

High-Traffic Coffee Shop

Harrisburg, PA

Market Area: 5 Mile Radius from Centerpoint

June 2017 Analysis

Gross Revenue: \$898,562

SDE/Cash Flow: \$157,425

Price: \$850,000

This downtown fixture is the go-to shop for downtown professionals and surrounding neighbors alike. Loyal clientele!

Key Industry Market Demographics

Market Size

- 12 Competitor Operations
- Gross Industry Market Sales: \$9,982,020
- Small Business % of Total Market: 43.40%

Annual Sales

- Average Industry Market Sales: \$831,835
- Average Industry Market Small Business Sales: \$721,970
- Industry Market Median Sales: \$816,140

Productivity

- Industry Market Sales per Employee: \$62,780
- Industry Market Efficiency Rate (SPE/Avg Wage): 4.60

Penetration

- Sales per Person: \$52
- Sales per Person Index (Market:US): 0.84
 - **Opportunity:** Potential under-served local market and US Sales per Person penetration is as much as \$1,597,123
- Sales per Household: \$113
- Sales per Household Index (Market:US): 0.77
 - **Opportunity:** Potential under-served local market and US Sales per Household penetration is as much as \$2,295,865



For more information:

Excel Business Brokers

Listing ID: 42-5632

Jane Broker

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Key Advantages and Opportunities

Sales Rankings

- Market Sales Rank: 4 of 12
- Market Sales Rank Percentile: 67
 - **Advantage:** Sales percentile above the 50th percentile generates \$82,422 more in annual revenue.

Annual Sales

- Average Market Sales Variance: 8.02% above market
 - **Advantage:** Above average industry sales level generates \$11,690 in additional owner earnings.
- Average Market Small Business Sales Variance: 24.46% above market
 - **Advantage:** Sales higher than the industry market small business average translate into \$30,938 in additional owner earnings.
- Median Market Sales Variance: 10.10% above market
 - **Advantage:** Above average industry sales level translates into \$14,440 more owner earnings.

Owner Earnings

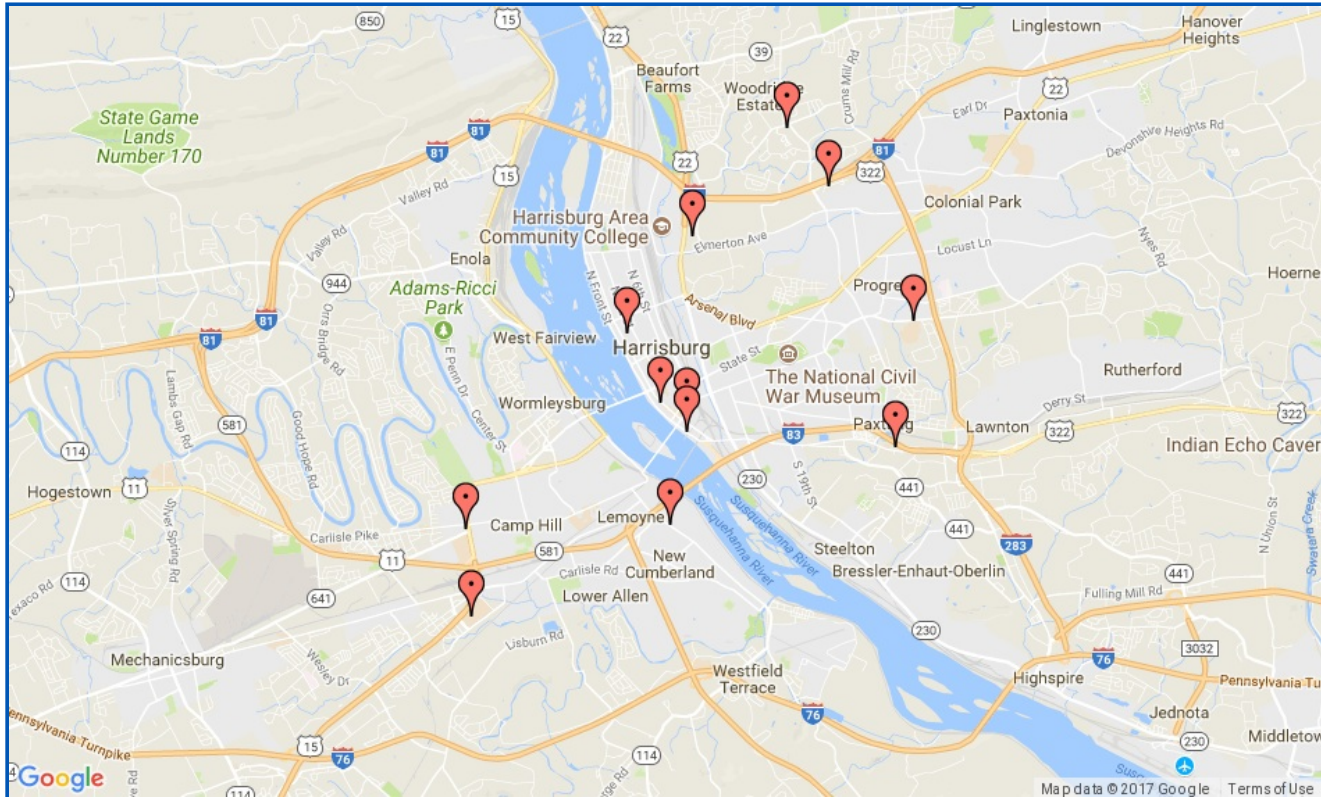
- 2016 Industry Peer Group SDE Percentage: 6.38 percentage points above
 - **Advantage:** Above average industry SDE percentage means \$57,325 more owner earnings.

Productivity

- Market Sales per Employee Index: -4.6%
 - **Opportunity:** Improve Sales per Employee value to the industry market level to accrue \$504 more owner earnings per employee.
- Market Efficiency Index (SPE/Average Wage): -13.7%
 - **Opportunity:** Enhance the Efficiency Index to the industry market level and accrue \$3,859 additional owner earnings per employee.

Market Area Industry Operations (up to 75 displayed)

Market Area: 5 Mile Radius from Centerpoint



Key Population Demographics

Population

- Population: 191,431
- Households: 88,131

Age

- Median Age: 39
- Millennials (20-34): 20.72%
- Gen Xers (35-54): 26.69%
- Boomers (55-74): 20.96%

Work Force

- Labor Force: 64.10%
- Unemployed: 5.19%
- Work at Home: 1.65%

Income

- Per Capita Income: \$27,155
- Median Household Income: \$44,954
- Average Household Income: \$55,373
- % Households >\$100,000: 18.34%

Housing

- Median Housing Value: \$150,071
- Median Rent: \$845/month

Education

- High School Degree & Higher: 89.1%
- Associates Degree: 8.1%
- Bachelor's Degree & Higher: 28.8%

Legend Definitions

Advantage and Opportunity comments

Calculate dollar value worth of respective listing market advantages and opportunities based on the specific industry, market and listing metrics.

Key Industry Market Demographics

- **Competitor Operations:** The number of business establishments operating in the selected industry segment and market area.
- **Gross Industry Market Sales:** The aggregate revenue of the competitor operations in the selected industry segment and market area.
- **Small Business % of Total Market:** The share of the local industry market held by operations with fewer than 25 employees.
- **Average Industry Market Sales:** Annual average site sales in this industry market.
- **Average Industry Market Small Business Sales:** Annual average small business sales (<25 employees) in this industry market.
- **Industry Market Median Sales:** The annual sales point at which half of industry market operations are above and half below.
- **Sales per Person/Sales per Household:** Calculates the market area Sales per Person and Sales per Household for this industry.
- **Sales per Person/Sales per Household Index:** Compares market area Sales per Person or Household for this industry to national levels, expressed as a two-decimal index.

Seller's Competitive Industry Position

- **Market Sales Rank:** This is the sales volume rank of the listing compared to all industry market competitor operations.
- **Market Sales Rank:** The percent of industry market operations which register sales below the listing's level.
- **Average Market Sales Variance:** The difference between the listing's annual sales and the average industry market competitor's sales, expressed as a percentage.
- **Average Market Small Business Sales Variance:** The difference between the listing's annual sales and the average industry small business market competitor's sales, expressed as a percentage.
- **Median Market Sales Variance:** The difference between the listing's annual sales and the median industry market sales, expressed as a percentage. The median is the point at which half of competitor are above and half below. The difference here is expressed as a percentage.
- **2016 Industry Peer Group SDE Percentage:** Displays the percentage point difference in Seller Discretionary Earnings between the industry sales class peer group percentage and the listing. SDE include owner compensation, amortization and other non-cash items as a percent of Revenue.
- **Market Sales per Employee Index:** Compares the industry market average sales per employee productivity ratio to the listing. Expressed as a percentage above or below the industry.
- **Market Efficiency Index:** Compares the industry market average Efficiency Index productivity ratio (Sales per Employee/Avg. Annual Wage) to the listing. Expressed as a percentage above or below the industry.

Key Population Demographics:

The population demographics are taken directly from the Census Bureau's American Community Service data. Snapshot content is divided into 6 categories: Population; Age; Employment; Income; Housing; and Education. Most labels are self-explanatory.

The ACS data correlates directly to US-State-Metro-County and zip code market areas. Radius-based markets apply data from co-joined zip codes (those that touch the radius area).