



Companies that use site selection firms are at a distinct advantage to those who do not.

WHY USE A PROFESSIONAL SITE SELECTOR?

- Choosing a new location for your business is high-risk. A wrong decision can be detrimental or fatal to your company. The site selection process can help mitigate that risk.
- Most companies do not have the team of experts or the available time to do a thorough job in addition to their “day” jobs.
- The site selection and incentives worlds are changing rapidly and the increasing amount of data available can be overwhelming. It is the experience of site selectors that helps weed through the data to find the information, anticipate flaws before they become fatal, and navigate through the process.



WHY USE ADY ADVANTAGE?

- We offer conflict-free advice and are fee-based, not commission-based.
- Often, the money we save you by the incentives we negotiate on your behalf partially or completely offsets our fees.
- We bring a deep bench of site selection talent and resources to every project.
- We serve companies of all sizes.

WE FOCUS ON KEY LOCATION ADVISORY ANALYTICS AND INCENTIVES NEGOTIATIONS.

Objective Setting. Why does your company want to move? What outcomes do you want to see as a result of the move, and how will these be measured? What is your timeframe?

Initial Screening. What parts of the country, states, and/or regions make sense to include in further analysis based on initial screening factors? These usually include a mix of operating conditions, operating costs, and quality of life factors.

Short List Development. Here we take a deeper dive into available sites and buildings, utilities, etc. and develop a detailed costing model for comparison.

Finalists and Negotiations. Which communities and sites are the best fit with your company’s location objectives? Which sites are the best fit culturally? Which incentives are available and how do these affect one-time and ongoing operating costs?



KEY TRENDS AND DRIVERS WE'RE SEEING.



ACCESS TO TALENT.

This factor drives headquarters and other office projects, R&D /high tech projects, and labor-intensive manufacturing projects; increasingly, it is an important driver for all projects.



ACCESS TO SUPPLY CHAINS.

Many manufacturers and support operations are diversifying their customer base, which can result in new OEM prospects. We can help companies identify locations to help leverage these customer relationships.



ACCESS TO MARKETS.

Perhaps you want to enter the US market, or expand within the US market. With foreign policy in play, we are seeing an increased interest in new-shoring and re-shoring projects in the U.S. This factor is obviously a major consideration for transportation and logistics projects, as well as manufacturing projects.



ACCESS TO UNIQUE INFRASTRUCTURE.

Do you need large amounts of water or wastewater treatment for your operations? A deep water port? Access to raw materials or minerals? Multiple Class I railroad lines? We can help identify and assess potential locations meeting whatever infrastructure needs your company may have.



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Janet Ady, President and CEO of Ady Advantage, is a second generation site selector. Janet's team has in-depth knowledge of the site selection process, especially in terms of understanding which factors to evaluate during each step of the decision-making process. On the corporate side, the Ady team consults with companies looking to grow, diversify, expand, and relocate. Services range from site selection and incentives negotiations to growth planning and business development strategy.

Phil Schneider, Site Selection Practice Leader for Ady Advantage, has over 30 years of management consulting experience developing strategy and solutions in the fields of global location, site selection, incentives negotiation, and economic development. Phil has led hundreds of site selection projects across industries and corporate functions. He spent seven years with Fantus Consulting, followed by 18 years at Deloitte Consulting where he was the Partner leading their global location strategy and site selection practice. He is currently the Vice Chairman of the Board for the Site Selectors Guild, the professional association of the world's leading site selection consultants.



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For more information on how your company can benefit from our site selection services, contact Janet or Phil.