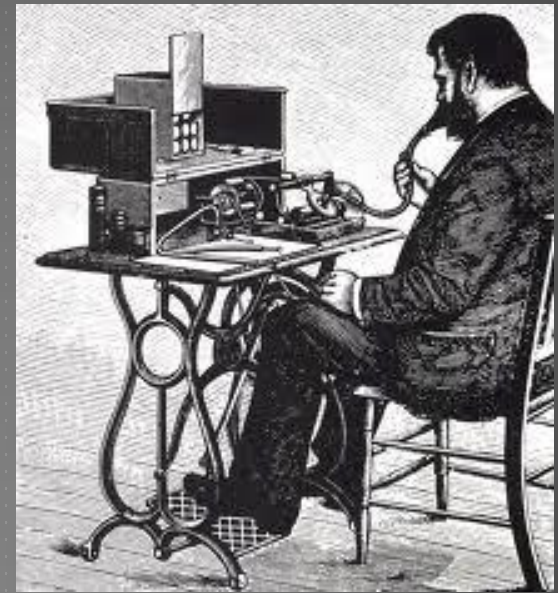


WHO ARE THESE GUYS?

Why Companies Should Use a
Site Selection Consultant

FIRST THINGS FIRST

What the heck is a site selection consultant?
Answer: That is a very good question.



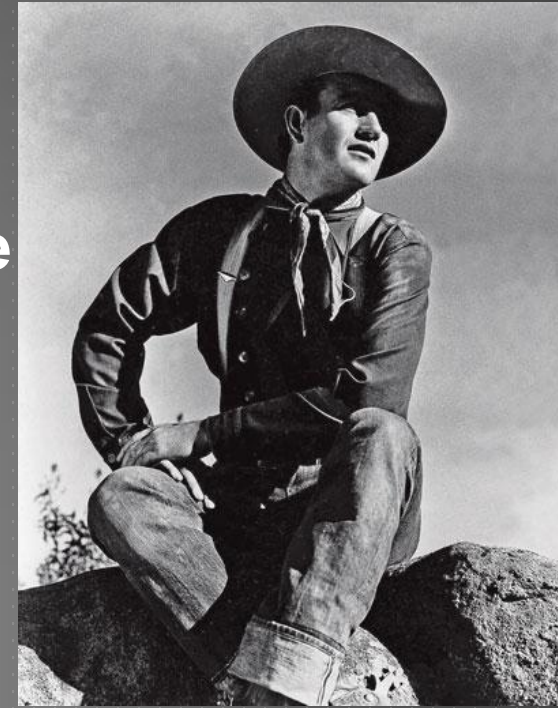
LUCKY YOU: THERE ARE NO STANDARDS

- ▶ Anybody can call themselves a site selection consultant.
- ▶ No professional designation
- ▶ Some know enough to be dangerous
- ▶ I'm not dangerous



BUT A GOOD ONE CAN AND WILL

- ▶ Save you time and money
- ▶ Mitigate risk
- ▶ Understand the many factors involved
- ▶ Identify optimal locations
- ▶ Negotiate an incentives package
- ▶ Serve as a liaison to that future place



WHY NOT ME?

Question: Can't my company do this?

Answer: Yes, but probably not very well.



WHY IS THAT?

- ▶ Most senior execs may be involved in one or two site searches in their entire career.
- ▶ When you are not experienced at something, chances are you will not be good at it.
- ▶ Many factors involved to do it right.
- ▶ You don't know what you don't know. (But you do hold the key.)



SO WHAT MAKES YOU SO SMART?

**Answer: Not so smart. I've just done this before.
And I'm nimble.**



TELL ME MORE

Remember Many Factors?

Labor pool, skill sets, prevailing wages
Logistics and transportation infrastructure
Tax Bite
Utilities and cost of energy
Permitting and regulatory climate
Quality of Life
And on and on and on.

Conclusion: Pie are round, cake are square

$$I = 8.5 \times 10^{-9} \text{ cm}^{-2} \text{ sec}^{-1} \text{ sr}^{-1}$$

$$R = \pi \left(\frac{3\pi}{180} \right)^2 = 8.613 \times 10^{-3} \text{ sr}$$

$$M = \pi \left(\frac{.26\pi}{180} \right)^2 = 6.47 \times 10^{-5} \text{ sr}$$

$$A_{AM} = 3 \times 10^3 \text{ cm}^2$$

$$A_{Ics} = 10^{10} \text{ cm}^2$$

$$T = 3.154 \times 10^7 \text{ sec}^1 \text{ yr}^{-1}$$

$$P = .17534$$

$$\mu_{\text{exp}} = I_{\mu} \cdot A \cdot T \cdot R \cdot P = 1.21 \times 10^5 \text{ events}$$

$$\mu_{\text{block}} = \mu_{\text{exp}} \left(\frac{M}{R} \right) = 959 \text{ events / yr}$$

$$S_{AM} = \frac{\mu_{\text{block}}}{\sqrt{\mu_{\text{exp}}}} = 2.75\sigma \text{ in 64 days}$$

$$A_R = \sqrt{\frac{A_{Ics}}{A_{AM}}} = \sqrt{33.33} = 5.7735$$

$$S_{Ics} = 2.75\sigma \text{ in 11 days}$$

WANT TO LEARN MORE?

WE CAN SHOW YOU HOW THE SITE SELECTION PROCESS BEGINS,
PROGRESSES AND ENDS.

We can find that right place for you, where the risks are reduced and the upside is greater. We'll take you there.

Dean Barber

Barber Business Advisors, LLC

Telephone: 972-767-9518

Email: dbarber@barberadvisors.com