

WORKSHEET 11 · CHAPTER 11 · FINDING YOUR LOCATION

Location Scorecard

Print, complete by hand, or use as a working review sheet.

Instructions

Score each criterion from 1 to 10, multiply by weight, and do not sign a lease below the minimum threshold.

Weighted Criteria

#	Criterion	Weight	Score	Weighted
1	Demographics and target-audience alignment	5		
2	Base rent and occupancy costs	5		
3	Mechanical infrastructure	5		
4	Pedestrian and vehicular traffic	4		
5	Lease flexibility	4		
6	Visibility and signage	3		
7	Co-tenancy and competition	3		

Total Score

Total possible score: 290. Minimum threshold: 200.

Lease Decision

Proceed / renegotiate / reject. State the evidence.