



The A B C's of SITE SELECTION: How to Pick Winners and Avoid Losers

Frank Raeon

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The A B C's of Site Selection is about helping you succeed. It provides you with the tools you need to make “smart” location decisions—the kind that will enable you to consistently pick “home run” locations for your retail or restaurant business. Readers will especially benefit from learning about the importance of the Six Keys and why using a Site Selection Scorecard is highly recommended. Site selection is neither an art nor a science. Rather, it is a combination of both. It is a process which involves doing homework. In the long run doing homework is the only way to justify making what will surely turn out to be a major financial investment. If you want to succeed it is absolutely imperative that you understand that site selection is all about employing a systematic and disciplined approach—one which is intended to minimize mistakes and maximize opportunities.

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