



retail academy



Helping communities learn to attract retail, teaching how data provides options, and real estate drives decisions.

We do this by:

EMPOWERING

communities to ask for what they deserve.

EDUCATING

communities on what similar towns have received.

EQUIPPING

communities to approach retail partners in a smart way.

ENERGIZING

communities to meet their true potential.



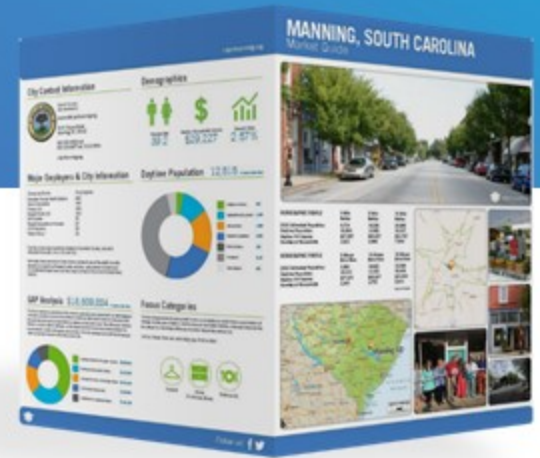
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WHAT'S INCLUDED?

Individual Retail Academy



Retail Academy is designed to **empower community leaders** with a realistic list of retail prospects and action plan to market the community to the prospects.



Six hours of customized training include an **education** on the marketing materials provided, how to create an elevator pitch, setting up conference meetings, prospect outreach and where to find industry leading information critical to implementing a long-term retail recruitment plan. Retail recruitment is a marathon, not a sprint.

Market Analysis

Mobile Tracking Trade Area Data
Real Estate Opportunities
Retail & Restaurant Prospects

Marketing Flyer

Gap Report and Peer Analysis
Retail Aerial and Traffic Counts
Top Categories for Recruitment

Education

Six Hour Retail Recruitment training from Licensed Real Estate Professionals



FAQ's

Who Should Attend?

The community leaders who will be utilizing the information provided through Retail Academy to attract new business to your market.

How do I get started?

Contact Madeline Farr: 205-490-2825 or madeline@retailstrategies.com



"Retail Academy provides communities with invaluable information to market their communities to retailers."

-Greenville, TN