

Buxton uncovers 1 billion dollar retail leakage in Sachse

The Sachse Economic Development Corporation is seeking to attract retail development through the completion of a local retail market analysis and development strategies. The SEDC retained Fort Worth-based Buxton to create a retail recruitment strategy that will bring retailers inside its city limits. Buxton, the leading customer analytics firm specializing in the retail industry, identified the development opportunities to satisfy the demand of the area's estimated 19,000+ residents in this suburban community located in northeast Dallas County on Highway 78 and the east part of the President George Bush Turnpike. The following table presents the trade potential variables for Sachse.

<i>Trade Potential Variables</i>	<i>Site</i>
Estimated Household Count	48,365
Number of Households in Dominant Segments	33,062
Traffic Count	27,450
Total Demand	\$1,928,426,843
Total Supply	\$841,876,098
Leakage/Surplus	(\$1,086,550,745)

"Sachse is evaluating which retailers are a good fit for our city," said Carlos Vigil, Director of Economic Development for the City of Sachse. "Once we have the retailers and restaurants identified, the next step is showcasing the city's amenities to developers, real estate brokers and those interested in doing business in Sachse."

"The City of Sachse is going to be able to communicate with retailers providing them with the house-hold level data needed for real estate executives to make location decisions," said Charles Wetzel, president and CEO of Buxton. "There are many retail and restaurant opportunities available for the area, and we are excited to help city leaders in their efforts to target businesses that suit their consumers."

Buxton has utilized its unique retail identification program that has profiled the area's consumers. As part of the study, Buxton used proprietary methodologies to draw on its database of 120 million households to identify the spending habits and lifestyles of customers in the trade areas. After comparing the information on the selected trade area to the core customer profiles of regional and national businesses, Buxton will have recommended a list of retailers and restaurants whose client bases match that of the Sachse community.

About Sachse

The City of Sachse and the SEDC are committed to the promotion and retention of high quality development within the City of Sachse and to maintain the quality of life for its citizens. The City Council and the SEDC Board of Directors seek to facilitate a local environment that is responsive and beneficial to business. They are prepared to advance public-private partnerships intended to help Sachse grow and prosper – a partnership that generates new job opportunities, increased capital investment, and overall community improvement.

The SEDC, City of Sachse and Sachse Chamber of Commerce are working together on marketing initiatives and business policies that promote the City of Sachse as a place to do business and enjoy the quality of life amenities for living and raising a family. Quality development is of highest importance that benefits the residents and the neighboring communities. We are “open for business” and welcome inquires for available business opportunities. Contact the SEDC office at 469-429-4764.

Recent Businesses to Sachse:

- Auto Zone
- Sherwin Williams
- Race Trac
- McDonald's Restaurant

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