



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 Select *OK*.
- 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.

How do I create a Trade Area Analysis?

- 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*.