

The slide features a decorative arrangement of six circles. Two are solid light purple, and four are hollow with a light purple outline. They are positioned around the central text. The text 'iVisibility' is underlined and placed over two of the solid circles.

**iVisibility**

**Relocating Financial Services Customer**

# Relocating Financial Services Customer

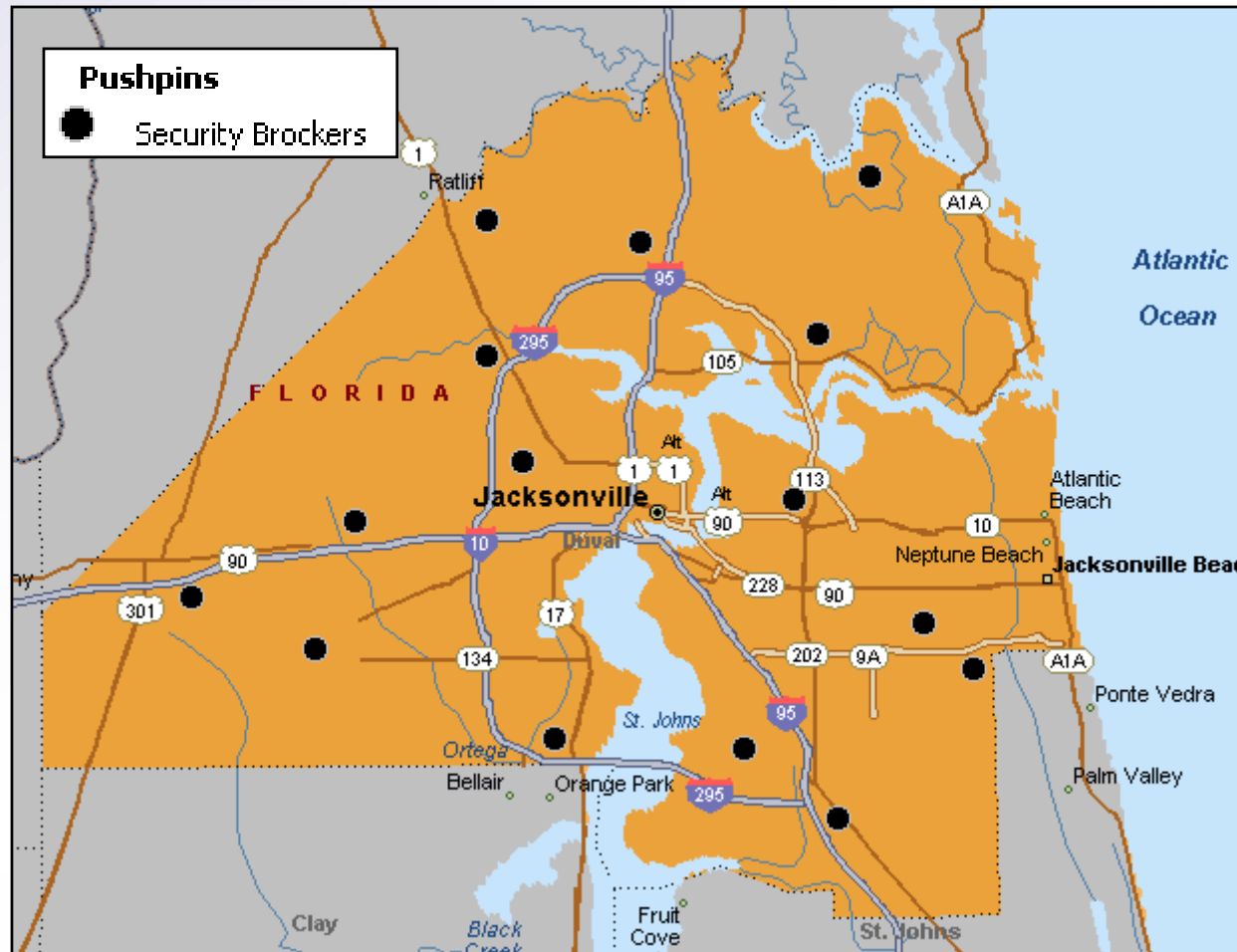
- I have a small financial services company, located in Gainesville, Florida that I'm looking to re-locate into the Jacksonville market. In order for our company to offer superior customer service, we need to be relatively close (10 miles) to our customers.
- For demographics, we need
  - at least a median house-hold income of \$75,000
  - a high concentration of individuals 50 and above
  - high concentration of families with kids under 12 years old.
- Since TMarketFocus.com is a leading provider of quality marketing information, can you offer some assistance on site location and generating a mailing list.

# Recommendations

The header features five circles in a row. The first, second, and fifth circles are solid light blue. The third and fourth circles are hollow with a light blue outline. A solid black horizontal line spans across the circles, starting from the left edge of the first circle and ending at the right edge of the fifth circle.

- Purchase our Geographic Snapshot report for **security brokers**, (SIC Code 6211), under 10000 sq ft which will give you a graphical view of the competitive landscape for, **SECURITIES BROKER**, under 10000 sq ft, in Duval County.
- This is a good starting point, because it gives you a graphical overview of where the activity for **security brokers** is taking place

# Geographic Snapshot

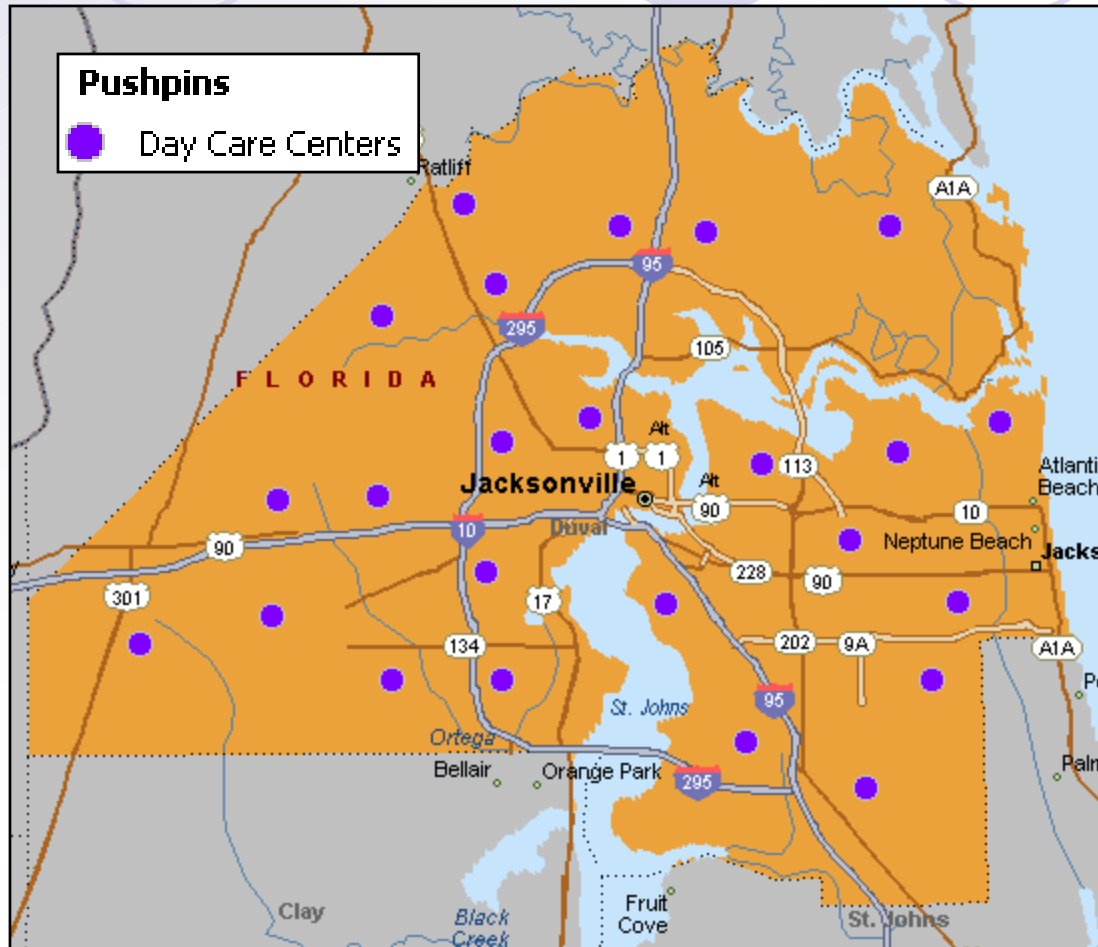


# Recommendations

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- Purchase our Geographic Snapshot report for **Day Care Centers** (SIC Code 8351). This will give an illustration of the concentration of Day Cares, which is a pretty good indicator of where young families live.

# Geographic Snapshot



# Recommendations

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- Purchase a custom demographics report for all zip codes with house-hold incomes over \$75,000 with the following:
  - percentage of individuals over the age of 50
  - percentage of families with children under the age of 12

# Demographics Reports

<b>ZIP Code</b>	<b>Percentage of population over age 50</b>	<b>Percentage of Population under age 13</b>
32058	15.24%	23.42%
32043	23.60%	47.37%
32068	14.84%	21.45%
32215	0.00%	23.88%
32065	15.68%	18.99%
32222	13.06%	23.58%
32073	21.11%	24.73%
32244	14.41%	26.22%
32003	14.73%	24.79%
32212	3.51%	19.61%



# Recommendations

The header features five circles in a horizontal row. From left to right, the first, second, and fifth circles are solid light purple. The third and fourth circles are hollow with a light purple outline. A solid black horizontal line runs across the width of the circles, positioned just below the word 'Recommendations'.

Purchase a sales and marketing list of residential property owners for your selected zip code.

Once you open your doors, its a good idea to introduce yourself.

An effective and inexpensive method is to run a promotional campaign with a letter and brochure inviting them into your office for a consultation.