



retail strategies SELMA, TEXAS Market Guide

City Contact Information



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Major Employers

Company Name	Employees
O'Reilly Auto Parts (Distribution)	250+
Costco Wholesale (Wholesale/Retail)	150+
Retama Park (Entertainment)	150
Gunn Buick/GMC (Car Sales)	100 - 110
Gunn Chevrolet (Car Sales)	100 - 110
City of Selma (Government)	92
Gillman Honda/Mitsubishi/Subaru (Car Sales)	85
Munters Drycool (Manufacturing)	70+
Academy Sports & Outdoors (Retail)	50 - 100
SpawGlass (Manufacturing)	30 - 40

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Moore, OK	501 Sw 19th St
Denton, TX	1515 S Loop 288
Midland, TX	4517 N Midland Dr
Moore, OK	640 Se 4th St
Fort Collins, CO	4625 S Mason St
Lewisville, TX	1515 Justin Rd
Broken Arrow, OK	6310 S Elm Pl
Schertz, TX	6102 Fm 3009
Oklahoma City, OK	13503 S. Santa Fe Avenue
Spring, TX	24809 Alaine Westfield Road
Round Rock, TX	4700 E Palm Valley Blvd

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Entertainment



Grocery



Health & Beauty



Restaurants

Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.



For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

Demographics

(5 Minute Drive Time)



Average Age
35.8



Median Household Income
\$77,591



Growth Rate
17.35%

Daytime Population 15,709

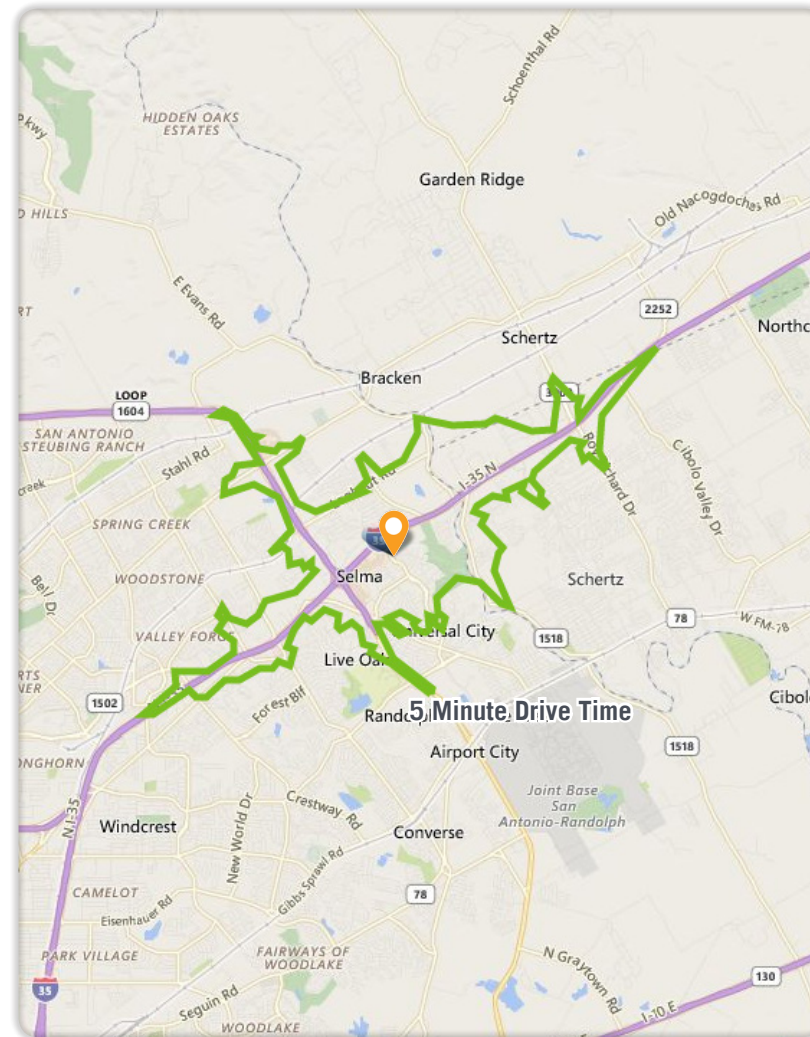
(5 Minute Drive Time)



Children at Home	822
Retired/Disable persons	1,097
Homemakers	1,486
Student Population	1,602
Work at Home	137
Employed	10,410
Unemployed	154



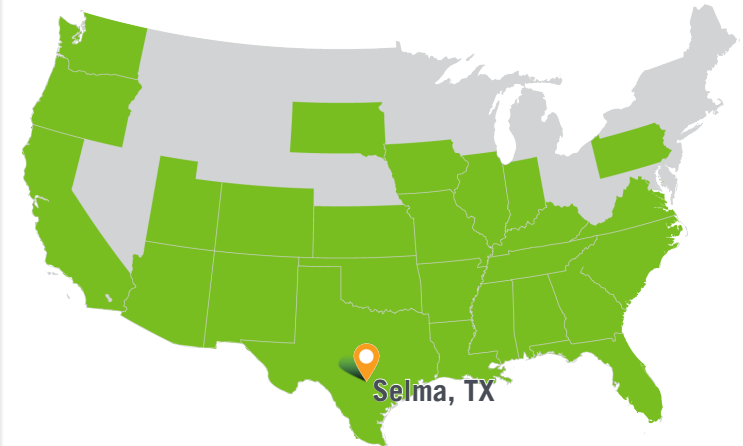
There's a lot of potential here.



DEMOGRAPHIC PROFILE	1 Mile Radius	3 Mile Radius	5 Mile Radius
2017 Estimated Population	7,578	65,518	182,906
Daytime Population	7,246	68,162	173,534
Median HH Income	\$71,433	\$65,928	\$67,369
Number of Households	2,911	25,008	65,804

	3 Minute DT	5 Minute DT	8 Minute DT
2017 Estimated Population	665	6,595	64,983
Daytime Population	1,172	15,709	71,268
Median HH Income	\$76,320	\$77,591	\$72,826
Number of Households	271	2,651	24,158

*Source: STI PopStats



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