

2024

COMPANY FACT SHEET

BECAUSE YOUR HOME IS ALWAYS EVOLVING



Overview

Location	Lyons, New York
Buildings	7 Buildings with 5 Storefronts
Employees	14 as of January
Clientele	Primarily a 90-minute Drive Radius

Our Retail Locations

Evolve - The Christmas Store of New York

Our flagship store, where it all began, will now offer four connected historic storefronts with over 10,000 sq. ft. of "Everything Christmas" as we move forward on our plans to create a Christmas Department Store in the historic downtown district of Lyons, New York.



LOCK 27 Retail & Dining Center

Scheduled to open late this spring, this retail and dining experience from the Evolve brand is located right down the street from our main store. Featuring two floors with over 4,500 sq. ft. of remodeled retail space with a café.



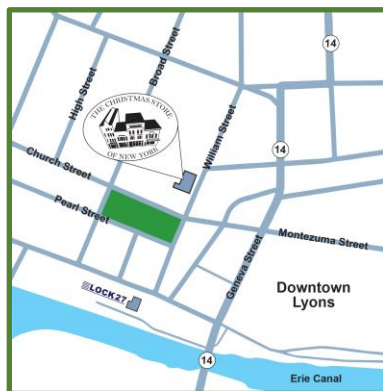
A Unique Upstate New York Shopping Experience

About Us & Our Team

We are a small, yet rapidly developing company with hometown roots. Through our stores and our people we are vested and involved in the growth and success of our community.

Our Town & Our Location

We are the largest private commercial property owner in the Historic Downtown District, placed on the National Register of Historic Places in 2018.



Located in the internationally recognized Wine Country of the Finger Lakes Region, we draw a diverse pool of tourists from far and wide on a year-round basis.

Our Market & Our Customer Base

We pride ourselves on maintaining a detailed customer database and customer tracking information. As a result of our efforts to encourage customers to sign our guest logbook at the store, combined with our online direct marketing efforts we can determine that our primary source of business comes from our Facebook posts, closely followed by "Word of Mouth".



This greatly enhances our overall marketing costs and contributes to brand recognition and dedication. We have new and repeat customers that have visited our stores from over 6 countries, 42 other states, and over 47 of the 62 counties in New York state.

Our Business Center

Village Hall Business Center



These two adjoining historic buildings in downtown Lyons once housed the Fire Department, Village Hall and Police Station. After acquiring the buildings and completing an upgrade of state-of-the-art fiber optic lines as well as fire system, the building is now converted to modern office space.



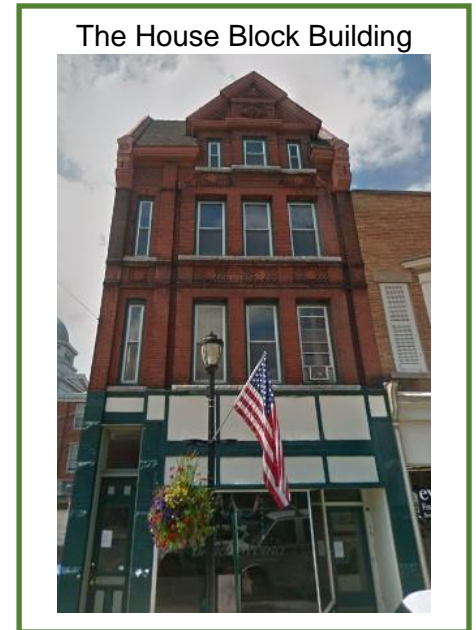
What's New in 2024

Addition to The Christmas Store

In November we acquired the historic House Block building which is adjacent to our existing three storefront buildings that comprise The Christmas Store of New York. This addition will add over 2,000 sq. ft. to our store.

The Opening of LOCK 27 Retail & Dining Center

Renovations of the only commercial building on the downtown side of the historic Erie Canal is nearing completion and is scheduled to open this spring and will also contain a café featuring items made from our culinary product line.



Our Websites

www.EvolveForTheHome.com

Our original website featuring information about our company, stores and locations.

www.EvolveForTheHomeOnline.com

Our newly launched Online Store that is growing in sales, traffic and showcasing our premium product lines.

www.LOCK27NY.com

A website that will showcase our unique product lines and café information for our new location.

Our Social Media Pages

www.Facebook.com/EvolveHome

www.Facebook.com/LOCK27NY

www.Facebook.com/EvolveVillageHall

In the Works

Instagram accounts are being developed for each store location and will be rolled out this spring.

Notes

Evolve For The Home

57 William Street

Lyons, New York 14489

315.937.8409

Glenn Wasman & Craig Fraser, Owners

Glenn@EvolveForTheHome.com