

Factor Ranking/Score Results
All Markets Rank Scoring (Existing branch and target branch areas)
Sample Financial Institution

| Overall Rank | Market Designation | Factor A | Factor B | Factor C | Factor D | Factor E | Factor F | Total Factor Score |
|--------------|------------------------------------|----------|----------|----------|----------|----------|----------|--------------------|
| 1 | W25 - Walmart Branch | 3 | 7 | 15 | 18 | 4 | 23 | 70 |
| 2 | T42 - Elmhurst Target | 2 | 34 | 21 | 4 | 8 | 3 | 72 |
| 3 | T48 - West Target | 9 | 20 | 19 | 8 | 15 | 8 | 79 |
| 4 | T43 - Southwest Park Target | 10 | 24 | 31 | 3 | 5 | 10 | 83 |
| 5 | E5 - Brooke Branch | 1 | 35 | 29 | 5 | 1 | 12 | 83 |
| 6 | T39 - Countryside Target | 8 | 39 | 20 | 9 | 6 | 7 | 89 |
| 7 | E13 - Metro Branch | 12 | 4 | 41 | 16 | 3 | 17 | 93 |
| 8 | E14 - Plum Branch | 15 | 25 | 33 | 21 | 7 | 6 | 107 |
| 9 | E10 -Frost Branch | 19 | 32 | 22 | 14 | 11 | 9 | 107 |
| 10 | E6 - Parkway Branch | 4 | 44 | 37 | 7 | 2 | 14 | 108 |
| 11 | E1 - Stone Branch | 14 | 31 | 14 | 19 | 14 | 19 | 111 |
| 12 | E11 - 119th Branch | 13 | 21 | 16 | 11 | 13 | 45 | 119 |
| 13 | T49 - New Branch - stoodley | 11 | 17 | 39 | 10 | 10 | 33 | 120 |
| 14 | E12 - 159th Branch | 21 | 2 | 11 | 36 | 16 | 34 | 120 |
| 15 | T44 - Lea Target | 23 | 40 | 47 | 6 | 9 | 2 | 127 |
| 16 | E4 - Home Office /Main Branch | 22 | 14 | 46 | 1 | 44 | 1 | 128 |
| 17 | E18 - Rainier Branch | 5 | 37 | 35 | 2 | 19 | 32 | 130 |
| 18 | T32 - South Como Target | 26 | 26 | 4 | 39 | 25 | 11 | 131 |
| 19 | T33 - North City Target | 16 | 41 | 6 | 20 | 36 | 15 | 134 |
| 20 | E50 - Independence | 36 | 12 | 27 | 24 | 24 | 13 | 136 |
| 21 | E9 - Grand ave Branch | 28 | 36 | 13 | 23 | 34 | 4 | 138 |
| 22 | W27 - Teal Walmart Branch | 20 | 22 | 40 | 12 | 18 | 27 | 139 |
| 23 | T41 - North town Target | 24 | 33 | 17 | 27 | 20 | 20 | 141 |
| 24 | T38 - North Independence Target | 17 | 30 | 25 | 15 | 22 | 35 | 144 |
| 25 | T34 - West Downtown Target | 6 | 50 | 18 | 17 | 40 | 18 | 149 |
| 26 | T29 - North Stone Target | 35 | 16 | 5 | 40 | 31 | 22 | 149 |
| 27 | T36 - Southeast Downtown Target | 7 | 47 | 2 | 28 | 32 | 43 | 159 |
| 28 | T37 - West Independence Target | 25 | 42 | 24 | 30 | 30 | 16 | 167 |
| 29 | W26 - State Line Walmart Branch | 33 | 18 | 30 | 37 | 12 | 37 | 167 |
| 30 | E19 - Bradford Branch | 18 | 49 | 9 | 26 | 27 | 38 | 167 |
| 31 | E7 - Summit Branch | 27 | 23 | 49 | 13 | 28 | 28 | 168 |
| 32 | E8 - Hills Branch | 29 | 19 | 28 | 34 | 17 | 41 | 168 |
| 33 | E3 - Lacrosse South Branch | 30 | 27 | 42 | 22 | 23 | 25 | 169 |
| 34 | E17 - Estuary Branch | 45 | 5 | 7 | 48 | 45 | 21 | 171 |
| 35 | W21 - Leeson Walmart Branch | 34 | 10 | 43 | 29 | 26 | 30 | 172 |
| 36 | W22 - Crate Road Walmart Branch | 32 | 9 | 36 | 31 | 29 | 42 | 179 |
| 37 | E20 - 78th & Main Branch | 31 | 46 | 32 | 35 | 35 | 5 | 184 |
| 38 | W24 - Swallow Walmart Branch | 39 | 8 | 38 | 41 | 21 | 39 | 186 |
| 39 | T30 - North Como Target | 44 | 6 | 10 | 47 | 39 | 47 | 193 |
| 40 | E16 - Worth Valley Branch | 41 | 28 | 26 | 32 | 38 | 36 | 201 |
| 41 | T46 - South Town Target | 38 | 45 | 3 | 42 | 33 | 40 | 201 |
| 42 | T40 - I-45 & E 963rd Street Target | 37 | 38 | 34 | 25 | 41 | 29 | 204 |
| 43 | T31 - West Town Target | 46 | 11 | 8 | 50 | 43 | 49 | 207 |
| 44 | T47 - Boontown Target | 50 | 15 | 1 | 45 | 48 | 50 | 209 |
| 45 | T45 - Park Target | 40 | 48 | 12 | 38 | 42 | 31 | 211 |
| 46 | E2 - Holme North Branch | 42 | 13 | 50 | 33 | 50 | 24 | 212 |
| 47 | E15 - Didcott Branch | 43 | 1 | 44 | 43 | 37 | 44 | 212 |
| 48 | T28 - SW City Target | 48 | 3 | 48 | 44 | 49 | 26 | 218 |
| 49 | T35 - West County Target | 47 | 29 | 45 | 46 | 46 | 46 | 259 |
| 50 | W23 - Blackwell Walmart Branch | 49 | 43 | 23 | 49 | 47 | 48 | 259 |

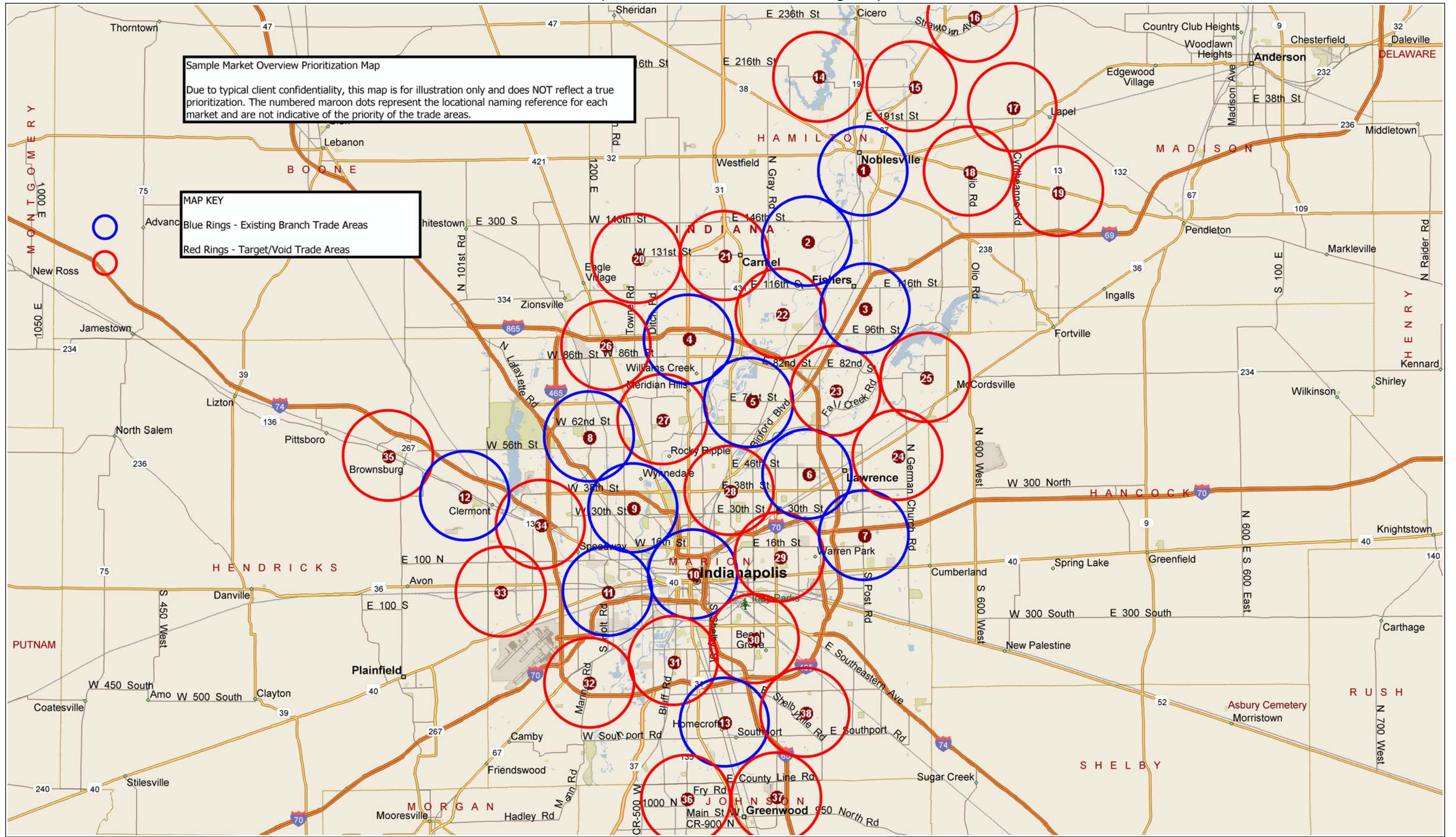
Markets with the best potential have the lowest **Total Factor Score**.

Green Fill rows are Existing Wal-Mart Instore Branches

Blue Fill are Existing Free standing facilities

No fill are targeted areas

Sample Market Overview Ranking Map



Sample Market Overview Prioritization Map

Due to typical client confidentiality, this map is for illustration only and does NOT reflect a true prioritization. The numbered maroon dots represent the locational naming reference for each market and are not indicative of the priority of the trade areas.

MAP KEY

- Blue Rings - Existing Branch Trade Areas
- Red Rings - Target/Void Trade Areas

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