

NOLENSVILLE



TENNESSEE

COMMUNITY, HISTORY, PROXIMITY

Timing is everything. Buying when property is cheap, ahead of the competition, in an area with existing demand, substantial discretionary income and potential for continued growth is what it is all about. Now is the time to build your business in Nolensville. Our citizens spend millions of dollars across the market spectrum that your business could capture. The time to build your business here is now!

**Your
Business
Here!**



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Within a 10-Minute Drive Time:

\$94,304 Median Household
Income 2010

\$197 Million Total Retail
Demand 2010

13,524 Population 2010
17,254 Projected Pop. 2015

4,613 Households 2010

5% Annual Growth in
Households 2010-2015

\$75,705 Median Disposable
Income 2010

Source ESRI

NOLENSVILLE WELCOMES YOU!

- ☛ Close proximity to the greater Nashville area including Brentwood / Franklin / Murfreesboro / Smyrna
- ☛ Prime commercial real estate tracts available
- ☛ Recently expanded water, sewer and electrical utilities
- ☛ Business friendly local administration
- ☛ Growing community in 17th wealthiest county in the US¹
- ☛ Nationally ranked public school system²
- ☛ Located on the Tennessee state tourism "Jack Trail"
- ☛ 2010 Traffic Count, Nolensville Rd. & Stonebrook—10495

1. Source: www.forbes.com 2. Source: www.newsweek.com

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2010 Consumer Spending:

The **Spending Potential Index (SPI)** is household-based and represents the amount spent on a product or service relative to a national spending average of 100.

Apparel & Services:
\$13,074,110
SPI: 118

Computers & Accessories:
\$1,740,677
SPI: 171

Entertainment/Recreation:
\$36,834,081
SPI: 174

Food at Home:
\$32,828,639
SPI: 159

Food Away from Home:
\$24,767,836
SPI: 167

HH Furnishings & Equipment:
\$10,126,848
SPI: 154

Shelter: \$127,796,422
SPI: 175

TV/Video/Audio:
\$9,232,450
SPI: 161

Total Retail Goods and Services: \$576,734,532
SPI: 159

Source: 2010 ESRI/STDBOnline



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Many Millions of Dollars Are Being Spent by Nolensville Area Residents Somewhere Else.

This is not potential spending, it is actual spending. We believe our citizens would spend those dollars closer to home if they were able. Nolensville is one of the last high income areas in Williamson County with proximity to Nashville that is not built out both commercially and residentially. We have a highly educated population with higher than average discretionary incomes. The dollar amounts below represent the difference between supply and demand. This money is spent somewhere else. Help us spend our money closer to home. Come, do business with us.

Retail Store Type	Opportunity Gap
General Merchandise	\$35,100,000
Food & Beverage Places	\$24,991,000
Clothing & Clothing Accessories	\$15,427,000
Building, Garden Materials & Supplies	\$13,403,000
Sporting Goods, Hobby & Music	\$3,288,000

Source: 2010 ESRI/STDBOnline