



How to Pick a Business Location (Checklist)

- 1. Decide on the Type of Business Premise**
 - a. Home office
 - b. Commercial office space
 - c. Retail store
 - d. Mobile / pop-up business
 - e. Industrial site

- 2. Look for Areas that Align with your Business**
 - a. Ensure the reputation and vibe of an area fit with your brand image and style

- 3. Find out about Local Ordinances and Zoning Restrictions**
 - a. Contact your local city office, county office, or city attorney's office to find out about zoning laws and restrictions

- 4. Research Traffic and Demographics**
 - a. Is there a suitable amount of foot or car traffic?
 - b. What is the demographic profile of the area?

- 5. Scope out Nearby Businesses and Competition**
 - a. Find out if there are many similar businesses in close proximity
 - b. Determine whether other businesses complement your business

- 6. Define Property Requirements**
 - a. Consider what requirements a suitable property should meet
 - i. Accessibility
 - ii. Proximity to your target market
 - iii. Sufficient parking
 - iv. Facility requirements
 - v. Options to expand or make additions

- 7. Determine your Budget**
 - a. Ask about location-specific costs
 - i. Maintenance
 - ii. Utilities
 - iii. Parking

- 8. Select a Property**
 - a. Balance total cost with other factors and make an informed decision