Site Selection

## How do I run a Commercial Site Selection in RPR?

- 1 Click *Research*, select *Commercial Site Selection*.
- 2 Enter a *City and State; Zip Code, or County*.
  - a Or select an area on the map to access map search tools.
- 3 Select an attribute from one of the following categories:
  - b *Who They Are, What They Do, Where They Live, What They Buy, Facts & Stats*
- 4 Follow the prompts to select attributes using spending and demographic data.
- 5 Choose *Add more criteria* to select additional attributes.
- 6 Select *Run Analysis*.
- 7 From the results page, select one of the best geographic matches and:
  - c *Search for Listings, Search All Public Records, View Trade Area Details*
- 8 Adjust your findings in the Analysis Panel.

The screenshot shows the RPR Commercial Site Selection interface. At the top, there's a navigation bar with 'RPR' logo and links for Research, Marketing, Reports, Learn, Help, and My Work. Below that, the 'Commercial Site Selection' page is displayed. It asks 'Where are the right people for a business?' and provides a search bar for 'Cincinnati, OH'. A criteria selection panel allows users to filter by 'Who They Are' (Age, Seniors), 'What They Buy' (Health Care, Convallescent and Nursing Home Care), and 'Facts & Stats' (Housing Stats, Own a Home). A map shows the selected area in Cincinnati, OH, with a trade area analysis overlay. Below the map, the 'Analysis Results for Cincinnati, Ohio' are shown in a table:

Selected	Seniors (Over 65 percent of population)	Convallescent and Nursing Home Care	Own a Home (Percent of households)
Bond Hill in Cincinnati, OH	2,184 28.7%	\$17	54.2%
California in Cincinnati, OH	135 28.2%	\$25	81.2%

## How do I create a Trade Area Analysis?

The screenshot shows the RPR report customization interface. It displays 'My Reports' with options for Property Report, Trade Area Report, and Trade Area Analysis. The 'Trade Area Analysis' report is selected. Below, there's a 'Personalize Your Report' section with fields for recipient name, email, and delivery method. A 'CUSTOMIZE YOUR REPORT' section allows users to select cover page elements to include in the report. The 'YOUR PROFILE' section shows the user's name and contact information.

- 9 From your *Site Selection* results page, scroll to your *Analysis Results*.
- 9 Select *Get Trade Area Analysis Report*.
- 10 Select the plus sign to choose the elements to include or omit in the report.
- 11 Choose the report's cover elements and whether to show or hide page numbers.
- 12 Personalize the report, choose a delivery method, and press *Run Report*.