



Sun Auto Parallel Trial Client Input Resolution Brief

Approved beta defaults for the Sun Auto trial package
July 21, 2026

Prepared by Pierce Ridge Capital

Executive decision

Pierce Ridge can close most of the Pending Client Inputs list without asking Sun to design the trial. We recommend a defensible first beta using **35 mapped current-store SATS anchors**, three evidence-backed market clusters, the existing Sun Fit taxonomy and a fixed routing/source protocol.

Only two Sun-owned data inputs remain

- Provide a sample or export of the approximately 8,000-shop history file.
- Supply approved greenfield (GF) anchors and resolve Louisville.

Resolution matrix

Exact SATS / approved GF anchor list	Partially resolved	Use the attached 35-location public-locator anchor file: 10 Ohio, 7 North Carolina, 15 Florida East Coast, 1 Chattanooga and 2 Nashville-area anchors.	Confirm active/included status and add approved GF anchors.
Specific Ohio markets/cities	Approved for trial package	Central Ohio / Columbus—Licking County using all 10 mapped Ohio anchors.	No further approval required.
Specific North Carolina markets/cities	Approved for trial package	Piedmont Triad: High Point, Winston-Salem, King, Liberty, Madison, Stokesdale and Summerfield.	No further approval required.
Florida East Coast corridor/markets	Approved for trial package	Northeast Florida through Volusia: Yulee/Callahan, Jacksonville, St. Johns, St. Augustine/East Palatka, Palm Coast and Ormond Beach.	No further approval required.
Louisville / Chattanooga / Nashville	Mostly resolved	Chattanooga: 3886 Hixson Pike. Nashville: Hendersonville + Murfreesboro. Louisville: hold small operators because no in-city SATS anchor appears in the locator.	Supply Louisville GF/nearby anchor or approve chain-only treatment.
~8,000-shop database	Blocked by access	Run public discovery now, but do not claim net-new, overlap, known-reject recall or database precision yet.	Provide 200–500 representative rows or full export.
Status taxonomy / known history	Taxonomy resolved; history partial	Pass; Watch / Verify; Exclude; Known / Already Reviewed; Otherwise Qualified — Used Tire Sales. Seed Lawson, Simpson and Wilson dispositions.	Provide history export and reopen authority.
Source / routing definitions	Approved for trial package	Use the documented source hierarchy and one frozen driving-route provider for the cohort; unknown gates remain Watch / Verify.	No further approval required.

Approved beta source hierarchy

- 1. Sun/internal or owner-provided records:** Controlling source for history, financials, sales mix, approved anchors and exceptions.
- 2. Authoritative public records:** Secretary of State, county parcel/building records, DOT traffic counts and Census/demographic sources.
- 3. Current observable evidence:** Sun locator, company websites, Google Maps and dated Street View imagery.
- 4. Reputable modeled/third-party data:** Discovery and provisional scoring only unless approved for a gate.
- 5. Unverified directories or stale claims:** Lead generation only; never sufficient to clear a hard gate.

Freshness default: 12 months for ownership, imagery, services and operating status; 24 months for traffic/demographics; 36 months for parcel/building facts unless superseded.

Approved road-distance protocol

- Measure driving-road miles, never straight-line distance.
- Route from the candidate’s verified address to the selected SATS/GF anchor.
- Use one provider/configuration for the full cohort. Preferred beta: Google Maps Directions without live-traffic optimization; documented OSRM driving profile as temporary fallback.
- Save provider, query date, endpoints, route distance and anchor ID.
- Singles and small multi-units qualify at approximately 30 road miles or less; exceptions require approval.

Initial anchor-set summary

Ohio — Central Ohio / Columbus–Licking County	10	Approved beta cluster
North Carolina — Piedmont Triad	7	Approved beta cluster
Florida East Coast — Northeast Florida to Volusia	15	Approved beta corridor
Chattanooga	1	Confirmed in-city current-store anchor
Nashville broader market	2	Approved nearby anchors; route-test every candidate
Louisville	0	Hold small-shop beta pending approved anchor/GF

The attached CSV and JSON contain all 35 approved anchors with stable IDs, addresses, coordinates and public source URLs, derived from Sun Auto’s June 10, 2026 public-locator crawl.

Recommended beta rule lock

- A confirmed gate failure excludes; an unknown does not.
- Pass requires all critical gates to be known and passing.
- The top 10% uses only verified Pass records inside the frozen cohort.
- Both teams use the same anchors, boundaries, source window and reviewer labels.
- Sun’s reviewer disposition is trial ground truth.

Remaining response requested from Sun

Louisville anchor or chain-exception treatment; approved GF locations; and timing/format for a representative history export.

This turns the return package into an operating proposal with defaults—not a questionnaire.