



LOCATION EVALUATION

SITE ADDRESS: _____

LANDLORD: _____ PHONE: _____

RESTAURANT SIZE (SQ. FT.): _____ DIMENSIONS (L X W): _____

The Real Estate industry recognizes three major factors when estimating the potential of a business property. The first is location, the second is location, and the third is location. DoubleDave's Pizzaworks puts the same emphasis on locating your franchise location. As you begin to look at and evaluate potential locations for your franchise, consider the following:

FACTORS	ANSWER
1. Is the site located on a high traffic street? (30,000+ cars; 20-30,000 cars; 10-20,000 cars)	_____
2. What is the population within a 3-mile radius of the site? (100,000+; 50,000+; 25,000+)	_____
3. Is the site in a middle or middle-upper income area? (\$60,000+; \$50,000+; \$40,000+ household income)	_____
4. Is the site in a growing or stable area? (growing, stable, declining)	_____
5. How do you rate the other stores in your center or vicinity? (excellent, good, fair, poor)	_____
6. Will the site allow illuminated signs? (on site, near site, shared sign, none)	_____
7. Is the site located at or near an intersection? (at, near, no)	_____
8. Is the site accessible/visible from several directions? (three ways, two ways, one way)	_____
9. Is the speed limit by the site appropriate? (25-35 mph; 35-45 mph; over 45 mph)	_____
10. How far is the site set back from the street frontage? (25-50 ft. back; 50-75 ft. back; 75-100 ft. back)	_____
11. How far away is nearest competitor? (2+ miles; 1-2 miles; less than 1 mile)	_____

OTHER CONSIDERATIONS:

College _____ High School _____ Church/Synagogue _____ Hospital _____ Office Bldgs. _____

McDonald's _____ Burger King _____ Other Fast Foods _____ Restaurants _____ Lg Employers _____

(Make additional copies of this form if you are evaluating several locations.)