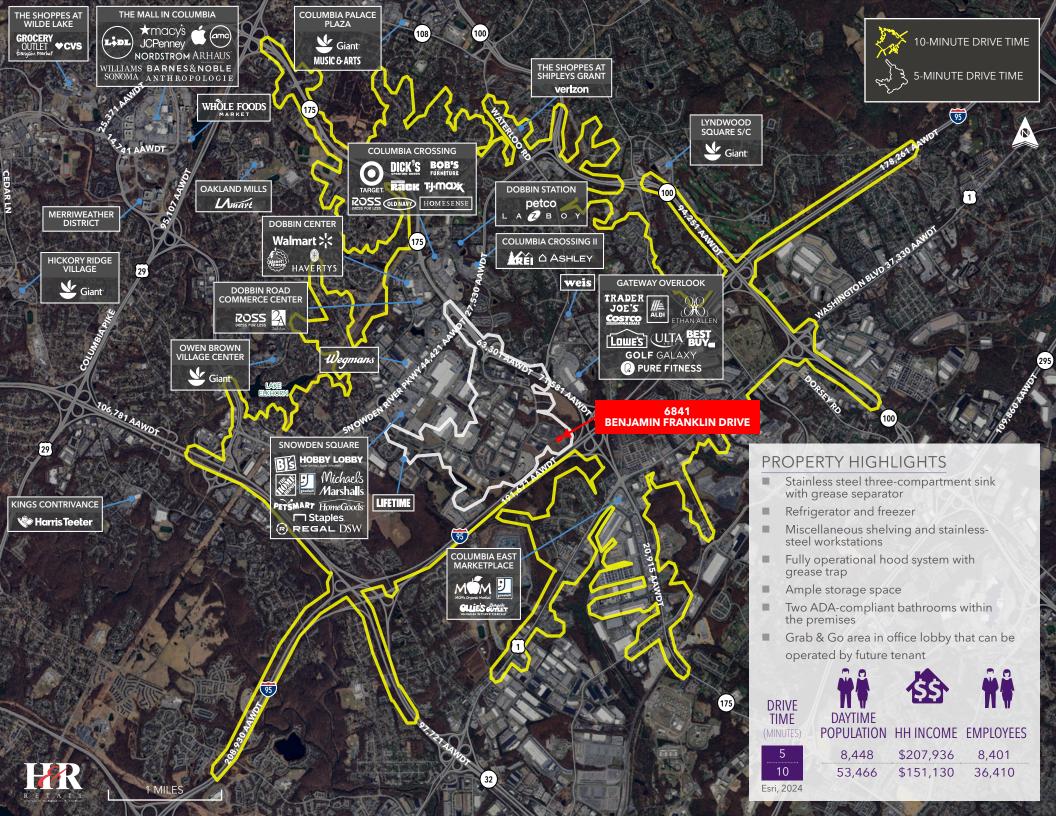
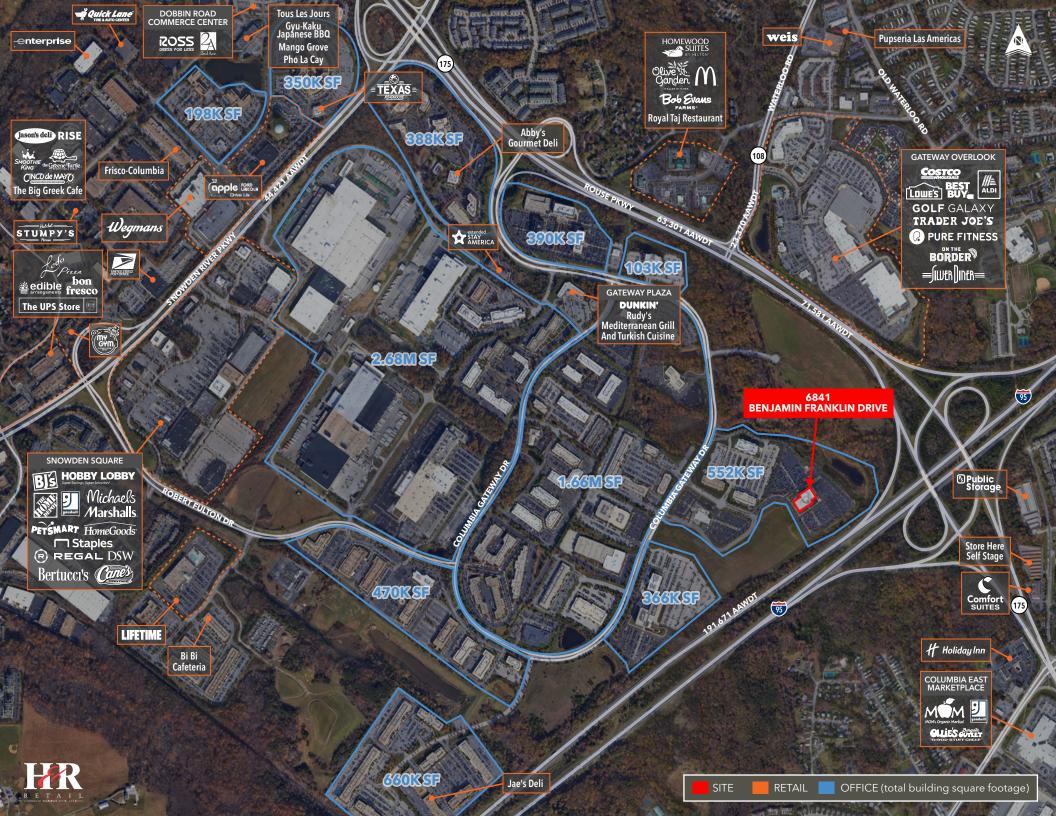


6841 BENJAMIN FRANKLIN DRIVE

COLUMBIA, MD 21046

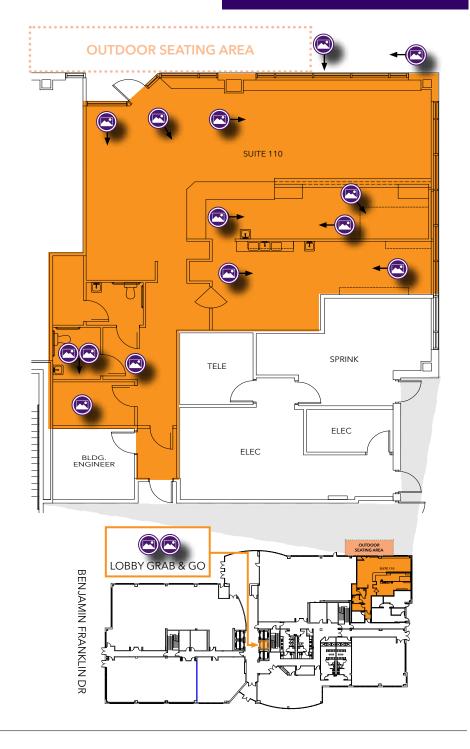




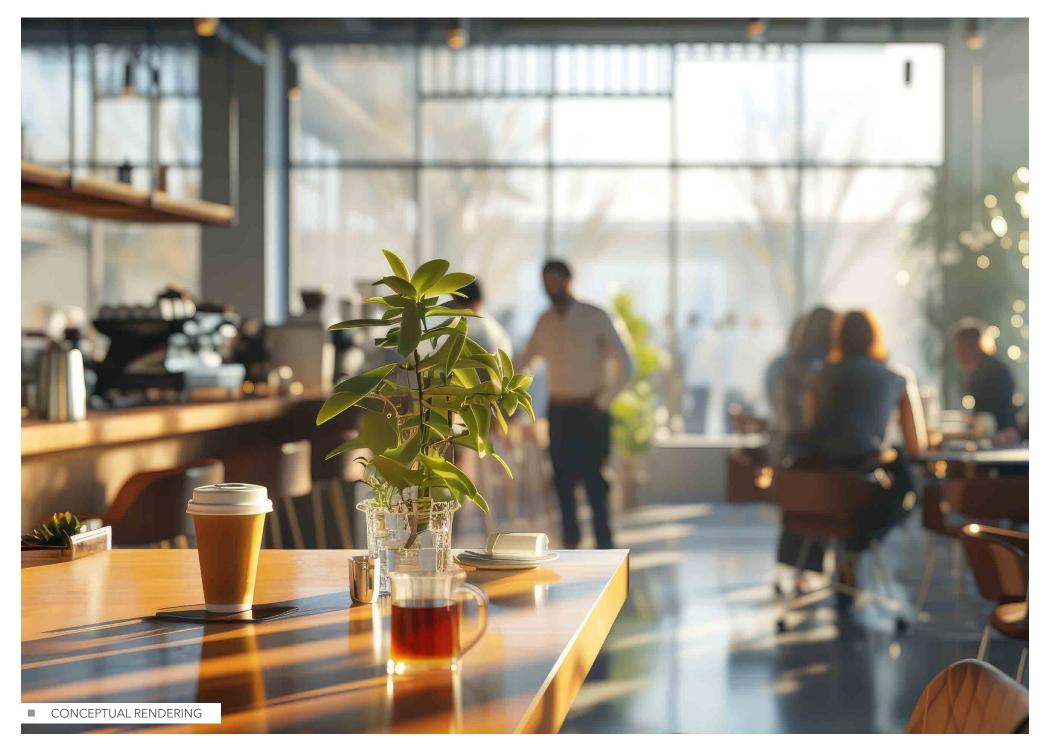


BUILDING SIGNAGE AVAILABLE



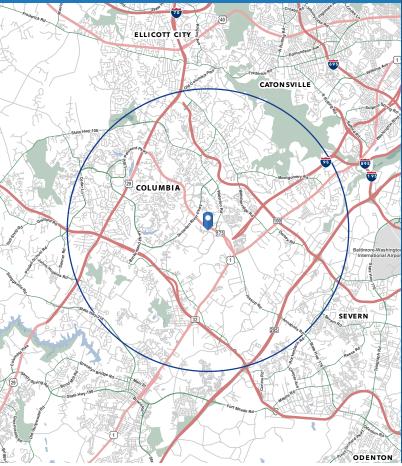
















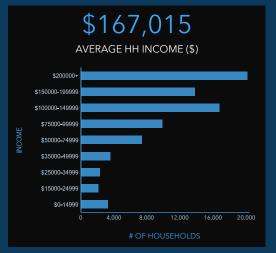
10,306 239,090

Daytime Population



Food Srv & **Drinking Places**





Total Businesses



Enterprising Professionals 33,696 (426%) of households

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or fast-growing, located in lower density neighborhoods of large metro areas. Enterprising Professionals residents are diverse, with Asians making up over one-fifth of the popula tion. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

- Early adopters of new technology in hopes of impressing peers with new gadgets
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.



Professional Pride 8,623 (10.9%) of households

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially sawy; they invest wisely and benefit from interest and dividend income. So far, these established families have and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home

- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transac-
- These residents are goal oriented and strive for lifelong earning and learning.



Savvy Suburbanites 6,030 (7.6%) of households

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

- and make liberal use of it for everything from shopping and banking to staying current and communicating.
- purchasing and focus on quality



Please Contact

John Schultz 443.983.2108

Geoffrey Mackler 240.482.3616 jschultz@hrretail.com gmackler@hrretail.com ashiel@hrretail.com

Alex Shiel 240.482.3601

Suite 348W Baltimore, MD 21210 410.308.0800

2 Hamill Road. 3 Bethesda Metro Center. Suite 620 Bethesda, MD 20814 301.656.3030