

# Retail and Salon Site Checklist

For local stores, salons, spas, clinics, and walk-in service businesses

Use this checklist before choosing a storefront that depends on repeat visits, neighborhood fit, convenient access, and the right surrounding businesses. A location can feel attractive in a walkthrough but still be weak for the customer you need.

## Best for

Retail owners, salon and spa operators, clinics, local services, startup consultants, and retail brokers advising small-business tenants.

## Quick checks before you fall in love with the space

- Can your target customer reach the site easily and repeatedly?
- Do nearby anchors help or distract from your business?
- Is competitor density healthy, saturated, or unclear?
- What field observations should be made before negotiation?

## Decision questions

Question	Why it matters	Write notes here
What customer trip are you trying to capture?	Impulse, appointment, errand, destination, and repeat-service trips have different location needs.	
Are nearby businesses complementary?	The best neighbors can bring the right customers; the wrong neighbors can weaken fit or brand perception.	
How dense is similar competition nearby?	Some competition validates demand, but too much similar supply can reduce pricing power and repeat visits.	
Is access convenient for your actual customer?	Driving, walking, transit, parking, building entry, and safety perception all affect whether customers return.	
What should be checked during the same time window as expected business?	A site should be observed when customers would actually visit, not only when it is convenient to tour.	

## Next steps

- Visit the site during expected peak and off-peak times before treating the location as strong.
- Compare at least two alternatives so rent, access, competition, and neighborhood fit are not judged in isolation.
- Use a custom location memo when partners, lenders, or family investors need a clear comparison.

This free checklist is for early screening only. It does not replace a full location report, legal advice, financial underwriting, franchisor approval, lease review, or field inspection. For a custom map-backed memo, contact [hello@geointelworks.com](mailto:hello@geointelworks.com) or visit [geointelworks.com](https://geointelworks.com).