SITE SCOUTS

Retail Site Analysis

2400 W Sample Pkwy, Katy, TX 77494

W Sample Pkwy & Mason Rd

Prepared by Site Scouts
October 9, 2026 · Report SAMPLEFU

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1. Executive Summary

This suburban hard-corner site in west Katy benefits from strong rooftop density, above-average household income, and heavy commuter flow on Mason Rd. The proposed 10-MPD, 5,000 sq ft store with a proprietary deli is well positioned against a moderate competitive set, with the nearest strong competitor (QuikTrip) 0.4 mi northeast. Projections reflect a typical suburban car-c-store ramp.

198	124,000	$274,000	1,488,000	$3,288,000
SITE STRENGTH INDEX	YR-1 FUEL GAL/MO	YR-1 INSIDE SALES/ MO	YR-1 ANNUAL GALLONS	YR-1 ANNUAL INSIDE SALES

2. Market & Site

Demand Index — Suburban density class

61	88	52	72	30
OVERALL	TRAFFIC	HOUSEHOLD	EMPLOYEE	HH GROWTH

61
COMPETITIVE

Demand drivers scored 0–100 from the site's traffic, rooftops, daytime employment, household growth, and competitive pressure — the factors behind the projections.

Trade Area — 0.75 mi

Population	18,500
Households	6,200
Median HH Income	$96,000
Daytime Employees	4,300
Pop Density / sq mi	2,600

Intersection Traffic

Mason Rd State DOT	38,000
W Sample Pkwy Modeled	14,500
Combined VPD	**52,500**

Competition

Competitors < 1.5 mi	7
Strongest impact	178
Nearest	0.41 mi

3. Sales Projections (3-Year, Monthly Average)

Average monthly volume and sales

	Year 1	Year 2	Year 3
Fuel volume (gallons)	124,000	140,000	151,000
· Gasoline	112,000	126,000	136,000
· Diesel	12,000	14,000	15,000
Inside sales ($)	$274,000	$300,000	$318,000
· Store merchandise	$132,000	$148,000	$159,000
· Foodservice	$24,000	$28,000	$31,000
· Grocery & meat market	$118,000	$124,000	$128,000
Car wash ($)	$16,000	$18,000	$19,000
Liquor / package store ($)	$34,000	$35,500	$36,500
Lottery commission ($)	$1,650	$1,700	$1,750

Analytical volume and sales range

Low	Year 1	Year 2	Year 3
Fuel volume (gallons)	105,400	119,000	128,350
· Gasoline	95,200	107,100	115,600
· Diesel	10,200	11,900	12,750
Inside sales ($)	$250,600	$273,600	$289,500
· Store merchandise	$112,200	$125,800	$135,150
· Foodservice	$20,400	$23,800	$26,350
· Grocery & meat market	$118,000	$124,000	$128,000
Car wash ($)	$13,600	$15,300	$16,150
Liquor / package store ($)	$34,000	$35,500	$36,500
Lottery commission ($)	$1,650	$1,700	$1,750

High	Year 1	Year 2	Year 3
Fuel volume (gallons)	142,600	161,000	173,650
· Gasoline	128,800	144,900	156,400
· Diesel	13,800	16,100	17,250
Inside sales ($)	$297,400	$326,400	$346,500
· Store merchandise	$151,800	$170,200	$182,850
· Foodservice	$27,600	$32,200	$35,650
· Grocery & meat market	$118,000	$124,000	$128,000
Car wash ($)	$18,400	$20,700	$21,850
Liquor / package store ($)	$34,000	$35,500	$36,500
Lottery commission ($)	$1,650	$1,700	$1,750

Projection metrics

Primary trade area	1.5-mile
Area (sq mi)	7.07
Total intersection traffic (VPD)	52,500
Annual fuel volume, Year 1	1,488,000
Annual gasoline volume, Year 1	1,344,000
Annual diesel volume, Year 1	144,000
Fuel gallons per dispenser (monthly), Year 1	12,400

Annual inside sales, Year 1	$3,288,000
Annual store merchandise, Year 1	$1,584,000
Annual foodservice, Year 1	$288,000
Annual grocery & meat market, Year 1	$1,416,000
Inside sales $ per sq ft (monthly)	$54.8
Foodservice share of inside, Year 1	8.8%
Fuel dispensers	10
Store square feet	5,000

Site strength & projection range. This location scores **198** for the proposed build on the Site Strength Index — a composite of the site's fuel, convenience, and foodservice capacity, read relative to the competitive set, against 178 for the strongest of 7 competitors in the trade area. That score, together with the site's traffic, access, and surrounding demand, drives the projections above. The mid case is the best estimate for this build; the Low–High range brackets the realistic spread from operator execution, ramp-up, and local fuel capture. Lenders typically underwrite to the Low–Mid range.

4. Gross Profit — Mid Scenario (3-Year, Monthly Average)

The mid-case sales above at your retail margins (fuel $/gal, inside % of sales). Margins affect profit only — they never change the volume or sales projections.

Source	Year 1	Year 2	Year 3	Margin assumption
Fuel (gasoline + diesel)	$43,400	$49,000	$52,850	gas $0.35/gal · diesel $0.5/gal
Store merchandise	$39,600	$44,400	$47,700	30% of sales
Foodservice	$12,480	$14,560	$16,120	52% of sales
Grocery & meat market	$33,040	$34,720	$35,840	28% blended
Car wash	$10,400	$11,700	$12,350	65% of wash sales
Liquor / package store	$8,500	$8,875	$9,125	25% of sales
Lottery	$1,568	$1,615	$1,662	state commission
Total gross profit (monthly)	**$148,988**	**$164,870**	**$175,647**	**≈ $1,787,856 in Year 1**

YEAR-1 GROSS-PROFIT MIX



Fuel 29% Merchandise 27% Foodservice 8% Car wash 7%

5. Category Program Detail

How each ancillary program in this build was estimated. Except where noted, every line below is already **included in the Sales Projections and Gross Profit above**; EV charging is the one optional upside shown separately. These are benchmark-grade estimates — see the limiting conditions at the end.

Car wash — profit center (Touchless). Estimated from fuel-customer wash rates and trade-area income (industry car-wash benchmarks); it grows with fuel volume and is **included in the projections and gross profit above** at a 65% wash margin (see the Car wash line in the table).

Grocery & meat market — $118,000/mo added to inside sales (43% of inside). Part of the same store and the same customers: packaged grocery and dairy are already counted in store merchandise, so the market adds its fresh departments: meat $51,000 · produce $42,000 · bakery $25,000 /mo.

· Benchmark-grade estimate — grocery is modeled on trade-area grocery demand and industry benchmarks, not calibrated on real grocery-store sales. Grocery-specific competitor detail is not yet modeled.

Foodservice by daypart (monthly). Morning $7,680 · Lunch $6,480 · Snack $4,320 · Dinner $3,600 · Late $1,920 — a breakdown of the foodservice line above (industry daypart mix, weighted by this trade area's daytime worker inflow; totals to the foodservice line).

Liquor / package store — $408,000/yr ($34,000/mo, ≈ $272/sf/yr). Based on trade-area off-premise alcohol spend (U.S. BLS consumer-expenditure data) and this store's competitive standing, **included in the projections and gross profit above** at a 25% blended margin (see the Liquor line in the table).

· Benchmark-grade estimate — based on trade-area off-premise alcohol spend (U.S. BLS data) and this store's competitive standing. State-specific spirits/beer-wine rules and cross-border effects are not reflected.

Lottery — $19,800/yr ($1,650/mo commission). Retailer commission at the site state's rate on estimated ticket sales, included above.

· Direct commission only. Any repeat-visit or basket lift from lottery is already reflected in the store's traffic and is not counted again.

EV charging — optional upside scenario (NOT in the projection above). ~$11,370/mo expected (range $2,635–$25,906/mo): added inside sales from charging dwell time $6,750/mo + charging-service margin $4,620/mo.

· OPTIONAL EV upside — a scenario, not in the base projection and not a bankable line. Most of the value is added inside sales while drivers charge (most fast-charging customers buy in-store), rather than the charging margin itself.

· Any EV-related pressure on gasoline is already reflected in the base fuel projection, so the upside here and that downside are shown together.

6. Traffic Analysis

Average daily traffic (AADT / VPD) on each fronting road, with its source so every count ties back to a public record. State-DOT counts carry the count year, station, and matched route; a road without a nearby DOT station uses a modeled estimate from road classification.

Road	AADT / VPD	Source	Count yr	DOT station / route	Dist. to count
Mason Rd	38,000	State DOT	2024	102S128 · SH0006	0.41 mi
W Sample Pkwy	14,500	Modeled	—	secondary class	0.10 mi
Combined VPD	**52,500**				

Estimated capturable share of passing traffic (fuel): **73%** — the balance passes without stopping or fuels elsewhere (station saturation, big-box fuelers, wrong side of a divided road).

Traffic sensitivity

How the fuel projection would respond if this corridor carried a different traffic count — for example after a planned interchange, road widening, or new development. This is a sensitivity check on a count you supply, not a forecast of future traffic.

Corridor traffic (AADT)	Change vs today	Fuel projection
36,750	-30%	-13.8%
44,625	-15%	-6.9%
52,500 today	**0%**	**0.0%**
60,375	+15%	+4.6%
68,250	+30%	+4.6%

Fuel moves less than traffic: most volume comes from nearby rooftop demand rather than passing cars, and the forecourt has a physical pumping ceiling — so more traffic alone raises fuel only so far without adding dispensers.

7. Site Access & Configuration

The site's physical access and visibility — the geometry that determines how much passing traffic can actually see, reach, and enter the site. These signals shape the fuel estimate in the projections. Fields not captured for this site show "—".

Road classification	Arterial	Hard corner / intersection	Yes
Site visibility	Good	Divided-road frontage	Yes
Access points (curb cuts)	3	Building setback	shallow
Posted speed (fronting road)	45 mph	Visibility obstruction	No
		LED price signage	Yes

How access and visibility adjust the fuel estimate: **108% of typical** — visibility Good, at corner. High traffic only converts to fuel where a motorist can see and reach the site.

8. Trade Area

This analysis uses **adaptive** trade areas sized to the site's density — fuel and inside sales draw from different basins, so each is measured on its own. The demographics and demand that follow are aggregated over these areas.

Fuel trade area — pass-by + local fuel demand	1.5 mi basin
Inside / store trade area — destination + fill-in demand	2.5 mi basin
Drive-time trade area	2-minute drive (approx.)

A denser site has a tighter basin (nearby competition splits the local base); a rural site draws from farther. The fuel basin is typically tighter than the store basin — a motorist fuels on the go but will drive farther to a destination store. Concentric ring figures below bracket these basins.

9. Trade-Area Demographics

Metric	0.5 mi	0.75 mi	1.0 mi	1.25 mi	2-min drive
Population	8,200	18,500	31,000	47,000	22,000
Households	2,750	6,200	10,400	15,800	7,400
Avg household size	2.98	2.98	2.98	2.97	2.97
Median HH income	$94,000	$96,000	$97,000	$98,000	$96,500
Avg HH income	$108,000	$111,000	$113,000	$115,000	$112,000
Daytime employees	1,900	4,300	7,200	10,500	6,100
Pop density / sq mi	2,400	2,600	2,500	2,450	2,550

POPULATION BY TRADE-AREA RING



Concentric trade-area rings around the site plus a 2-minute drive-time area (approximate circle), from U.S. Census ACS (population, income) and LEHD LODES (daytime employment). Fuel draws from a tighter trade area and inside sales from a wider one, reflecting how far customers travel for each.

The overview above compares the rings at a glance; each ring's full demographic + demand profile follows on its own page.

10. RSA Demand Report — 0.5-Mile Trade Area

Population & Households

Population	8,200
Households	2,750
Avg household size	2.98
Median HH income	$94,000
Avg HH income	$108,000
Daytime employees	1,900
Pop density / sq mi	2,400

Age

Median age	36.4
Median age — male	35.1
Median age — female	37.6

Education & Vehicles

Bachelor's degree or higher	44.0%
Households without a vehicle	3.0%

Race & Ethnicity

White (non-Hispanic)	48.0%
Black (non-Hispanic)	9.0%
Asian (non-Hispanic)	12.0%
American Indian / AK Native	0.4%
Native Hawaiian / Pac. Isl.	0.1%
Some other race	0.5%
Two or more races	4.0%
Hispanic / Latino	26.0%

Housing & Tenure

Owner-occupied	68.0%
Renter-occupied	32.0%
Single-family homes	82.0%
Multi-unit housing	15.0%
Mobile homes	3.0%

Estimated Annual Demand — all households in this area

Category	Annual $
Gasoline & motor oil	$6,734,643
Food at home	$15,683,000
Food away from home	$10,007,090
Alcoholic beverages	$1,603,224
Tobacco	$879,986
Convenience-relevant market	**$9,744,965**

U.S. Census ACS 5-year estimates aggregated over this area (medians are population-weighted). Spending is modeled from U.S. BLS Consumer Expenditure averages scaled by local income — aggregate market-sizing potential, not measured sales; a single store captures only a fraction of it, reflected in the projections.

RSA Demand Report — 0.75-Mile Trade Area

Population & Households

Population	18,500
Households	6,200
Avg household size	2.98
Median HH income	$96,000
Avg HH income	$111,000
Daytime employees	4,300
Pop density / sq mi	2,600

Age

Median age	36.4
Median age — male	35.1
Median age — female	37.6

Education & Vehicles

Bachelor's degree or higher	44.0%
Households without a vehicle	3.0%

Race & Ethnicity

White (non-Hispanic)	48.0%
Black (non-Hispanic)	9.0%
Asian (non-Hispanic)	12.0%
American Indian / AK Native	0.4%
Native Hawaiian / Pac. Isl.	0.1%
Some other race	0.5%
Two or more races	4.0%
Hispanic / Latino	26.0%

Housing & Tenure

Owner-occupied	68.0%
Renter-occupied	32.0%
Single-family homes	82.0%
Multi-unit housing	15.0%
Mobile homes	3.0%

Estimated Annual Demand — all households in this area

Category	Annual $
Gasoline & motor oil	$15,344,235
Food at home	$35,732,205
Food away from home	$22,800,192
Alcoholic beverages	$3,652,793
Tobacco	$2,004,963
Convenience-relevant market	**$22,202,964**

U.S. Census ACS 5-year estimates aggregated over this area (medians are population-weighted). Spending is modeled from U.S. BLS Consumer Expenditure averages scaled by local income — aggregate market-sizing potential, not measured sales; a single store captures only a fraction of it, reflected in the projections.

RSA Demand Report — 1.0-Mile Trade Area

Population & Households

Population	31,000
Households	10,400
Avg household size	2.98
Median HH income	$97,000
Avg HH income	$113,000
Daytime employees	7,200
Pop density / sq mi	2,500

Age

Median age	36.4
Median age — male	35.1
Median age — female	37.6

Education & Vehicles

Bachelor's degree or higher	44.0%
Households without a vehicle	3.0%

Race & Ethnicity

White (non-Hispanic)	48.0%
Black (non-Hispanic)	9.0%
Asian (non-Hispanic)	12.0%
American Indian / AK Native	0.4%
Native Hawaiian / Pac. Isl.	0.1%
Some other race	0.5%
Two or more races	4.0%
Hispanic / Latino	26.0%

Housing & Tenure

Owner-occupied	68.0%
Renter-occupied	32.0%
Single-family homes	82.0%
Multi-unit housing	15.0%
Mobile homes	3.0%

Estimated Annual Demand — all households in this area

Category	Annual $
Gasoline & motor oil	$25,872,425
Food at home	$60,249,261
Food away from home	$38,444,163
Alcoholic beverages	$6,159,095
Tobacco	$3,380,635
Convenience-relevant market	**$37,437,156**

U.S. Census ACS 5-year estimates aggregated over this area (medians are population-weighted). Spending is modeled from U.S. BLS Consumer Expenditure averages scaled by local income — aggregate market-sizing potential, not measured sales; a single store captures only a fraction of it, reflected in the projections.

RSA Demand Report — 1.25-Mile Trade Area

Population & Households

Population	47,000
Households	15,800
Avg household size	2.97
Median HH income	$98,000
Avg HH income	$115,000
Daytime employees	10,500
Pop density / sq mi	2,450

Age

Median age	36.4
Median age — male	35.1
Median age — female	37.6

Education & Vehicles

Bachelor's degree or higher	44.0%
Households without a vehicle	3.0%

Race & Ethnicity

White (non-Hispanic)	48.0%
Black (non-Hispanic)	9.0%
Asian (non-Hispanic)	12.0%
American Indian / AK Native	0.4%
Native Hawaiian / Pac. Isl.	0.1%
Some other race	0.5%
Two or more races	4.0%
Hispanic / Latino	26.0%

Housing & Tenure

Owner-occupied	68.0%
Renter-occupied	32.0%
Single-family homes	82.0%
Multi-unit housing	15.0%
Mobile homes	3.0%

Estimated Annual Demand — all households in this area

Category	Annual $
Gasoline & motor oil	$39,508,274
Food at home	$92,003,138
Food away from home	$58,705,842
Alcoholic beverages	$9,405,195
Tobacco	$5,162,371
Convenience-relevant market	**$57,168,101**

U.S. Census ACS 5-year estimates aggregated over this area (medians are population-weighted). Spending is modeled from U.S. BLS Consumer Expenditure averages scaled by local income — aggregate market-sizing potential, not measured sales; a single store captures only a fraction of it, reflected in the projections.

RSA Demand Report — 2-Minute Drive-Time Area

Population & Households

Population	22,000
Households	7,400
Avg household size	2.97
Median HH income	$96,500
Avg HH income	$112,000
Daytime employees	6,100
Pop density / sq mi	2,550

Age

Median age	36.4
Median age — male	35.1
Median age — female	37.6

Education & Vehicles

Bachelor's degree or higher	44.0%
Households without a vehicle	3.0%

Race & Ethnicity

White (non-Hispanic)	48.0%
Black (non-Hispanic)	9.0%
Asian (non-Hispanic)	12.0%
American Indian / AK Native	0.4%
Native Hawaiian / Pac. Isl.	0.1%
Some other race	0.5%
Two or more races	4.0%
Hispanic / Latino	26.0%

Housing & Tenure

Owner-occupied	68.0%
Renter-occupied	32.0%
Single-family homes	82.0%
Multi-unit housing	15.0%
Mobile homes	3.0%

Estimated Annual Demand — all households in this area

Category	Annual $
Gasoline & motor oil	$18,361,718
Food at home	$42,759,035
Food away from home	$27,283,908
Alcoholic beverages	$4,371,123
Tobacco	$2,399,244
Convenience-relevant market	**$26,569,233**

U.S. Census ACS 5-year estimates aggregated over this area (medians are population-weighted). Spending is modeled from U.S. BLS Consumer Expenditure averages scaled by local income — aggregate market-sizing potential, not measured sales; a single store captures only a fraction of it, reflected in the projections.

11. Facility Audit — Current vs. Proposed

Category	Current	Proposed
Gasoline	41	88
Diesel	8	14
Convenience	38	79
Fast Food	9	21
Site Strength Index	**96**	**198**

Each category score is normalized 0–100. The Site Strength Index is their weighted total (so it runs higher than 100), compared like-for-like against each competitor above; it drives the sales projections.

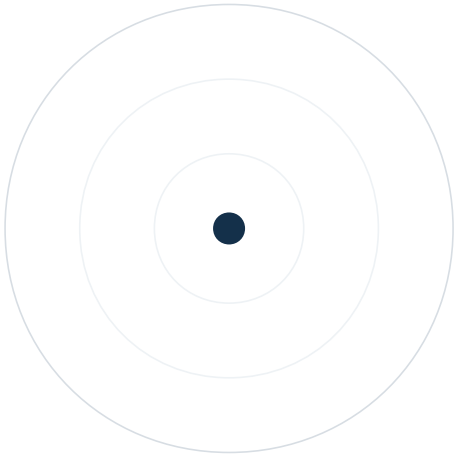
12. Competition Detail (7)

Competitive Capacity

7	0.94 mi	0.41 mi	128	82–178
COMPETITIVE UNITS	AVG DISTANCE	NEAREST	AVG IMPACT	IMPACT RANGE

Aggregate view of the competitive set framing market saturation.

TRADE-AREA MAP — SUBJECT AT CENTER, PLOTTED TO SCALE BY TRUE BEARING & DISTANCE (OUTER RING = 2.5 MI)



Subject site Operating competitor (size ∝ impact) Planned / permitted

Each competitor is placed at its actual compass bearing and distance from the subject (equirectangular projection). Sites beyond 2.5 mi are drawn on the outer rim.

Name	Brand	Dist (mi)	Pos	Gas	Diesel	Conv	Food	Impact
QuikTrip #1042	QuikTrip	0.41	NE	92	11	81	20	178
Shell — Mason & Park	Shell	0.63	SW	74	8	58	14	139
Chevron Food Mart	Chevron	0.88	NW	68	8	52	13	121
Valero Corner Store	Valero	1.02	SE	61	7	49	12	108
Exxon — Westgreen	Exxon	1.21	N	70	8	55	13	130
Independent Fuel Stop	—	1.34	S	44	5	33	8	82
Circle K	Circle K	1.46	W	72	8	60	15	137

Per-competitor category impacts (gasoline, diesel, convenience, foodservice) are profiled from each store's brand tier and measured distance/position; the Site Strength Index informs the sales projections. Field-level competitor audits are available on request.

Planned / Under-Construction Competition

Type / project	Brand	Dist (mi)	Pos	Permit date
Convenience store — 24180 Kingsland Blvd	QuikTrip	1.10	NE	2026-04-22
Fuel canopy — 1450 Mason Rd	—	1.80	SE	2026-02-09

New gas-station / convenience-store building permits within 2.5 mi (Katy permit records). These sites are not yet open and are not included in the projections above — they are a forward-looking competitive risk to weigh when underwriting the ramp.

Market Supply & Demand

Whether the 1.0-mile trade area is under- or over-stored: modeled convenience + fuel demand against the count of competing stores, using a stores-per-capita equilibrium benchmark. Directional (benchmark-grade) — an opportunity / saturation signal, not a promise.

$37,437,156	$25,872,425	8	3,875	Underserved
CONVENIENCE DEMAND / YR	FUEL DEMAND / YR	STORES (INCL. SUBJECT)	PEOPLE / STORE	MARKET BALANCE

At the U.S. benchmark of ~2,400 people per convenience store, this trade area could support ~12.9 stores vs the 8 present — headroom of ~4.9 more suggests **unmet demand** (an opportunity).

13. Certification, Assumptions & Limiting Conditions

Certification of independence

Site Scouts certifies that, to the best of its knowledge:

1. Site Scouts has no present or prospective financial interest in the subject property or the proposed transaction.
2. The fee for this study is fixed and was not contingent on the findings, the projections, or any financing decision.
3. No party to the transaction reviewed, directed, or altered the findings before issuance. The requester supplied only the facility specifications and operating margins, identified as such in this report; any re-issue on revised inputs carries a new verification code.
4. This study was prepared from the data sources and methodology described in this report, as of October 9, 2026.

Certified by Site Scouts October 9, 2026

Sources & method. Produced by Site Scouts from public and third-party data (U.S. Census ACS, LEHD LODES, state DOT traffic counts, Google Places / Street View) and from facility specifications and operating margins **furnished by the requester**, analyzed with our proprietary site-selection and sales-forecasting model. As of October 9, 2026.

Projections are estimates, not guarantees. All sales, volume, and gross-profit figures are **modeled estimates** of potential performance at the requester-supplied margins — **not a guarantee, representation, or warranty of actual results.** Actual performance depends on operator execution, pricing, management, capital, competition, and local market and economic conditions, many outside the scope of this analysis. This study is **not** an appraisal, an audit, investment, tax, legal, or accounting advice, or a recommendation to buy, sell, develop, or finance any property.

No warranty; limitation of liability. The data underlying this report is from sources deemed reliable but is provided **"as is," without representation or warranty of any kind, express or implied**, including any warranty of accuracy, completeness, merchantability, or fitness for a particular purpose. Market conditions change and such changes may materially alter actual results; Site Scouts does not warrant that no material change has occurred since the data was generated, and undertakes no duty to update. Site Scouts shall not be liable for any decision made or action taken in reliance on this report. **The recipient is solely responsible for independently verifying every figure and assumption** — and consulting qualified legal, financial, environmental, and real-estate professionals — before any acquisition, development, lending, or other decision.

Category / ancillary programs (foodservice, car wash, liquor, smoke shop, grocery / meat, travel-center, EV, lottery, and any ethnic-market fit or suggestion) are **benchmark-grade** estimates or directional signals — not calibrated projections — and any noted regulatory status (e.g., tobacco / hemp-THC) is point-in-time and must be confirmed with current law and counsel. This report is confidential and prepared solely for the requester; © 2026 Site Scouts.

Environmental. This analysis assumes the site is free of environmental contamination and **does not assess environmental condition.** For any fuel site, a Phase I / II Environmental Site Assessment and an underground-storage-tank (UST) review must be performed independently by qualified professionals before any transaction; Site Scouts makes no representation in this regard.

Presented by Site Scouts

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This retail site analysis was prepared for the exclusive use of the requesting party. It is a modeled estimate — not a guarantee of actual business performance — and is provided without representation or warranty of any kind.

Report reference SAMPLEFU · October 9, 2026