SITE SCOUTS

# Site Screener

2400 W Sample Pkwy, Katy, TX 77494

W Sample Pkwy & Mason Rd

Prepared by Site Scouts
October 9, 2026 · Report SAMPLESC

# 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 (Year-1, Monthly Average)

## Average monthly volume and sales

| | Year 1 |
|---|---|
| Fuel volume (gallons) | 124,000 |
| · Gasoline | 112,000 |
| · Diesel | 12,000 |
| Inside sales ($) | $274,000 |
| · Store merchandise | $132,000 |
| · Foodservice | $24,000 |
| · Grocery & meat market | $118,000 |
| Car wash ($) | $16,000 |
| Liquor / package store ($) | $34,000 |
| Lottery commission ($) | $1,650 |

## 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, detailed in the Full RSA, brackets the realistic spread from operator execution, ramp-up, and local fuel capture. Lenders typically underwrite to the Low–Mid range.

This is a Screener summary. The Full RSA adds site photos, the facility audit, the 3-year low/mid/high projections, unit economics, and the full competitor analysis.

## 4. Gross Profit — Mid Scenario (Year-1, 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 | Margin assumption |
|---|---|---|
| Fuel (gasoline + diesel) | $43,400 | gas $0.35/gal · diesel $0.5/gal |
| Store merchandise | $39,600 | 30% of sales |
| Foodservice | $12,480 | 52% of sales |
| Grocery & meat market | $33,040 | 28% blended |
| Car wash | $10,400 | 65% of wash sales |
| Liquor / package store | $8,500 | 25% of sales |
| Lottery | $1,568 | state commission |
| **Total gross profit (monthly)** | **$148,988** | **≈ $1,787,856 in Year 1** |

YEAR-1 GROSS-PROFIT MIX



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

## 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).

# 5. 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.

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**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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Report reference SAMPLESC · October 9, 2026