

LOCATION SOLUTIONS MADE EASY

THE MARKET STUDY



| | |
|-----------------------|-------------------------|
| DATE: | Date |
| DENTIST: | Dentist |
| BASE LOCATION: | Address |
| SEARCH AREA: | 0-30 Minute Search Area |
| SPECIALTY: | General Dentist |
| IDEALRATIO: | 2,000 |
| RADIUS: | 3-Mile |
| DRIVE TIME: | 15-Minute |
| HHI MINIMUM: | \$75,000 |
| TOP RESULTS: | 20 |

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SAMPLE

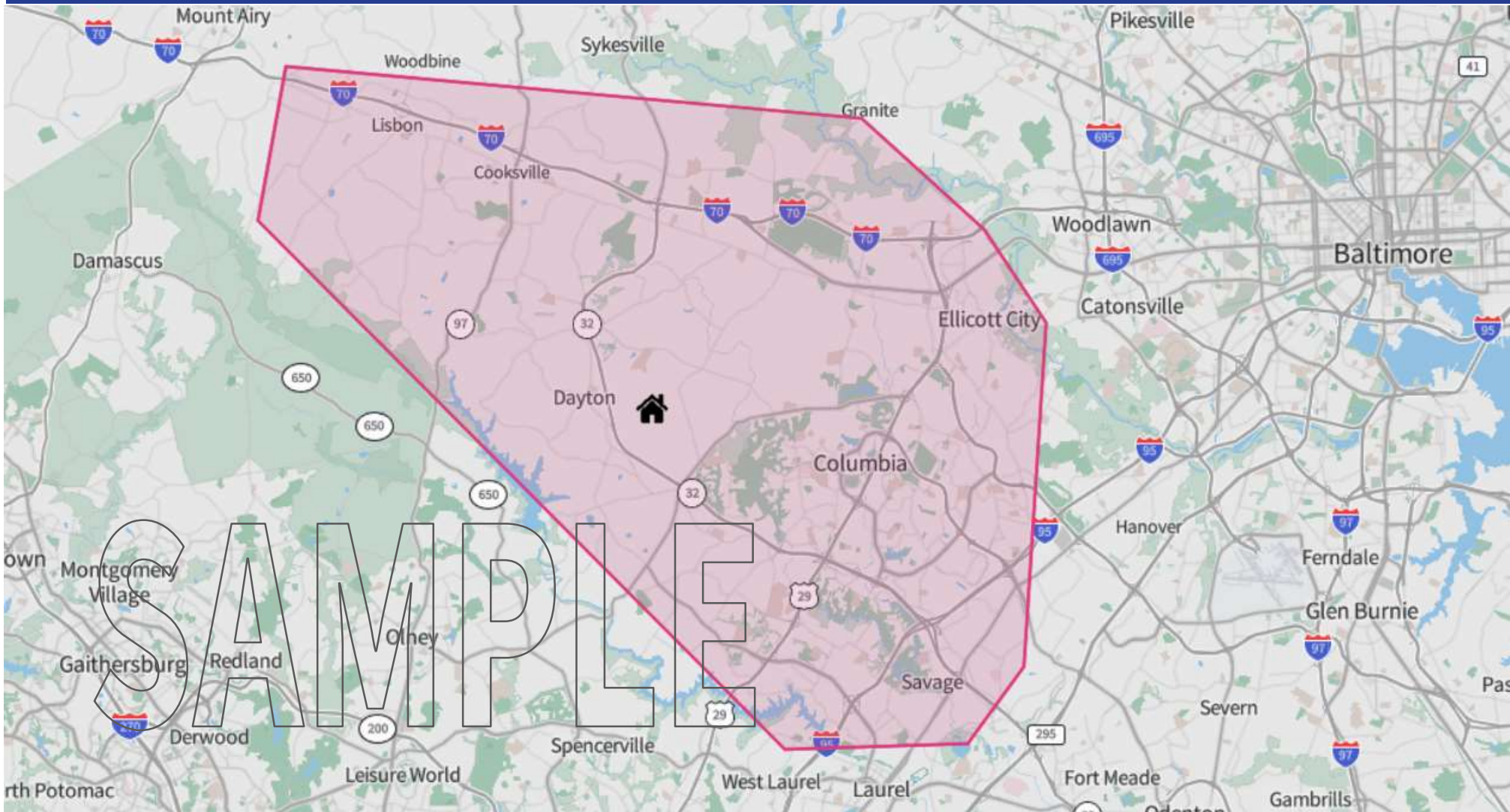
Search Parameters

| | |
|-----------------------|--|
| DATE: | Date |
| DENTIST: | Dentist |
| BASE LOCATION: | Address |
| SEARCH AREA: | 0-30 Minute Search Area |
| SPECIALTY: | General Dentist |
| IDEALRATIO: | 2,000 |
| RADIUS: | 3-Mile |
| DRIVE TIME: | 15-Minute |
| HHI MINIMUM: | \$75,000 |
| TOP RESULTS: | Top 20 Overall Pockets - Composite Top 20 Radius Pockets & Data Top 20 Drive Time Pockets & Data |

Definition of a Idealratio

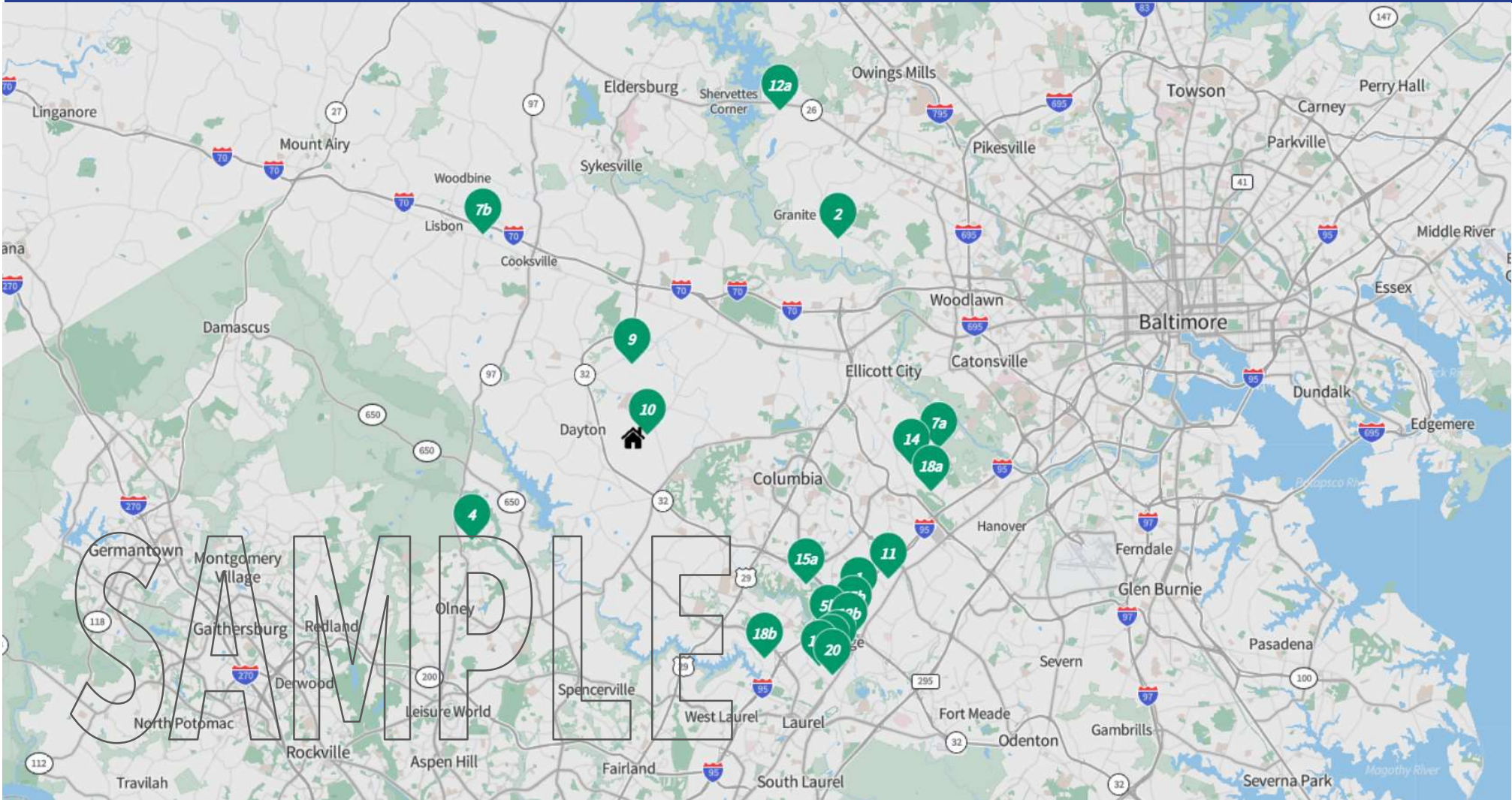
To effectively analyze Practitioner to Population Ratios, we compare them to proprietary saturation standards that measure the population (not patients) per practitioner that indicates a point where a market generally becomes saturated. For example, the saturation ratio for a General Dentist is 2,000. A number higher than 2,000 would indicate the market has potential for an additional practitioner(s) and is shown with green text. A number below 2,000 indicates the area may be oversaturated and is shown with red text. While the IdealRatio can be used as a gauge for opportunity, it is never safely used as sole location-selection criteria. Furthermore, it is only one piece of the custom analysis for each client and their individual market.

Overall Unfiltered Search Area - Map View



This map shows the entire unfiltered search area for this Market Study.

Top 20 Overall Pockets - Map View



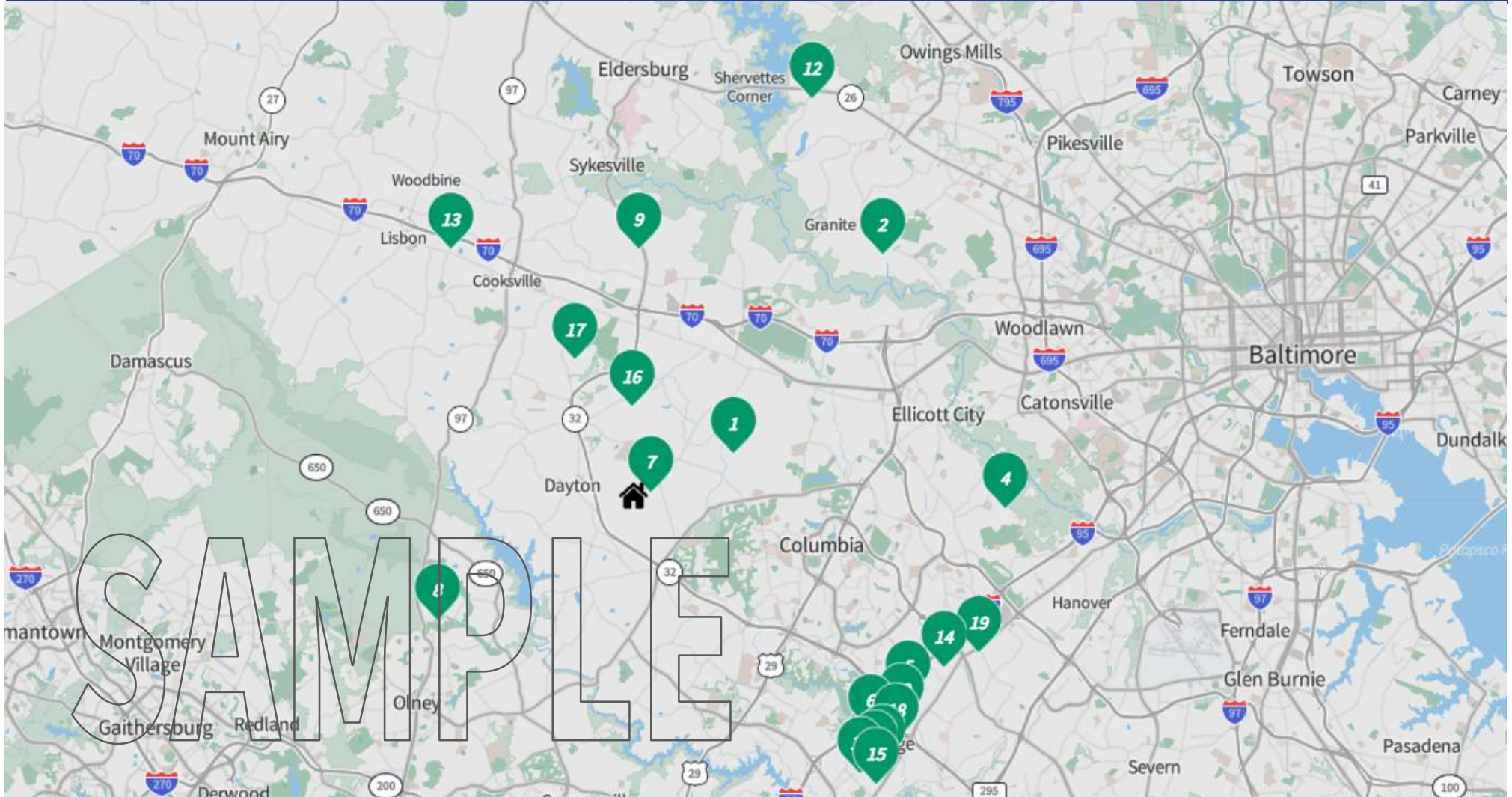
Icons are Locations that appear in the Top 20 Overall Pockets Composite Ranking list (Page 6).

Top 20 Overall Pockets - Composite Ranking

| Overall Rank | Census Block Center | Average Household Income | Drive Time From Base (Minutes) | 3-Mile Radius | | | 15-Minute Drive Time | | | Idealratio Market Saturation Level* | Composite Ranking (Lowest is Best) |
|--------------|---|--------------------------|--------------------------------|---------------|-----------------|--------------|----------------------|-----------------|------------------|-------------------------------------|------------------------------------|
| | | | | Rank | 2022 Population | Radius Ratio | Rank | 2022 Population | Drive Time Ratio | | |
| 1 | 1247 Meridene Dr Baltimore MD 21239 | \$ 104,025 | 0:47 | 10 | 190,272 | 63,424 | 4 | 253,776 | 50,755 | 48,000 | 14 |
| 2 | 1102 Overbrook Rd Towson MD 21239 | \$ 104,152 | 1:15 | 14 | 178,353 | 59,451 | 1 | 240,814 | 60,204 | 48,000 | 15 |
| 3 | 1251 Walker Ave Baltimore MD 21239 | \$ 105,521 | 1:01 | 11 | 183,441 | 61,147 | 5 | 248,978 | 49,796 | 48,000 | 16 |
| 4 | 6970 Summit Cir Baltimore MD 21239 | \$ 105,606 | 1:07 | 20 | 163,361 | 54,454 | 3 | 217,608 | 54,402 | 48,000 | 23 |
| 5 | 21 Woodbench Ct Reisterstown MD 21136 | \$ 130,717 | 12:52 | 27 | 49,549 | 49,549 | 2 | 58,530 | 58,530 | 48,000 | 29 |
| 6a | 7911 Stowe Ct Milford Mill MD 21244 | \$ 99,305 | 14:57 | 4 | 101,817 | 101,817 | 31 | 244,055 | 28,712 | 48,000 | 35 |
| 6b | 32 Dunvale Rd Towson MD 21204 | \$ 120,744 | 16:17 | 3 | 103,759 | 103,759 | 32 | 286,692 | 27,970 | 48,000 | 35 |
| 8 | 3413 Barkley Woods Rd Milford Mill MD 21244 | \$ 95,210 | 14:16 | 1 | 110,153 | 110,153 | 35 | 266,191 | 27,302 | 48,000 | 36 |
| 9 | 4 Treeway Ct Towson MD 21286 | \$ 105,487 | 17:29 | 12 | 121,561 | 60,781 | 26 | 308,749 | 30,122 | 48,000 | 38 |
| 10a | 3505 Foxcliff Ct Randallstown MD 21133 | \$ 115,943 | 19:07 | 31 | 89,063 | 44,532 | 9 | 138,562 | 46,187 | 48,000 | 40 |
| 10b | 1301 Brixton Rd Baltimore MD 21239 | \$ 104,042 | 22:44 | 34 | 163,146 | 40,787 | 6 | 251,867 | 47,975 | 48,000 | 40 |
| 12 | 1001 York Rd Towson MD 21204 | \$ 127,653 | 14:52 | 7 | 95,409 | 95,409 | 34 | 337,800 | 27,576 | 48,000 | 41 |
| 13 | 3501 Ellen Rd Milford Mill MD 21244 | \$ 101,723 | 15:47 | 5 | 100,700 | 100,700 | 37 | 224,282 | 26,386 | 48,000 | 42 |
| 14 | 1 Circuit Ct Owings Mills MD 21117 | \$ 130,461 | 11:38 | 16 | 58,058 | 58,058 | 27 | 89,601 | 29,867 | 48,000 | 43 |
| 15 | 513 Park Ave Towson MD 21204 | \$ 124,979 | 17:43 | 2 | 106,961 | 106,961 | 41 | 212,756 | 25,789 | 48,000 | 43 |
| 16 | 1 Circuit Ct Owings Mills MD 21117 | \$ 130,461 | 11:38 | 16 | 58,058 | 58,058 | 27 | 89,601 | 29,867 | 48,000 | 43 |
| 17 | 513 Park Ave Towson MD 21204 | \$ 124,979 | 17:43 | 2 | 106,961 | 106,961 | 41 | 212,756 | 25,789 | 48,000 | 43 |
| 18 | 1 Circuit Ct Owings Mills MD 21117 | \$ 130,461 | 11:38 | 16 | 58,058 | 58,058 | 27 | 89,601 | 29,867 | 48,000 | 43 |
| 19 | 513 Park Ave Towson MD 21204 | \$ 124,979 | 17:43 | 2 | 106,961 | 106,961 | 41 | 212,756 | 25,789 | 48,000 | 43 |
| 20 | 1 Circuit Ct Owings Mills MD 21117 | \$ 130,461 | 11:38 | 16 | 58,058 | 58,058 | 27 | 89,601 | 29,867 | 48,000 | 43 |

*Less than 2,000 = Market Saturation; Higher than 2,000=Market Potential. For a full definition of the Idealratio levels, see page 3.
To see the detailed Population to Practitioner data that supports the rankings, see the following pages.

Top 20 Radius Pockets - Map View



Icons are Locations that appear in the Top 20 Radius Pockets & Data list (Page 8).

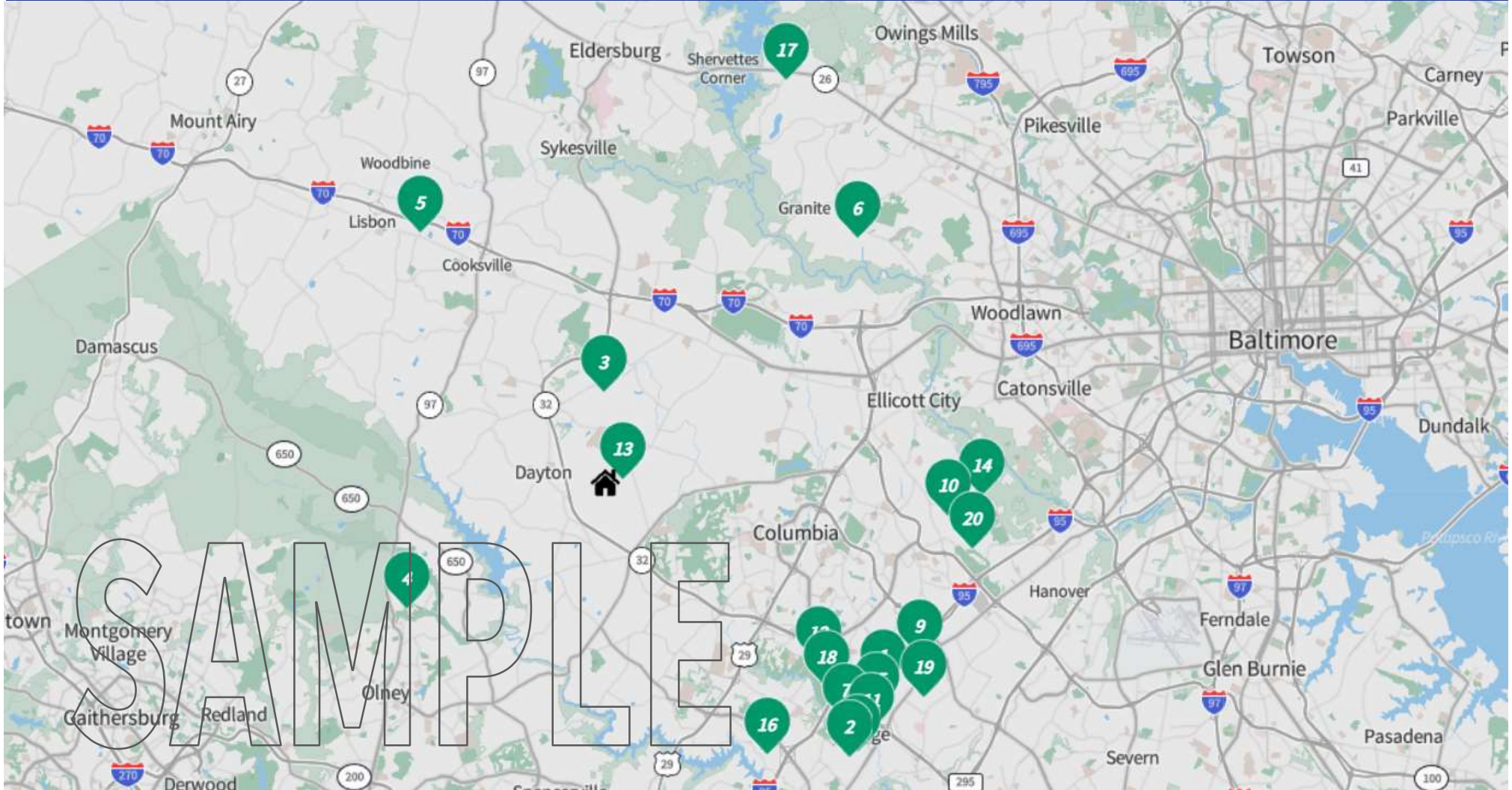
Top 20 Radius Pockets & Data

3-Mile Radius

| Overall Rank | Radius Rank | Census Block Center | 2022 Population | 2027 Projected Population | % Growth | Average Household Income | Drive Time From Base (Minutes) | Total Competing Dentists | Competition Ratio (Existing Practice) | Competition Ratio (If New Start-Up) | Idealratio Market Saturation Level | +/- |
|--------------|-------------|---|-----------------|---------------------------|----------|--------------------------|--------------------------------|--------------------------|---------------------------------------|-------------------------------------|------------------------------------|--------|
| 8 | 1 | 3413 Barkley Woods Rd Milford Mill MD 21244 | 110,153 | 111,179 | 0.93% | \$ 95,210 | 14:16 | 0.50 | 110,153 | 73,435 | 48,000 | 62,153 |
| 14b | 2 | 513 Park Ave Towson MD 21204 | 106,961 | 108,234 | 1.19% | \$ 124,979 | 17:43 | 1.00 | 106,961 | 53,481 | 48,000 | 58,961 |
| 6b | 3 | 32 Dunvale Rd Towson MD 21204 | 103,759 | 105,041 | 1.24% | \$ 120,744 | 16:17 | 1.00 | 103,759 | 51,880 | 48,000 | 55,759 |
| 6a | 4 | 7911 Stowe Ct Milford Mill MD 21244 | 101,817 | 102,774 | 0.94% | \$ 99,305 | 14:57 | 0.50 | 101,817 | 67,878 | 48,000 | 53,817 |
| 13 | 5 | 3501 Ellen Rd Milford Mill MD 21244 | 100,700 | 101,753 | 1.05% | \$ 101,723 | 15:47 | 0.00 | 100,700 | 100,700 | 48,000 | 52,700 |
| 17a | 6 | 8319 Mindale Cir Milford Mill MD 21244 | 96,731 | 97,787 | 1.09% | \$ 104,144 | 17:31 | 0.00 | 96,731 | 96,731 | 48,000 | 48,731 |
| 12 | 7 | 1001 York Rd Towson MD 21204 | 95,409 | 96,609 | 1.26% | \$ 127,653 | 14:52 | 1.00 | 95,409 | 47,705 | 48,000 | 47,409 |
| 17b | 8 | 3301 Kenjac Rd Milford Mill MD 21244 | 86,750 | 87,826 | 1.24% | \$ 111,188 | 18:59 | 0.00 | 86,750 | 86,750 | 48,000 | 38,750 |
| 34b | 9 | 999 Army Rd Towson MD 21204 | 97,579 | 98,564 | 1.01% | \$ 147,425 | 17:25 | 1.25 | 78,063 | 43,368 | 48,000 | 30,063 |
| 1 | 10 | 1247 Meridene Dr Baltimore MD 21239 | 190,272 | 191,588 | 0.69% | \$ 104,025 | 0:47 | 3.00 | 63,424 | 47,568 | 48,000 | 15,424 |
| 3 | 11 | 1251 Walker Ave Baltimore MD 21239 | 183,441 | 184,746 | 0.71% | \$ 105,521 | 1:01 | 3.00 | 61,147 | 45,860 | 48,000 | 13,147 |
| 9 | 12 | 4 Treeway Ct Towson MD 21286 | 121,561 | 123,138 | 1.30% | \$ 105,487 | 17:29 | 2.00 | 60,781 | 40,520 | 48,000 | 12,781 |
| 28a | 13 | 221 Hammershire Rd Reisterstown MD 21136 | 59,456 | 60,039 | 0.98% | \$ 128,302 | 12:42 | 0.00 | 59,456 | 59,456 | 48,000 | 11,456 |
| 2 | 14 | 1102 Overbrook Rd Towson MD 21239 | 178,353 | 179,692 | 0.75% | \$ 104,152 | 1:15 | 3.00 | 59,451 | 44,588 | 48,000 | 11,451 |
| 40a | 15 | 5 Pleasant Brook Ct Reisterstown MD 21136 | 59,165 | 59,728 | 0.95% | \$ 127,112 | 14:23 | 0.00 | 59,165 | 59,165 | 48,000 | 11,165 |
| 2 | 16 | 1102 Overbrook Rd Towson MD 21239 | 178,353 | 179,692 | 0.75% | \$ 104,152 | 1:15 | 3.00 | 59,451 | 44,588 | 48,000 | 11,451 |
| 40a | 17 | 5 Pleasant Brook Ct Reisterstown MD 21136 | 59,165 | 59,728 | 0.95% | \$ 127,112 | 14:23 | 0.00 | 59,165 | 59,165 | 48,000 | 11,165 |
| 2 | 18 | 1102 Overbrook Rd Towson MD 21239 | 178,353 | 179,692 | 0.75% | \$ 104,152 | 1:15 | 3.00 | 59,451 | 44,588 | 48,000 | 11,451 |
| 40a | 19 | 5 Pleasant Brook Ct Reisterstown MD 21136 | 59,165 | 59,728 | 0.95% | \$ 127,112 | 14:23 | 0.00 | 59,165 | 59,165 | 48,000 | 11,165 |
| 2 | 20 | 1102 Overbrook Rd Towson MD 21239 | 178,353 | 179,692 | 0.75% | \$ 104,152 | 1:15 | 3.00 | 59,451 | 44,588 | 48,000 | 11,451 |

*Less than 2,000 = Market Saturation; Higher than 2,000=Market Potential - For a full definition of the Idealratio levels, see page 3.

Top 20 Drive Time Pockets & Data



Icons are Locations that appear in the Top 20 Drive Time Pockets & Data list (Page 10).

Top 20 Drive Time Pockets & Data

15-Minute Drive Time

| Overall Rank | Drive Time Rank | Census Block Center | 2022 Population | 2027 Projected Population | % Growth | Average Household Income | Drive Time From Base (Minutes) | Total Competing Dentists | Competition Ratio (Existing Practice) | Competition Ratio (If New Start-Up) | Idealratio Market Saturation Level | +/- |
|--------------|-----------------|--|-----------------|---------------------------|----------|--------------------------|--------------------------------|--------------------------|---------------------------------------|-------------------------------------|------------------------------------|--------|
| 2 | 1 | 1102 Overbrook Rd Towson MD 21239 | 240,814 | 242,518 | 0.71% | \$ 103,737 | 1:15 | 4.00 | 60,204 | 48,163 | 48,000 | 12,204 |
| 5 | 2 | 21 Woodbench Ct Reisterstown MD 21136 | 58,530 | 59,183 | 1.12% | \$ 135,531 | 12:52 | 0.00 | 58,530 | 58,530 | 48,000 | 10,530 |
| 4 | 3 | 6970 Summit Cir Baltimore MD 21239 | 217,608 | 219,154 | 0.71% | \$ 104,253 | 1:07 | 4.00 | 54,402 | 43,522 | 48,000 | 6,402 |
| 1 | 4 | 1247 Meridene Dr Baltimore MD 21239 | 253,776 | 255,416 | 0.65% | \$ 101,801 | 0:47 | 5.00 | 50,755 | 42,296 | 48,000 | 2,755 |
| 3 | 5 | 1251 Walker Ave Baltimore MD 21239 | 248,978 | 250,635 | 0.67% | \$ 102,680 | 1:01 | 5.00 | 49,796 | 41,496 | 48,000 | 1,796 |
| 10b | 6 | 1301 Brixton Rd Baltimore MD 21239 | 251,867 | 253,843 | 0.78% | \$ 103,022 | 22:44 | 5.25 | 47,975 | 40,299 | 48,000 | -25 |
| 31b | 7 | 13 Hopi Ct Randallstown MD 21133 | 141,649 | 143,125 | 1.04% | \$ 123,246 | 16:50 | 3.00 | 47,216 | 35,412 | 48,000 | -784 |
| 16 | 8 | 3722 Collier Rd Randallstown MD 21133 | 138,705 | 140,235 | 1.10% | \$ 117,694 | 16:09 | 3.00 | 46,235 | 34,676 | 48,000 | -1,765 |
| 10a | 9 | 3505 Foxcliff Ct Randallstown MD 21133 | 138,562 | 140,004 | 1.04% | \$ 112,888 | 19:07 | 3.00 | 46,187 | 34,641 | 48,000 | -1,813 |
| 23 | 10 | 9613 Dolfield Blvd Owings Mills MD 21117 | 136,713 | 138,162 | 1.06% | \$ 129,263 | 14:39 | 3.00 | 45,571 | 34,178 | 48,000 | -2,429 |
| 27 | 11 | 4103 Hanwell Rd Randallstown MD 21133 | 135,774 | 137,318 | 1.14% | \$ 121,877 | 16:37 | 3.00 | 45,258 | 33,944 | 48,000 | -2,742 |
| 36a | 12 | 9535 Axehead Ct Randallstown MD 21133 | 128,939 | 130,366 | 1.11% | \$ 119,461 | 18:00 | 3.00 | 42,980 | 32,235 | 48,000 | -5,020 |
| 31a | 13 | 9607 Orpin Rd Randallstown MD 21133 | 124,735 | 126,090 | 1.09% | \$ 119,987 | 19:21 | 3.00 | 41,578 | 31,184 | 48,000 | -6,422 |
| 20b | 14 | G5 Devedente Dr Owings Mills MD 21117 | 119,258 | 120,627 | 1.15% | \$ 126,637 | 16:30 | 3.00 | 39,753 | 29,815 | 48,000 | -8,247 |
| 28c | 15 | 9556 Watts Rd Owings Mills MD 21117 | 116,125 | 117,456 | 1.15% | \$ 126,053 | 16:45 | 3.00 | 38,708 | 29,031 | 48,000 | -9,292 |
| 20b | 16 | G5 Devedente Dr Owings Mills MD 21117 | 119,258 | 120,627 | 1.15% | \$ 126,637 | 16:30 | 3.00 | 39,753 | 29,815 | 48,000 | -8,247 |
| 28c | 17 | 9556 Watts Rd Owings Mills MD 21117 | 116,125 | 117,456 | 1.15% | \$ 126,053 | 16:45 | 3.00 | 38,708 | 29,031 | 48,000 | -9,292 |
| 20b | 18 | G5 Devedente Dr Owings Mills MD 21117 | 119,258 | 120,627 | 1.15% | \$ 126,637 | 16:30 | 3.00 | 39,753 | 29,815 | 48,000 | -8,247 |
| 28c | 19 | 9556 Watts Rd Owings Mills MD 21117 | 116,125 | 117,456 | 1.15% | \$ 126,053 | 16:45 | 3.00 | 38,708 | 29,031 | 48,000 | -9,292 |
| 20b | 20 | G5 Devedente Dr Owings Mills MD 21117 | 119,258 | 120,627 | 1.15% | \$ 126,637 | 16:30 | 3.00 | 39,753 | 29,815 | 48,000 | -8,247 |

*Less than 2,000 = Market Saturation; Higher than 2,000=Market Potential - For a full definition of the Idealratio levels, see page 3.

Map data provided by [Mapbox](#) and [OpenStreetMap](#)