



## News Release

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### **Corinth, Texas Partners with Buxton to Implement Retail Development Strategies** *Will use customer analytics to quantify retail potential*

**FORT WORTH, TEXAS, (February 23, 2016)** — The City of Corinth, Texas recently partnered with Fort Worth-based Buxton to support the community's retail attraction efforts. Buxton's advanced customer analytics will allow the City to identify the retailers that match the shopping and dining habits of consumers in Corinth's trade area. Over the next three years, Buxton will provide Corinth with data-backed verification of retail potential in the community.

By becoming a Buxton client, Corinth will have access to SCOUT, Buxton's proprietary web-based real estate platform, giving local leaders information at their fingertips to analyze retail matches for different areas of the City.

"Corinth's convenient location and top-tier schools and parks make it an ideal community for families and commuters," said Jason Alexander, Executive Director of the Corinth Economic Development Corporation. "We are confident that Buxton will help us attract the best retailers for our growing community."

"Buxton is pleased to partner with the City of Corinth," said Lisa McCay, vice president of Buxton's public sector division. "We will guide Corinth toward the best retail establishments for the growing community and help them retain current retailers and restaurants."

Buxton has worked with more than 700 cities nationwide to implement retail development strategies. Client cities in Texas include North Richland Hills, Seguin, Waxahachie, and many more.

#### **About Corinth, Texas**

Corinth, Texas is a thriving community located 20 minutes north of downtown Dallas and less than 20 miles from the DFW International Airport. Corinth, home to over 20,000 residents, is

conveniently located near Lake Lewisville and two top-tier research universities. Corinth is known for its safe neighborhoods, beautiful public parks, and family-friendly culture.

For more information, visit [www.cityofcorinth.com](http://www.cityofcorinth.com).

**About Buxton**

Buxton is the industry leader in customer analytics. Our analytics reveal who your customers are, where more potential customers are located and the value of each customer. More than 3,500 clients in the retail, restaurant, healthcare, private equity, and public sectors have relied on our insights to guide their growth strategies. Clients include Anthropologie, Aaron's, and Sally Beauty Supply.

For more information, visit [www.buxtonco.com](http://www.buxtonco.com).