

RETAIL SERVICES

CONSUMER PROFILING



CBRE Retail Services offers a unique service to our clients: an in house team of consumer profiling experts. Utilizing high-end segmentation techniques, our team can provide detailed consumer analysis that benefits agencies, occupiers and municipalities. The ability to identify a consumer and its demand in a market is a critical element in optimizing your market and site location decisions.

Our Method

Geo-demographics is a method of linking detailed consumer, demographic and lifestyle information to specific geographic locations and allows us to tie data to the ground. Our clients can then quantifiably determine the most effective ways to locate stores, select suitable tenants for a center, and understand the best mix of retail for a market. We empower our clients with services that help them understand and find their customers by creating an analysis package to identify—down to the smallest level of geography—where the largest numbers of potential customers are located.

We work in conjunction with CBRE sales professionals in local markets to bring our superior analysis directly to their clients.

Our Services

- Municipality report
- Occupier market analysis
- Development site study
- Trade area comparison

Analysis Includes:

- Household level segmentation
 - Social groups
 - Lifestages
- Consumer preferences
- Community retailer rankings
- Market potential index
- Demographics
- Retail opportunity gap
 - Store type
 - Merchandise type

“The work that you have done thus far has helped establish credibility with my client and given them yet another way to analyze new store opportunities and strategize the relocations of existing stores. RSSG delivered the big promises I made to my client, which has increased my client’s confidence in me and CBRE’s platform.”

Drew Schaul
Senior Associate—Miami, Florida

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