



iVisibility

Newly Graduated Veterinarian



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I have just recently graduated from the Veterinarian School at Texas A&M (Whoop!!) and am currently working as a staff veterinarian in Northwest Houston.

I am planning on opening my own veterinarian clinic, within 6 months, and need site location assistance. I am currently living in an apartment, so I'm somewhat flexible on the location.

Newly Graduated Veterinarian

The header features the text 'Newly Graduated Veterinarian' underlined. Above the text are five circles: the first, third, and fifth are solid light purple, while the second and fourth are hollow with a light purple outline. A solid black horizontal line spans the width of the text.

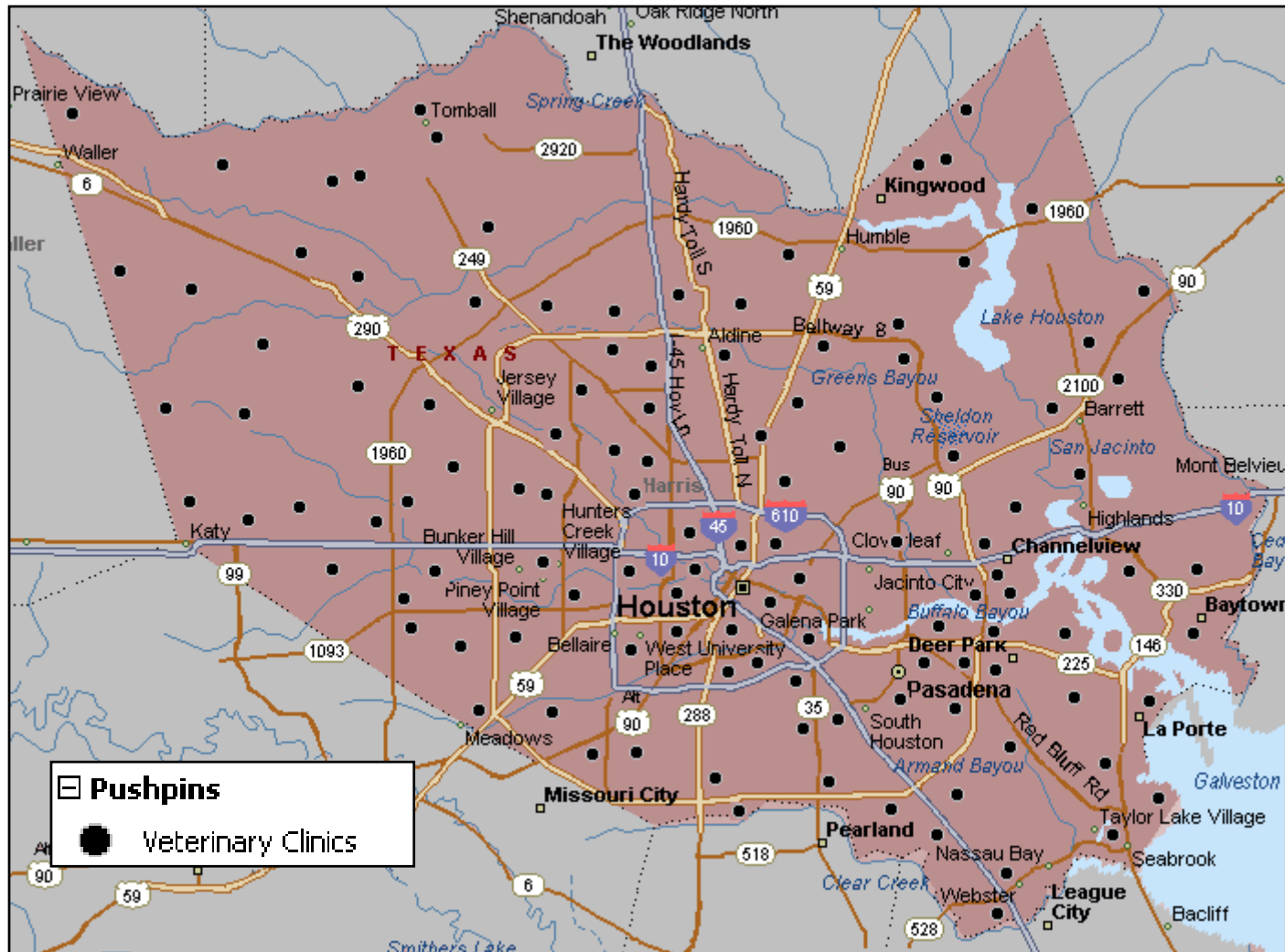
My target market will consist mainly of empty nesters with lots of animals. This group consists mainly of:

- Seniors
- Single adult females
- Couples without children
- Median household income of at least \$50,000.

Recommendations

- Purchase our Geographic Snapshot report for **Veterinary Services** (SIC Code 0742), which will show a graphical view of the competitive landscape for Veterinary Services in Harris County. This is a good starting point when beginning your search.

Geographic Snapshot



Recommendations

- Purchase a custom demographics report for all zip codes with house-hold incomes over \$50,000 with the following:
 - percentage of individuals between the ages of 60 and 80
 - percentage of unmarried/widowed females older than 18
 - percentage of married couples without children
 - median age
 - renter occupied
 - median rent paid

Demographic Report

| ZIP Code | Median Age | Percent of Population over age 55 | Renter-Occupied Dwellings | Median Cash Rent | Population Now married | Population Never married |
|-----------------|-------------------|--|----------------------------------|-------------------------|-------------------------------|---------------------------------|
| 77479 | 33.08 | 10.49% | 3122 | \$198.00 | 20987 | 10159 |
| 77478 | 34.42 | 15.73% | 4544 | \$160.00 | 28501 | 12265 |
| 77083 | 29.90 | 10.56% | 7513 | \$167.00 | 24360 | 5977 |
| 77099 | 28.68 | 9.60% | 7256 | \$193.00 | 21436 | 4394 |
| 77072 | 27.62 | 8.51% | 8565 | \$174.00 | 25253 | 20592 |
| 77477 | 30.80 | 9.59% | 4564 | \$387.00 | 17596 | 7091 |
| 77031 | 28.37 | 11.47% | 3626 | \$171.00 | 4755 | 6194 |
| 77036 | 27.30 | 11.87% | 23669 | \$154.00 | 27350 | 5795 |
| 77489 | 31.10 | 13.61% | 1595 | \$177.00 | 4525 | 9996 |
| 77053 | 26.29 | 12.59% | 1865 | \$472.00 | 1645 | 1792 |



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