# Hidden Drivers

## From Demographics Lookup to Revenue Forecast.

Retail site selection tools weren't built for veterinary. We build custom models trained on your actual clinic portfolio — so every new site decision is backed by what drives your business, not generic benchmarks.

| **Custom Model** | **Glass Box** | **Dedicated Team** |
|---|---|---|
| Trained on your portfolio | Every variable visible | Named analysts, not tickets |

**The Veterinary Challenge:** Foot traffic doesn't predict ER vet volume. Standard demographic rings miss neighborhood dynamics. Off-the-shelf tools give you data — but no model connecting that data to your revenue. GrowthFactor closes that gap.

## WHAT A PORTFOLIO AUDIT UNCOVERS

**01 Hidden revenue drivers** — Clinic maturity, staffing mix, and competition often matter more than demographics alone

**02 Flipped assumptions** — Variables like household income frequently correlate in the opposite direction from expected

**03 Right-sized trade areas** — Your actual customer data defines trade areas, not arbitrary ring studies

**04 Better KPIs identified** — Common metrics like revenue/sqft can penalize your best clinics

**05 Full portfolio scoring** — Every existing clinic scored and analyzed within weeks

**06 Defensible forecasts** — Every projection traceable to analog clinics and validated drivers

## KEY CAPABILITIES

| | |
|---|---|
| Portfolio audit | Weeks, not months |
| Trade areas | Customer-derived |
| Forecasting | Analog-based |
| Onboarding | 4–6 weeks |
| Review cadence | Quarterly |

**The difference is the model.** Other tools show you data. GrowthFactor shows you which data actually predicts your revenue — and builds the forecast around it.

> *"We thought we understood what made a good site. GrowthFactor showed us our primary KPI was hiding the real story — and the variables we'd been ignoring were the ones that actually predicted revenue."*
>
> VP of Real Estate, Multi-Location Veterinary Group

| CAVENDER'S | BOOKS-A-MILLION | TNT FIREWORKS |
|---|---|---|
| **3x Expansion Rate** | **8.9x ROI** | **153 Locations** |
| 27 new stores in 2025 vs. 9 prior year | Platform paid back nearly 9x in year one | Opened in 6 months, 100% on budget |

**Glass box, not black box — See the math. De-risk expansion.**
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Book A Demo →