



**9 GOODWILL**

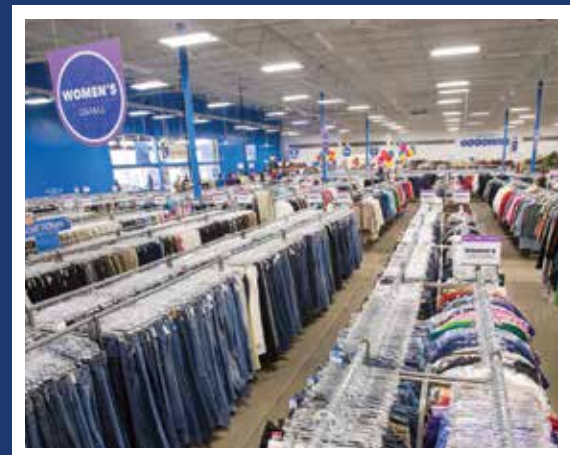
**GOODWILL 9**

# STORE CRITERIA



## CRITERIA

- **Square feet:** 18,000 - 35,000 ground floor square feet (existing or new construction)
- **Flexible terms:** Lease
- **Building type:** Freestanding, neighborhood or power centers
- **Preferred co-tenants:** High-volume grocery, drug and discount stores
- **High profile:** Great exposure, strong identity to street
- **Parking:** 5/1,000 or more preferred
- **Signage:** Pylon or monument availability and/or other distinctive signage
- **Loading access:** 58' semi trucks
- **Population:** 50,000+ within trade area
- **High traffic count:** 35,000 cars per day or more preferred
- **Submit:** Site plan, demos, area map, co-tenants, economics (rent & NNN), traffic and parking
- **Surrounding average household income:** \$50,000





# THE GOODWILL EXPERIENCE

Goodwill of Central and Northern Arizona offers customers and donors a modern, clean and professional retail experience – starting with a welcoming exterior. Operations place an emphasis on productivity, efficiency and respect for our community partners, neighbors and customers.



Yuma & Sarival



Queen Creek & Higley



Pebble Creek

# A PEEK INSIDE GOODWILL

Take a peek inside any Goodwill store and you will find a bright, clean and well-organized environment stocked with 100,000 gently-used items and happy customers. The Goodwill staff is friendly, our stores are modern and we offer a wide variety of selections.



# WHY GOODWILL OF CENTRAL AND NORTHERN ARIZONA? SOME RESALE INDUSTRY FACTS...

Statistics show that the resale industry is a multi-billion dollar industry and one of the fastest growing segments of retail. Average thrift store transactions, per capita, have also doubled over the past three years.

Goodwill of Central and Northern Arizona enjoys over 10 million transactions annually. Additionally, statistics gathered from surveys conducted by Goodwill show us that:

- 87 percent of Phoenix residents surveyed are aware of Goodwill of Central and Northern Arizona and shop at one of Goodwill's convenient locations.
- 60 percent of Phoenix residents surveyed shop at Goodwill several times a month.

The fastest growing segments within the resale industry are the items that Goodwill receives daily:

- Furniture
- Home décor
- Household items
- Apparel

With the phenomenal growth in the industry and the momentum of thrift shopping as a trend, Goodwill stores will continue to welcome high-traffic and enthusiastic, loyal shoppers who frequent our stores for the treasures and the bargains.



Pebble Creek



# GOODWILL SHOPPER DEMOGRAPHICS

Research tells us that females account for more than 60 percent of Goodwill's primary market for both shoppers and donors. Purchasing resold goods is trendy and Goodwill's recycling efforts appeal to both our primary and secondary markets.

Meet our target shopper: educated, married with at least one child, and loves a good bargain. Research also indicates Goodwill's typical customer is:

- Female
- Ages 25-54 (primary market)
- Income between \$50K - \$75K annually
- Environmentally-conscious and appreciates recycling



Meet our average donor, who accounts for four of five Phoenix residents according to a recent poll:

- Female
- Ages 21- 54
- 61 percent donate more than once a year
- 50 percent donate multiple times per year
- Household income between \$75K - \$100K

# GOODWILL SHOPPER DEMOGRAPHICS

The prototype Goodwill of Central and Northern Arizona store is designed to efficiently handle high-donor traffic without unsightly donation drop areas. Our donation drop model creates drop sites where team members greet donors at their vehicle within 30 seconds of being notified by a laser-triggered bell.



Donations are then collected and taken inside the stores immediately, where they are placed neatly into sorting bins. In every store, Goodwill's camera security system monitors all interior and exterior "critical zones" and enables Goodwill's Security Team to dispatch crews immediately to pick up any unauthorized after-hours donations.

# TESTIMONIALS

“In addition to providing a great and necessary service to the community at large, Goodwill is a beneficial tenant to the shopping centers where they are located. Their organization is professional from top to bottom.”

Gordon Keig  
Pennant Development, LLC

“Goodwill of Central and Northern Arizona is a terrific tenant and trusted business partner. We’re honored to have them as our anchor in multiple locations. They continue to be reliable and drive significant traffic to our centers.”

Aric Browne  
Ethan Christopher

“Goodwill of Central and Northern Arizona is a strong tenant with whom we’ve had many successes for more than a decade. Goodwill continues to uphold an impeccable reputation for being a first-rate and reliable tenant with their many stores across central Arizona.”

Michael Pollack  
Pollack Investments

“We are privileged to work with Goodwill of Central and Northern Arizona in their real estate endeavors. As a valued tenant, they go above and beyond every expectation to maintain their facilities. We value their business and look forward to a lasting partnership.”

Marty DeRito  
DeRito Partners Development, Inc.

**GOODWILL** 

**GOODWILL OF CENTRAL AND NORTHERN ARIZONA**

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