



Success Factors

The Setting:

- People are looking at Troy because of its location, central to all of SW Illinois, for both homes and businesses.
- And they love the convenience of the interstates. Few communities can boast 3 interstates coming together, and 2 interchanges. Every single one of the present tenants cite this as a critical factor!
- We're on the right side of Troy, too...the city-side, the interstate side.
- The general livability factors in Troy are important to both residential and commercial interests.
- Part and parcel of that is its outstanding school district, performing economically. See the Article "About Troy Schools" for insight into decision processes of new residents.

The Site Itself:

- Bradley Smith Drive itself promises to be a prestige address. The northern interchange with Illinois 162 is signalized, and designated by IDOT to be the first signalized intersection on 162 east of the overhead on Interstates 55/70....important, and easy to use in giving directions. It's also slated to be upgraded, with design in progress, to 3 lanes, curb and gutter and street lighting. (Ultimately, Troy has plans to extend it to US 40.)
- Local support by the city and the local chamber of commerce is incredible....all small enough to involve you, large enough to serve and help. This leadership is simply outstanding. Good will abounds everywhere!
- It has an innovative Master Storm Water Retention Basin that doubles as a recreational area called "The Village Green". Economical for all, but gives us a very pretty private park...
- It's adjacent to the 150 acre Tri-Township Park, with many activities and connecting trails.
- The whole is a "Walk Everywhere" community, to amenities within and nearby; to banks, restaurants, Walgreens and professional offices. That's involvement with the small town atmosphere prevalent.
- We're a well-started community with prosperous commercial tenants in good looking, well cared for facilities. We're modestly restricted to keep it that way. Just in case you missed it, Serenade will be separated from the commercial lots along Bradley Smith by a deep row of evergreens...soon!
- All of the necessary infrastructure is in place; we're literally shovel ready, almost everywhere.
- It's well planned and totally consistent with a long-standing Troy Master Developmental Plan.
- The name implies beauty and comfort, both strong intentions of the developers. As the whole matures, including the residential sector, careful landscaping will be added in beautification.
- We've intended to do it right, so that it's truly livable, at the top of the scale, forever.

For related demographics, please see www.TheGreensOfTroy.com (Troy Demographics) where steady growth is predicted by all, with far-above-average incomes and spending figures.

A related topic: a short essay on the importance of (the best) location!

In both commercial and residential worlds, location is still the preeminent factor. Troy's location has already been identified as outstanding, but it seems only recently discovered by people coming into southwestern Illinois from distant parts, whether for new homes or new business addresses. The local leadership, with wonderful local trends already started, have created a fertile, almost inevitable environment for growth therefore, taking advantage of the outstanding centralized location.

In both residential and commercial senses, it's only natural to try to save on expenses....but all experts agree that saving on locational costs almost always counts as penny wise and pound foolish. It's a fact that our building costs are probably going to be pretty much the same no matter where we place that building, (within reasonable options, at least...) but it's where we put it that makes all of the difference.

And the day after closing is one day too late to do anything about it, except try to overcome it with extra advertising (in the commercial world at least.) And even then, the situation invites fresh competition, in a better location, and hampers future resale efforts. Unfortunately, the site is usually the first expense in a program, where frugality is most prominent. Sometimes, we see overruns in construction costs that make a best-site-premium pale by comparison.

The point: choose your location carefully; position yourself to:

- Enjoy access, visibility and image with minimal expenses, probably forever.
- Discourage competition from emerging in a better location, forever.
- Set up the best possible resale, whenever that happens, forever.