

# Site Selection Services

Through the partnership between Froehling Anderson and McGuire Sponsel, clients gain access to experienced Location Advisory and Site Selection professionals who support projects across North America. Our teams leverage deep expertise in state and local incentives to guide strategic location decisions and secure advantageous incentive packages—such as tax abatements, payroll tax credits, infrastructure grants, and more—while positioning your client's business for long-term success and tax efficiency.

## Client Success Story

|                                                                                                                         |                                                            |
|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------|
|  <b>Client:</b><br>Pretzels, Inc.      | <b>\$1.3M</b><br>EDGE Tax Credits                          |
|  <b>Industry:</b><br>Industrial Bakery | <b>\$14M+</b><br>Real & Personal Property<br>Tax Abatement |
|  <b>Investment:</b><br>\$70M           | <b>\$445K</b><br>Energy Economic<br>Development Rider      |
|  <b>Job Creation:</b><br>150           |                                                            |

## Our Approach

Our approach to site selection adds direct value to your decision-making process. As a national site selection firm, we help bring unique leverage to each negotiation.

### NET TAX/COST APPROACH

Our tax and business background allow us to understand the unique cost effects of specific locations. We will inform your process with this analysis and ensure that cost and tax structures are optimized while incentives are maximized.

### WORKFORCE ANALYSIS

We understand that both availability and cost of workforce vary dramatically from place to place. We provide deep labor force analyses in order to identify the best location options for this operation. We also use this information to bridge location specific labor cost gaps with incentives.

### COMPETITIVE LOCATION GAP

We don't just operate in a single market. We bring national experience to help you understand the pros and cons of multiple locations across the various factors in your decision-making matrix.

### ONGOING RELATIONSHIP & COMPLIANCE

Unlike many incentive providers, we don't stop when the deal gets done. We can help your firm ensure that incentives are maximized over time while limiting distractions from your internal resources.



## Our Process

Key inputs and outputs in each step of the site selection process:

### 1 REQUIRED DEVELOPMENT (1-2 weeks)

Key considerations for your project → Comprehensive, weighted checklist of all location requirements

### 2 LOCATION SCREENING (5-8 weeks)

Location requirements checklist → Communication to various localities about site availability

### 3 COMPARATIVE ANALYSIS (2-3 weeks)

Comprehensive list of qualified sites based on location requirements → Data driven site comparative analysis including preliminary recommendations

### 4 SITE VISITS (3-4 weeks)

Targeted list of top sites available → Virtual and/or in-person site visits organized and attended

### 5 INCENTIVE PROCUREMENT (3-6 weeks)

Finalist locations → Incentive offers procurement

### 6 SELECTION AND IMPLEMENTATION

Incentive offers for final sites → Final site selection



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