

**SITE LOCATION SOLUTIONS  
SITE LOCATION SOLUTIONS CONSULTING**

**COMPANY OVERVIEW**

**SITE LOCATION SOLUTIONS IS A CONSULTING SERVICES FIRM THAT IS COMMITTED TO THE HIGHEST LEVEL OF QUALITY AND PROFESSIONALISM. WE WILL AT ALL TIMES ENDEAVOR TO PROVIDE SERVICES IN A MANNER THAT EXCEEDS THE EXPECTATIONS OF OUR CLIENTS.**

**PRESENTLY, WE CONCENTRATE OUR EFFORTS ON BEHALF OF CLIENTS IN THE PETROLEUM, FOOD SERVICES AND ENTERTAINMENT INDUSTRIES, TO A LARGE DEGREE, WE ARE ACTIVELY ENGAGED IN CASES INVOLVING SUPER VOLUME, NEW TO INDUSTRY (N.T.I), HIGH CASHFLOW FUELING FACILITIES WHICH TODAY INCLUDE MULTIPLE PROFIT CENTERS (Auto fueling – gasoline & diesel , large convenience stores, interior quick service restaurant concepts, drive-through lanes for QSRs and exterior car washes, full service/full tunnel car washes, quick lube, quick brake services, etc., etc.). YESTERDAY’S “Gas Station” is evolving into TOMORROW’S “MULTI-PHASE MARKETING SYSTEM”.**

**WE ARE CAPABLE OF PROVIDING “WOMB TO THE TOMB” ADVICE AND COUNSEL ON PROJECTS/CASES ACCEPTED FOR HANDLING. WHILE CAPABLE OF A BROAD RANGE OF SERVICES, WE WILL ACCEPT ASSIGNMENTS WHICH ARE LIMITED IN SCOPE AND MAY ONLY BE CHARACTERIZED AS “TROUBLE SHOOTING” OR “FIRE FIGHTING” IN NATURE.**

**WE ACCEPT ONLY QUALIFIED CLIENTS PREFERRING NOT TO DEAL WITH NOVICES WHO LACK A LEVEL OF KNOWLEDGE SUFFICIENT TO ENABLE THEM TO KNOW THEIR OWN MINDS. WE DO NOT CONDUCT A SCHOOL FOR GREENHORNS.**

**OUR CLIENTELE IS COMPRISED OF EMERGING/ESTABLISHED CHAINS AND HIGH NET WORTH INDIVIDUALS WHO POSSESS A PROVEN TRACK RECORD OF SUCCESS, A UNIQUE OR LEADING-EDGE CONCEPT, A STRONG LIQUID CASH POSITION, STERLING CREDIT CAPABILITIES AND ONGOING INCOME STREAMS SUFFICIENTLY LARGE TO SATISFY THEIR PERSONAL REQUIRMENTS DURING PROJECT TIMEFRAMES, SOME OF WHICH ARE OF EIGHTEEN (18) MONTHS DURATION OR LONGER.**

**WE POSSESS LICENSURE AS CALIFORNIA REAL ESTATE BROKERS, THEREBY ENABLING US TO EXTRACT COMMISSIONS FROM THIRD PARTIES IN MOST INSTANCES AND CREDIT SOME IF NOT ALL OF THESE EARNINGS TO THE CLIENT'S FEE OBLIGATIONS UPON CLOSING OF THE TRANSACTIONS IN WHICH WE ARE ENGAGED. FURTHER, SOME IF NOT ALL OF THE PREPAID RETAINER FEES FOR CONSULTING SERVICES ARE ROUTINELY ALSO CREDITED THEREBY REDUCING THE COST OF OUR SERVICES VIS-À-VIS OUR CONSULTING AND/OR REAL ESTATE BROKERAGE FIRM COMPETITION.**

**WE NORMALLY DO NOT SIGN EXCLUSIVE DEALINGS CONTRACTS. HOWEVER, WE OFTEN ARE CHOSEN BY OUR CLIENTS TO REPRESENT THEM EXCLUSIVELY ON ONE, MANY, OR ALL PROJECTS THEY ATTEMPT.**

**AFTER MORE THAN A DOZEN YEARS OF REJECTING OFFERS OF EQUITY POSITIONS IN EXCHANGE FOR WAIVERS OR FEE REDUCTIONS WHICH RESULTED IN OUR NEVER ACTING AS A PRINCIPAL IN PROJECTS INVOLVING OUR CLIENTS, WE HAVE CONSENTED TO ACCEPTING SOME EQUITY POSITIONS...IN ADDITION TO OUR STANDARD OR NEGOTIATED SCHEDULE OF CONSULTING AND BROKERAGE FEES... IN CERTAIN LIMITED AREAS OF ENDEAVOR. SEPARATE COMPANIES (i.e. ECHO SOURCES INC) HAVE BEEN CREATED FOR THIS PURPOSE. THESE FIRMS ENABLE US TO SATISFY CLIENT REQUESTS OF THIS NATURE WHERE OUR DECISION CRITERIA FOR SAME IS SATISFIED. WE NOW WILL EXECUTE EQUITY POSITION-RELATED CONSULTING SERVICES AGREEMENTS.**

**PAST BUSINESS HAS BEEN VERY, VERY GOOD. THE DEMAND FOR OUR SERVICES REACHED AN ALL-TIME HIGH PRIOR TO THE MASSIVE PETROLEUM INDUSTRY CONSOLIDATION RECENTLY CONCLUDED. WHETHER THE U.S. ECONOMY IS BOOMING OR SLUGGISH, THERE IS ALWAYS MORE MONEY AROUND THE COUNTRY (AND IN CERTAIN FOREIGN COUNTRIES) THAN THERE ARE CASHFLOW - RICH PROJECTS DESERVING OF SAME.**

**IN SOUTHERN CALIFORNIA, WHERE WE HAVE MAINTAINED THE SAME OFFICE FOR OVER 30 YEARS AND OUR EXPERTISE IS KEENEST, OUR CLIENTS' PROJECTS ARE ENJOYING OUTSTANDING SUCCESS. THE FUTURE OF THE SUPERSTATION CONCEPT LOOKS GOOD SINCE ANOTHER MILLION RESIDENTS ARE EXPECTED IN JUST THE LOS ANGELES/ORANGE COUNTY AREA BY THE YEAR 2005. CONSUMER DEMAND CONTINUES TO CLIMB, AS DO REAL ESTATE VALUES. AS AN UNANTICIPATED BONUS, THE BIG OIL COMPANIES AND HYPERMARTS ARE BUSY KILLING OFF CONVENTIONAL UNIT COMPETITION RESULTING IN MANY MORE THOUSANDS OF NOZZLES BEING REMOVED FROM THE MARKETPLACE.**

**WHILE UNCERTAIN A FEW YEARS AGO, IT'S NOW OUR BELIEF THAT THE BIG BOX ENTITIES (WAL-MART, COSTCO, ETC.) ARE IN THE FUELING BIZ TO STAY. IN FACT, IT NOW APPEARS THAT THEIR FUELING FACILITIES ARE EVOLVING INTO SUPERSTATIONS. GROCERY CHAINS, THREATENED BY THESE BIG BOX ENTITIES, ARE ADDING FUELING FACILITIES BUT ARE, IN MOST CASES AT EXISTING STORES, LIMITED BY LAND CONSTRAINTS AND ARE NOT EXPECTED TO EVOLVE SIMILARLY. THEIR NEW, GROUND-UP PROJECTS MAY BE A DIFFERENT STORY. ONLY TIME WILL TELL.**

**REGARDLESS OF THE STRATEGIES EMPLOYED BY THE HYPERMARTS & GROCERY CHAINS, WE BELIEVE THEIR IMPACT ON THE EXISTING FUELING FACILITIES OUT IN THE MARKETPLACE IN GENERAL WILL, IN THE VAST MAJORITY OF CASES, BE DEVASTATING AS MORE AND MORE SHOPPERS GRAVITATE TOWARD THEIR OFFERINGS.**

**ADDED TO THE ABOVE THREATS ARE CONCERNS ABOUT THE MOVES BEING MADE BY BIG OIL ITSELF WHICH EVIDENCE A GENERAL TREND TO WITHDRAW REAL ESTATE-RELATED EQUITY DOLLARS FROM ITS DOWNSTREAM OPERATIONS.**

**WITH THE OVERWHELMING MAJORITY OF FUELING FACILITIES CONSTRAINED BY UNDERSIZED LOTS (150' x 150' = 22,500 sq. ft.) THAT WERE JUST PERFECT 40 – 50 YEARS AGO WHEN AVERAGE THROUGHPUTS WERE ONLY ONE-TENTH OF WHAT THEY ARE TODAY AND AUTO MAINTENANCE WAS A BIG PART OF THE BIZ AT “THE CORNER GAS STATION”, IT IS OUR CONTENTION THAT THE DAY WILL ARRIVE WHEN SUPERCENTERS DOMINATE THE MARKETPLACE IN DENSELY POPULATED METROPOLITAN AREAS AND THE SMALL, ½ ACRE CORNERS PRESENTLY COMPRISING THE MAJORITY, WILL BE REDUCED TO A SMALL MINORITY OF THE RETAIL FUELING FACILITIES AVAILABLE TO THE CONSUMING PUBLIC.**

**SO, WHAT WILL HAPPEN TO ALL THOSE ½ ACRE CORNERS WHEN THEY BECOME VACANT LOTS? IT IS OUR BELIEF THAT SOME WILL BE REDEVELOPED FOR NON-PETROLEUM RETAIL OR OTHER COMMERCIAL USES, BUT A WHOLE BUNCH OF THEM (perhaps 50%) WILL REQUIRE SOME CREATIVE THINKING BY DEVELOPERS, JURISDICTIONAL AUTHORITIES AND THE BIG OIL PROPERTY OWNERS THEMSELVES IN ORDER TO KEEP THEM FROM BECOMING SIMPLY WEED-FILLED EYESORES.**

**WE AND OTHERS ARE WORKING RIGHT NOW ON A VIABLE SOLUTION TO THIS EXACT PROBLEM.**

**IT IS OUR CONTENTION THAT THE FUTURE OF THIS RETAIL PETROLEUM BUSINESS IS GOING TO BE NOTHING LIKE ITS PAST. PERSONS WITH MINDSETS BURDENED BY THE GRIPS OF THE PAST ON THE PRESENT ARE IN FOR SOME RUDE AWAKENINGS AND UNWANTED, NEGATIVE CASH FLOW.**

**WE FIND OURSELVES STRATEGICALLY POSITIONED AT THE RIGHT PLACE, AT THE RIGHT TIME, WITH THE RIGHT STUFF TO HELP OUR CLIENTS AVOID THE PITFALLS OF THE RADICALLY CHANGING RETAIL FUELING LANDSCAPE AND/OR ENRICH THEMSELVES PURSUANT TO THEIR OBJECTIVES AS THEY RELATE TO OUR 40 YEARS OF PAST EXPERIENCE AND OUR EVER-EVOLVING NEW AREAS OF EXPERTISE.**