



## ReCAP® Retail File 11.1

### Quick Facts

	<u>Total</u>
Retail Trade Names	7,994
Retail Locations	1,075,987
Categories	70
Sub Categories	203

93% geocoded at address level and 100% with SIC, NAICS and CAP Category & Class. File includes only major chain retail locations. No HQ, distribution or warehouse locations and all records are properly classified with category and class and outlet name and ID are consistent.

### Summary of Compiled Files vs. ReCAP®

Yellow records are from the national compiled file. White records are from ReCAP 10.1

Status	Trade Name	Address	City	State	Zip Code
Duplicate	MIDAS INTERNATIONAL	110 W NORTHWEST HWY	BARRINGTON	IL	60010
Match	MIDAS	110 W NORTHWEST HWY	BARRINGTON	IL	60010
Match	Midas	110 W NORTHWEST HWY	BARRINGTON	IL	60010
Match	MIDAS AUTO SERVICE EXPERTS	1150 E RAND RD	ARLINGTON HTS	IL	60004
Match	Midas	1150 E RAND RD	ARLINGTON HTS	IL	60004
Corporate	MIDAS INTERNATIONAL CORP	1300 ARLINGTON HEIGHTS RD	ITASCA	IL	60143
Closed	MIDAS INC	1375 W DUNDEE RD	BUFFALO GROVE	IL	60089
Not a Store	MIDAS TOUCH JEWELRY	2281 RANDALL RD	CARPENTERSVLE	IL	60110
Duplicate	MIDAS AUTO SYSTEMS EXPERT	2300 W GLEN AVE	PEORIA	IL	61614
Match	MIDAS AUTO SERVICE EXPERTS	2306 W GLEN AVE	PEORIA	IL	61614
Match	Midas	2306 W GLEN AVE	PEORIA	IL	61614
Match	MIDAS AUTO SERVICE EXPERTS	260 W VIRGINIA ST	CRYSTAL LAKE	IL	60014
Match	Midas	260 W VIRGINIA ST	CRYSTAL LAKE	IL	60014
Match	MIDAS AUTO SERVICE EXPERTS INC	797 W ALGONQUIN RD	ARLINGTON HTS	IL	60005
Match	Midas	797 W ALGONQUIN RD	ARLINGTON HEIGHTS	IL	60005
New	Midas	981 E OAKTON ST	DES PLAINES	IL	60018
Summary Compiled File 9 duplicates 3 non locations 1 corporate 1 warehouse Net Records 99-9-3-1-1=85 shops in IL		ReCAP Summary 96 Non duplicate Retail Stores		Midas Web Site 97 Retail Stores	

## **ReCAP® Retail File 11.1**

### **Quick Facts**

#### Sales Data

ReCAP's® enhanced sales estimate is based on a proprietary methodology that calculates an annual sales estimate for each location based on the customer base and density, physical location and competitive environment for each store's trade area. This process is more accurate than conventional estimating methods or retailer interviews, which are subjective, with results that are difficult to replicate consistently. Other methods based on store averages or employee counts have great fluctuations from year to year and are all based on broad industry averages.

#### Selections

Select the fields and geographic areas that pertain to your business and choose the format that works for you.

#### Sources

The input sources compiled include, but are not limited to:

- **Business List and Phone Data**  
This source includes information on entrepreneurs who have registered new businesses, including sole proprietor and partnership filings.
- **Franchise Circulars**  
By using these business publications, we are able to navigate company and industry trends throughout the year. These provide invaluable information about professionals, their expansion plans, partnerships and their specialties.
- **Business Magazines, Newsletters, Newspapers, and other data providers**  
Information about business trends, mergers and acquisitions, and financial results makes the database current and fresh.
- **Yellow Pages and White Pages**  
A portion of information in the ReCAP product comes from compilation of telephone directories nationwide. Yellow page directory coverage is 100%.
- **Annual Reports, 10Ks and Other SEC Information**  
These sources provide accurate, in-depth information about publicly-traded companies including employment figures, sales volume and more.
- **Internet Chain Directories**  
Increasing levels of business and government data are available through the web. These range from product and brand information to financial and size of business statistics.
- **Airport Directories**  
These provide information on retail and restaurant locations offering services within the commercial airports across the United States.
- **Postal Service Information**  
The entire database is verified against the U.S. Postal Service for the National Change of Address (NCOA) database and ZIP+4 standardization. This results in address duplication improvement along with the most current addresses available.
- **Federal, State and Municipal Government Data**  
Government agencies provide an abundance of information from current directories, reports and Chambers of Commerce information.