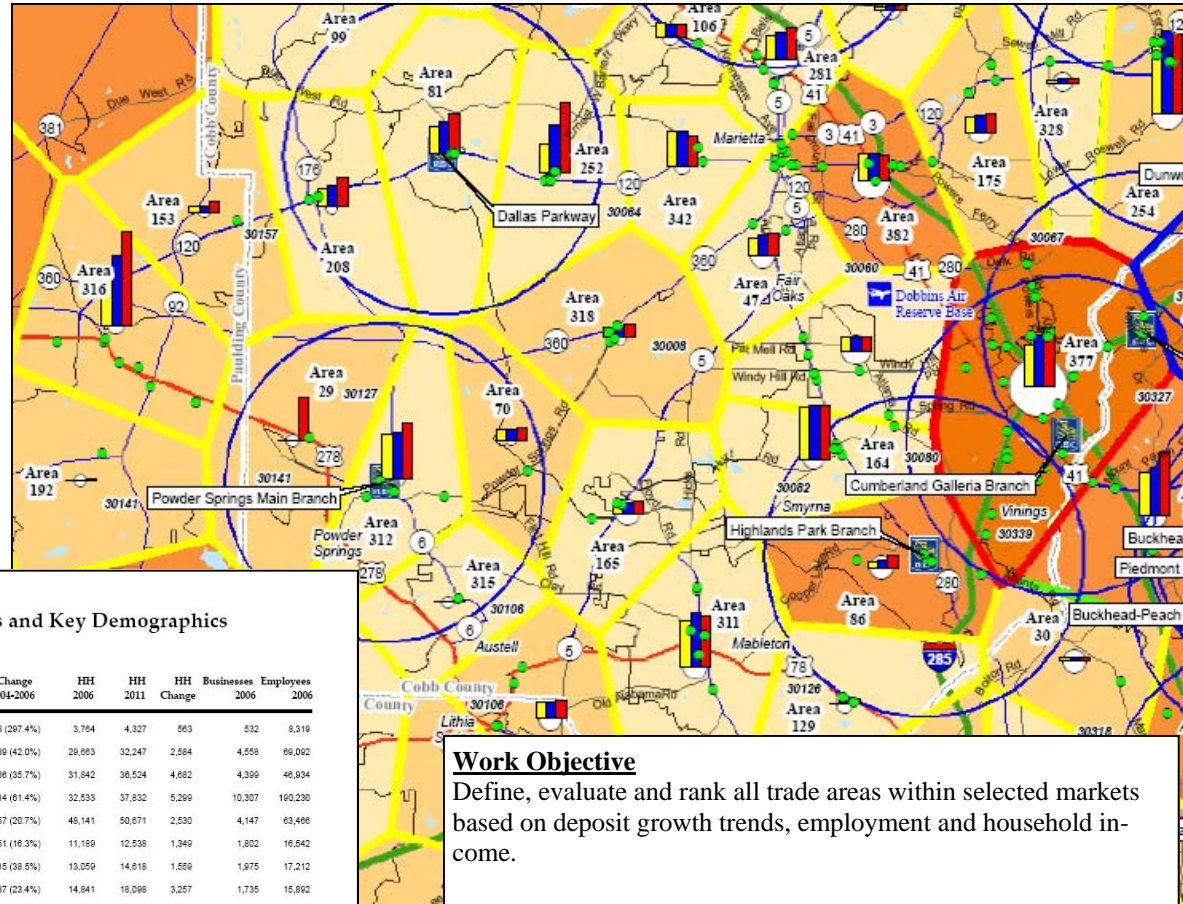
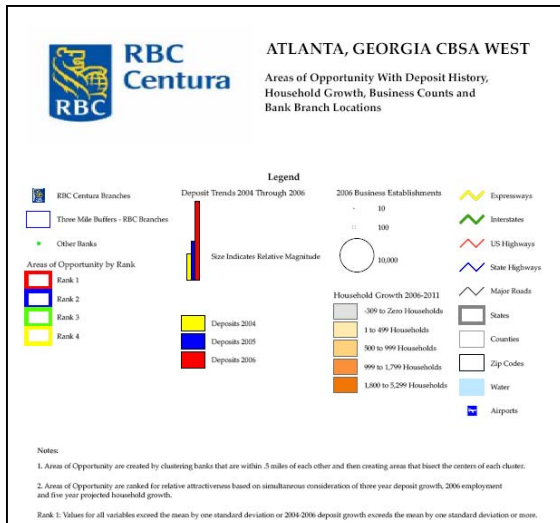


# Trade Area Potential Analysis



**Area of Opportunity Bank Deposits and Key Demographics**  
Atlanta, Georgia

Map ID	Rank	Deposits 2004	Deposits 2005	Deposits 2006	Change 2004-2005	Change 2005-2006	Change 2004-2006	HH 2006	HH 2011	HH Change	Businesses 2006	Employees 2006
257	1	\$666,627	\$29,216	\$2,780,185	(\$670,311) (-65.8%)	\$2,750,869 (9,416.0%)	\$2,080,658 (297.4%)	3,764	4,327	863	532	6,319
377	1	\$2,311,830	\$2,854,500	\$3,281,719	\$542,670 (23.5%)	\$427,219 (15.0%)	\$969,889 (42.0%)	29,653	32,247	2,584	4,558	69,092
393	1	\$4,068,413	\$4,671,213	\$5,562,379	\$572,800 (14.0%)	\$891,166 (19.1%)	\$1,463,966 (35.7%)	31,842	36,524	4,682	4,399	46,834
408	1	\$23,632,147	\$31,168,536	\$37,969,761	\$7,636,389 (32.5%)	\$6,801,225 (21.8%)	\$14,437,614 (61.4%)	32,533	37,832	5,299	10,307	190,230
241	2	\$660,670	\$622,529	\$1,039,027	\$61,859 (7.2%)	\$116,496 (12.8%)	\$178,357 (20.7%)	46,141	50,671	2,530	4,147	63,496
280	2	\$600,289	\$672,900	\$668,140	\$72,611 (12.1%)	\$25,240 (3.8%)	\$97,851 (16.3%)	11,189	12,538	1,349	1,802	16,642
314	2	\$759,860	\$883,596	\$1,052,565	\$123,716 (16.3%)	\$168,969 (19.1%)	\$292,715 (38.5%)	13,059	14,618	1,559	1,975	17,212
330	2	\$795,080	\$851,131	\$981,417	\$56,051 (7.0%)	\$130,286 (15.3%)	\$186,337 (23.4%)	14,841	16,098	3,257	1,735	15,892
350	2	\$987,420	\$1,071,657	\$1,152,804	\$84,237 (8.5%)	\$81,147 (7.6%)	\$165,384 (16.7%)	9,001	10,562	1,561	1,606	19,315
359	2	\$1,178,899	\$1,256,551	\$1,263,141	\$77,652 (6.6%)	\$6,590 (0.5%)	\$84,242 (7.1%)	10,993	12,399	1,406	1,711	20,819
361	2	\$2,161,644	\$2,284,955	\$2,377,657	\$123,311 (5.7%)	\$92,702 (4.1%)	\$216,013 (10.0%)	45,881	48,454	2,773	6,138	79,082
385	2	\$665,382	\$761,417	\$887,634	\$96,025 (14.4%)	\$126,217 (16.8%)	\$222,242 (33.4%)	14,785	17,763	2,968	1,601	16,849
394	2	\$740,007	\$761,378	\$863,574	\$21,371 (2.9%)	\$102,196 (13.4%)	\$123,567 (16.7%)	14,659	16,463	1,824	2,774	33,297
405	2	\$1,158,685	\$1,197,677	\$1,236,491	\$38,992 (3.4%)	\$38,814 (3.2%)	\$77,806 (6.7%)	17,127	20,620	3,793	2,118	27,637
6	3	\$558,661	\$633,411	\$802,752	\$74,730 (13.4%)	\$169,341 (26.7%)	\$244,071 (43.7%)	9,240	10,135	895	1,452	10,661
78	3	\$160,196	\$229,863	\$285,755	\$39,667 (20.9%)	\$95,892 (24.3%)	\$56,225 (24.3%)	6,737	7,404	667	619	5,684
94	3	\$919,203	\$889,339	\$1,010,414	(\$29,864) (-3.2%)	\$121,075 (13.6%)	\$91,211 (9.9%)	23,224	24,397	1,173	1,957	21,288

\* in 000's of dollars

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Monday, March 19, 2007

GENOA

## Work Objective

Define, evaluate and rank all trade areas within selected markets based on deposit growth trends, employment and household income.

## Client

RBC Centura Bank (Genoa - Atlanta, GA)

## Deliverables

- Whole market maps showing ranked trade areas and supporting data.
- Reports containing details for ranked areas.
- Spreadsheet that provides details for ranked areas.
- Detailed maps and companion reports for trade areas that were selected for additional consideration.



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