



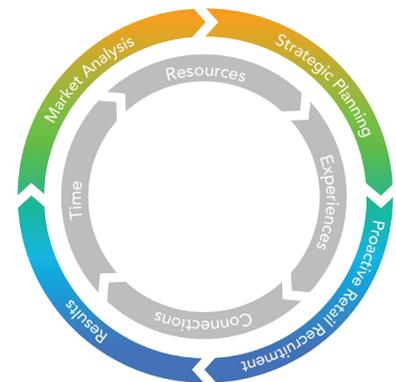
retail strategies

BEYOND THE STUDY

Retail Strategies was formed in 2011 to give communities the option to align with well connected, experienced, and licensed retail real estate professionals to aggressively identify and execute against opportunities within their market. Our firm features over thirty (30) retail real estate professionals who have performed and are performing retail market analysis and business attraction services for over 150 communities in the United States

OUR APPROACH

Our process begins by leveraging industry leading data sources and years of real estate experience to identify the opportunities within each community. Once the opportunities have been identified we begin the heavy lifting of retail recruitment. By dedicating professional human resources to each client to leverage information and relationships to position markets to attract new business.



RETURN ON INVESTMENT

(205) 314.0386
www.retailstrategies.com

FORT PAYNE
ALABAMA



Estimated Job Creation

90



New Retail Sales Generated

\$9 million

LAKE CITY
FLORIDA



Estimated Job Creation

155



New Retail Sales Generated

\$30 million



WHY RETAIL STRATEGIES?

Our process provides solutions to the four key areas that are the greatest challenge facing communities when it comes to retail recruitment: *Time, Resources, Connections, and Experience*. Our firm has track record of success because we invest in professional human resources who put action behind the information and strategy we deliver to each Client. We lock arms with our Partnered Communities to communicate our efforts, implement feedback, and generate results.



Devin Parks
Director of Economic Development
Conway, South

“The work that Retail Strategies conducts AFTER the data collection, separates them from the competition. Not only do they provide the analytic insight, but they establish relationships with potential prospects and then follow up by actively recruiting these prospects on our behalf. This was the key factor in our decision.”

Retail Strategies market introduction: “We just signed a lease in Tullahoma, TN and it took quite some time. I would have never looked at Tullahoma. I didn’t know much about Tullahoma, I had never been to Tullahoma. It wasn’t on my radar, even though I scoured the state...”

Chris Cavolo
Principal & COO
Planet Fitness Growth Partners



Thom Robinson
Executive Director
Tullahoma Area Economic Development

“Their reputation with various corporate retail professionals and developers gives us INSTANT credibility. When Retail Strategies tells a prospective company that they “really ought to take a strong look” at our City, they do it.”

“Our relationship with Retail Strategies helped us navigate the restrictions and find common ground with the City of Bartlett. The city gained a successful Krispy Kreme store and we delivered for our client. The Retail Strategies team was absolutely instrumental in making this happen.”

Brian Pierce
Developer
Deep River Partners

