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Practice Cafe, LLC is not held responsible for the actions taken by a client based upon the information contained in this report. This report is created for the sole purpose of providing insights into the relative strengths and weaknesses of various geographic locations. We strive to obtain the highest quality and most updated data. However, Practice Cafe, LLC is not held responsible for potential inaccuracies of the data as delivered from our data providers. Due to the dynamic growth of certain zip codes, the number of dentists in those areas may be underestimated.

We strongly encourage the client to independently verify the number of dentists in the area before committing to any specific location. This is a summary report and its conclusions should not be taken as a professional recommendation for future practice site location. The client is solely responsible for using the information provided for continuing their location search in a systematic manner.

Note: The information contained the Specific Site Demographic Report is pulled from information generated by a third party. Practice Cafe, LLC is not responsible for discrepancies in the data shown. Practice Cafe recommends the client does additional research through search engines and uses firsthand knowledge to understand the primary competition.

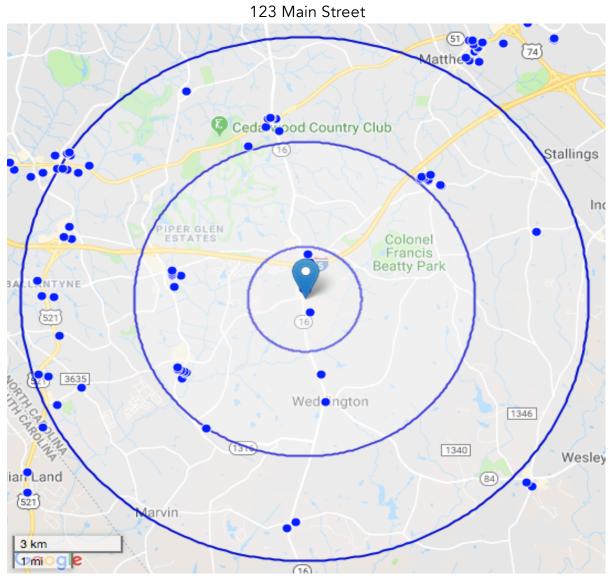
Stats for 3-mile radius	123 Main Street Charlotte, NC 28277				
Median Age	37				
Leading Age Groups	45-54 - 18.2% 35-44 - 17.7%				
Homes with a Presence of Children	41%				
Ethnicity Breakdown	White - 78% Black - 10% Hispanic - 6%				
Education Level (Associate's degree +)	49%				
Type of Household (Family vs. Non-Family)	Family - 78%				
Average Household Size	2.66				
Median Household Income	\$116,023				
Median Home Value	\$304,010				
Homes Occupied by Owner	83%				
Population Density (Per Sq. Mile)	1,839				
Annual Health Care Spending	\$9,773				

123 Main Street								
	1-Mile	3-Mile	5-Mile					
General Dentists*	6	24	73					
Average Household Size	2.60	2.66	2.67					
Total Population	20,780	83,968	197,063					
Dentist-to-Total Population Ratio (1 : )	3,463	3,499	2,699					
Target Households (Households with an Estimated Income of \$75K+)	eholds with an attending to the state of 1,485 at 15		39,290					
Dentist-to-Target Population Ratio (1 : )	644	1,663	1,437					

<sup>\*</sup> The number of dentists shown is pulled from software that reports registered dental licenses, not practices. Therefore, despite its frequent updates, the software cannot produce 100 percent accurate counts of active dentists in a given area. Dentists registering their licenses to locations other than their practice (eg: home address) can effect the accuracy of the number.

### Competition: General Dentists

These are dental practices that likely fit your same practice model. These practices are your primary competition as they generally offer similar services to a similar target patient base.



### Ghorshi Family Dentistry Seyed Ghorshi, DDS

11301 Golf Links Drive North, #201 Charlotte, NC 28277 (704) 321-3244 ghorshifamilydentistry.com

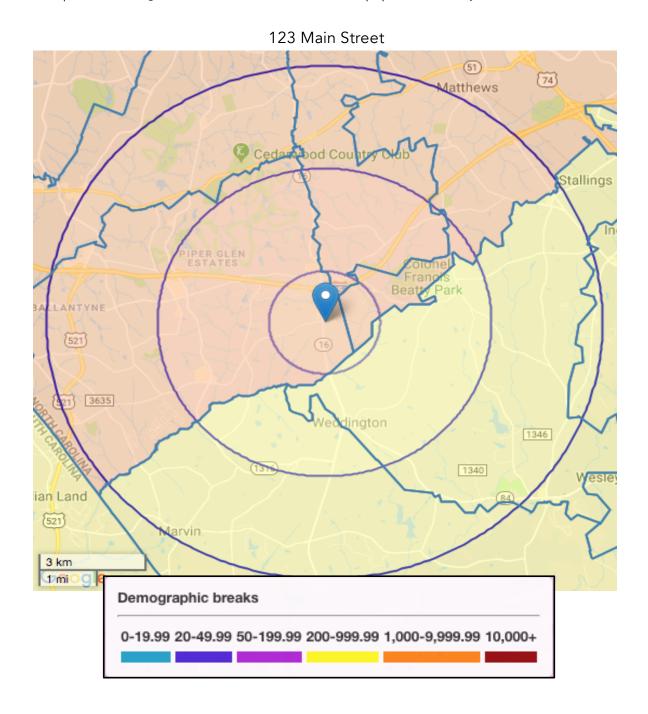
# **Providence Dentistry**

Tori Irvine, DDS 10815 Sikes Place Charlotte, NC 28277 (704) 841-7358 healthydentalalternatives.com

### **Population Density**

It's important to know where the majority of the population is located when considering where to put a practice, as this is likely where the majority of your new patient base will be.

Understanding the framework of an area's population density is also important. Multi-family dwellings (ie-apartments, condos and townhomes), or the homes located on smaller land lots can contribute to a higher population density, while underdevelopment (with potential future growth), rural development and larger land lots can decrease an area's population density.



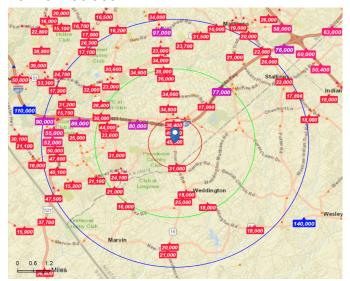
### **Traffic Count**

### 123 Main Street

Average Daily Traffic Volume

Up to 6,000 vehicles per day

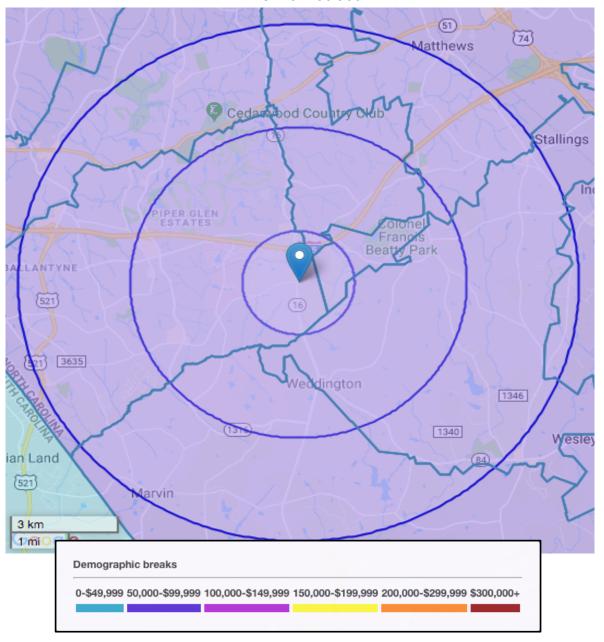
- ▲6,001 15,000
- **▲ 15,001 30,000**
- ▲ 30,001 50,000
- ▲50,001 100,000
- ▲More than 100,000 per day



Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.04	Providence Rd	Providence Country Club Dr (0.11 miles S)	2012	36,100
0.14	Ardrey Kell Rd	Providence Rd (0.1 miles E)	2015	16,000
0.24	Providence Rd	Golf Links Dr (0.08 miles N)	2012	45,600
0.51	Allison Woods Dr	Providence Rd (0.09 miles E)	2014	1,600
0.61	Providence Rd	Allison Woods Dr (0.1 miles S)	2014	49,000
0.64	Allison Ln	Allison Woods Dr (0.06 miles W)	2004	140
0.67	Allison Ln	Cripple Creek Ln (0.07 miles W)	2011	1,000
0.84	Providence Rd	Belicourt Dr (0.07 miles N)	2014	31,000
0.88	Providence Country Club Dr	Dan Maples Dr (0.1 miles NE)	2008	2,300
0.92	Providence Rd	Forbes Dr (0.02 miles N)	2015	38,400
0.99	Darby Chase Dr	Gwantly Ct (0.02 miles SW)	2002	1,000
1.00	Providence Rd	Hemby Rd (0.31 miles S)	2015	35,000
1.03	Fox Hedge Rd	Fawn Hill Rd (0.04 miles N)	2010	1,100
1.04	Ballantyne Commons Pkwy	Annalexa Ln (0.23 miles W)	2015	15,800
1.05	McKee Rd	Sikes PI (0.05 miles W)	2015	25,000
1.08	Colonial Country Ln	Lundin Links Ln (0.03 miles NE)	2007	300
1.09	McKee Rd	Tilley Morris Rd (0.02 miles E)	2015	22,300
1.13	Tilley Morris Rd	Jacobs Creek Dr (0.0 miles E)	2015	9,700
1.16	Cactus Valley Rd	Manitoba Ln (0.03 miles E)	2015	300
1.17	Providence Country Club Dr	Delmahoy Dr (0.03 miles NE)	2007	1,300
1.19	Providence Rd	Alexander Valley Dr (0.02 miles S)	2015	32,000
1.19	McKee Rd	S Hall Dr (0.03 miles SW)	2015	13,300
1.20	Tilley Morris Rd	Stonemede Ln (0.09 miles NW)	2014	9,900
1.21	Fawn Hill Rd	Country Squire Ct (0.02 miles S)	2007	800
1.23	Providence Arbours Dr	Esherwood Ln (0.06 miles NW)	2002	1,100
1.24	Annalexa Ln	Crosshill Ct (0.04 miles N)	2009	1,300
1.26	Hemby Rd	Providence Forest Dr (0.11 miles SW)	2015	6,200
1.27	Alvarado Way	Peco Rd (0.02 miles NE)	2015	2,000
1.33	Tom Short Rd	Mesa Verde Rd (0.01 miles N)	2014	4,500
1.33	Esherwood Ln	Breamore Dr (0.02 miles N)	2013	600

### Median Household Income

123 Main Street



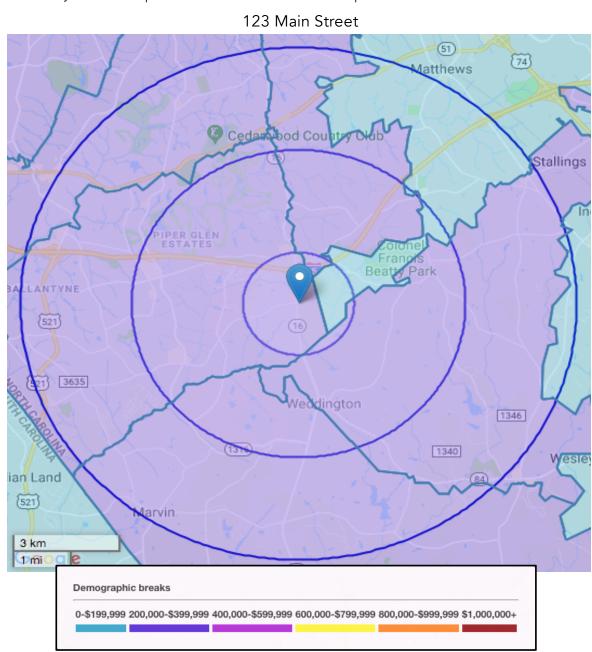
## Income Tax Data for 28277

Tax Year ->	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
Average Adjusted Gross Income (AGI)	\$99,275	\$94,555	\$92,374	\$91,616	\$93,773	\$99,681	\$107,771	\$109,815	\$104,095	\$92,260	\$97,107	\$97,620
Inflation Adjusted AGI	\$99,275	\$91,980	\$88,396	\$85,783	\$85,481	\$87,902	\$92,033	\$91,208	\$83,276	\$74,045	\$76,704	\$74,747
National Ranking of AGI (100% is highest)	97%	97%	97%	97%	96%	96%	96%	96%	96%	96%	96%	95%
Total Number of Returns filed in ZIP Code	17,726	19,055	20,462	22,020	23,170	24,849	25,827	27,735	27,561	27,326	27,754	29,675
Filed on Paper	13,650	13,535	13,501	13,306	12,360	12,486	12,060	11,629	9,130	7,868	5,677	2,244
Electronic Filed	3,661	5,098	6,563	8,310	10,447	12,363	13,767	9,109	9,770	10,494	12,776	18,650
Number of Filing Status Single	7,645	8,042	8,547	9,203	9,845	10,643	11,174	12,352	11,999	11,358	11,449	12,336
Number of Filing Status Married or Joint	9,031	9,729	10,448	11,170	11,530	12,176	12,524	13,072	13,111	13,412	13,658	14,364
Number of Filing Status Head of Household	798	969	1,148	1,288	1,423	1,571	1,683	1,865	1,981	2,135	2,193	2,370
Number with Schedule C (Business)	2,694	2,903	3,299	3,741	4,063	4,428	4,690	5,158	5,071	5,073	5,142	5,550
Number with Schedule F (Farming)	25	27	35	32	24	27	25	27	30	39	47	48
Primary Taxpayer's Age under 30	5,345	5,324	5,488	4,783	5,130	6,039	6,156	6,519	6,363	5,649	5,411	5,733
Primary Taxpayer's Age 30 to 44	6,238	6,851	7,458	7,928	8,106	8,573	8,748	9,116	8,940	8,968	9,098	9,489
Primary Taxpayer's Age 45 to 60	4,471	4,998	5,390	6,421	6,707	6,922	7,285	7,736	7,936	8,131	8,395	9,148
Primary Taxpayer's Age greater than 60	1,672	1,882	2,126	2,851	3,185	3,279	3,612	4,329	4,298	4,556	4,824	5,268
Number of Returns with arned Income Tax Credit	409	569	776	945	1,061	1,181	1,299	1,495	1,762	2,162	2,159	2,364
Number of Returns Done by a Preparer	9,208	10,053	10,963	11,896	12,555	13,557	14,149	15,041	14,715	14,597	14,951	15,864

#### Median Home Value

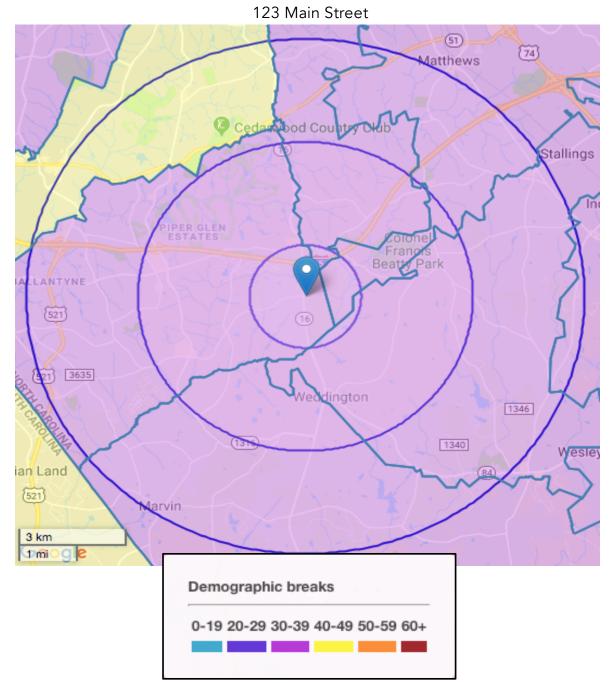
When considering median household income and home value, it's important to consider the relationship between the two. When deciding who your marketing target is, here are a few general rules:

- If an area has high-home values but low- to moderate-income levels, this is a red flag.
- If an area has moderate-home values and moderate-income levels, homeowners may still be cautious with their money but generally more able to afford conservative treatment plans.
- If an area has low-home values but high-income levels, homeowners are more likely to have discretionary income to spend on more involved treatment plans and elective services.



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# Median Age



### Owner Occupied Households

Understanding the percentage of Owner Occupied Households is important because it shows the concentration of the residents that are likely going to be in the area for a longer period (rather than homes being rented or vacant).

It is important for the client to target homes that are occupied by the owner, as renters tend to move around more frequently, thus forming less of a loyal and permanent relationship with the client and his dental practice. It's important to target patients who are ideal for the practice, not only for the purpose of gaining the best new patient as possible initially, but also for the possible referrals that will come from each patient.

As mentioned above, homeowners stay in their homes for an average of 7 years as opposed to 1- to 2-year stays for renters. Targeting patients with a tendency toward stability and longevity increases the potential return from marketing dollars spent to attract new patients.

