

700 Sites Scored

In 72 Hours. 5 Prime Locations Secured.

When Party City declared bankruptcy, Books-A-Million used GrowthFactor to evaluate 700 locations before competitors could react — securing 5 prime retail spaces and saving \$3M+.

72 hrs

From announcement to close

\$3M+ Saved

Avoided overbidding on 15 sites

5 Locations

Secured at below-market rents

The Situation: Party City declared bankruptcy in December 2024. BAM had less than 72 hours to evaluate 700 prime retail locations and determine bid values before the auction closed. Traditional analysis would have taken weeks.

HOW WE WORKED TOGETHER

- 01 **Emergency activation** — Team mobilized within hours of bankruptcy announcement
- 03 **Pattern matching** — Compared each site to BAM's top 25% performing stores
- 05 **Bid recommendations** — Data-driven pricing for auction strategy

- 02 **Bulk site scoring** — All 700+ Party City locations scored against BAM's criteria
- 04 **Competitive mapping** — Identified low competition + strong retail synergy sites
- 06 **Real-time support** — Instant analysis as auction dynamics evolved

KEY METRICS

Sites scored	700+
Time to complete	72 hours
Locations secured	5
Cost avoided	\$3M+
New markets entered	2



Projected 18-month payback on all 5 locations. Competitors were still gathering basic data when BAM had already closed.

"GrowthFactor accelerated our team's new store site selection process, allowing the team to expedite the review of hundreds of potential sites as part of a complex bankruptcy auction."

Matthew Furnas, Vice President – Books-A-Million

CAVENDER'S

3x Expansion Rate

27 new stores in 2025 vs. 9 prior year

TNT FIREWORKS

153 Locations

Opened in 6 months, 100% on budget

LIL SWEET TREAT

4x Growth

2 to 8 locations in one year