

EQUITY RETAIL BROKERS

*Leasing*

***“Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution.”***

***- William A. Foster***

William A. Foster was a United States Marine who received the Medal of Honor for his courageous actions during World War II in the Battle of Okinawa.

## Why Choose Us?

At Equity Retail Brokers, we see leasing as a powerful tool for maximizing asset value on behalf of landlords and developers. Our firm has operated continuously in Greater Philadelphia since 1994, allowing us to connect with a vast array of local, regional and national tenants. While our team has leased more than 11 million square feet of space and counting, we do much more than “fill slots” at the properties in our care: Our leasing agents are well-known for thinking like owners and working to secure a tenant mix that will bring to life the broader vision for that asset.



Proud members of:



## Value Proposition

### ***Our multidimensional approach bolsters asset value.***

A good navigation app will zoom out for a high-level perspective but take you right down to ‘street view’ when you need it. Our leasing team functions in much the same way. Our knowledge of local markets—the street view—could lead to a successful restaurant operator opening a new location in your vacant restaurant space, or a growing medical practice signing a long-term deal in what had been a challenging space due to its unconventional shape or size. At the same time, our extensive regional and national connections allow us to zoom out and engage with fast-expanding operators from across the United States.

In working with our leasing team, you reap the benefits of our sharp focus on:

### ***Knowing the Market***

Our leasing specialists live and breathe the retail markets that we serve, which is part of the reason landlords of all sizes—from individuals to national REITs—continue to trust us to maximize the tenant mix at their shopping centers and storefronts. Having crisscrossed our local highways and backroads countless times, we know as well as anyone the retailers, landlords and shopping centers along the way.

### ***Communication***

We believe in breaking down silos. By communicating and working together, our seasoned leasing agents provide a broader array of solutions. Our leadership roles in national organizations such as the Retail Brokers Network further expand our reach. In addition, we prioritize open and frequent communication with our clients. Even if the message is ‘no word yet—stay tuned,’ you will hear from us. In our view, creative conversations often lead to tremendous leasing opportunities.

### ***Tools of the Trade***

The art of retail leasing hinges on instincts, experience and personal connections. But there’s a science, too. At Equity Retail Brokers, we see technology as a ‘force multiplier’ for our clients. Our leasing specialists take advantage of the leading online property listing services, and we subscribe to analytics providers that gather terabytes of data on retailer, property and market performance. Trust, but verify.

## Meet the Team

At Equity Retail Brokers, we think of ourselves as a team. When working with one Equity broker, you automatically receive professional knowledge and commitment from all our team members. Our team provides constant collaboration with innovative marketing strategies, dynamic problem-solving, and continuous communication.

Together we offer better service, better rates, and even better results.



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# What We Do

Equity Retail Brokers has the tools, knowledge and experience needed to run a highly effective leasing program for all types of owners and developers—from an individual with a property or two, to a REIT with grocery-anchored assets all over the country.

*In running a ‘full-court press’ in pursuit of your interests, our leasing agents...*

## ...expand your reach

We leverage our extensive industry connections, the latest CRE tech tools and compelling marketing campaigns and platforms to elevate the visibility of your leasing opportunities. Because our veteran leasing agents focus exclusively on the commercial sector, we are able to reach the gamut of active local, regional and national tenants. Importantly, we also have years of experience in skillfully engaging with these operators based on where they are in the lifecycle of their businesses.



## ...craft the mix

The days of cookie-cutter lineups are over. Today’s shopping centers need a lively mix of complementary uses to maximize traffic and sales day and night. At Equity Retail Brokers, our leasing agents have broad experience in harmonizing the roster of food, entertainment, fitness, service and retail tenants; they’re also on the leading edge of non-retail strategies—a fast-growing and increasingly important source of traffic, revenue and asset value.



## ...surface new insights

The data revolution has arrived in commercial real estate. By tapping the power of tools like **Placer.ai**, our leasing agents can share valuable insights on customer traffic and behavior, trade areas, and troves of useful data points for a specific retail store or shopping center. And with **Resquared**, we can identify and market to local and independent tenants in a matter of minutes rather than hours. We also subscribe to the leading online listing services for retail and commercial real estate. These include **CoStar** (owner of **LoopNet**) and **CREXi**, among others. Our agents even have access to **Bright MLS**, which allows us to put certain properties on the radar screens of residential brokerages that dabble in commercial real estate.

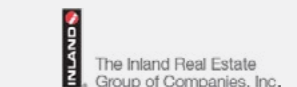
## ...position your asset for success

As part of a comprehensive plan for bolstering asset value, our experienced and capable investment sales group routinely appraises retail assets on behalf of landlords and developers working with our leasing team. By better understanding the value of your assets under today’s market conditions, as well as the trajectory of local, regional and national trends, our team positions your asset for maximum productivity. Success hinges on many factors, and our in-house experts know how to tweak those dials. They have a track record of converting high-level strategies into satisfying results on the ground.

## A Sample of Equity’s Tools & Listing Services



## A Small Sample of Equity’s Past & Present Clients



# Leasing CART

## Challenge - Action - Result

### ASSET – 12,000 SF freestanding building

Equity Retail Brokers (ERB) was retained to re-let a freestanding, 12,000 SF building which was centrally located in the downtown section of one of Philadelphia’s wealthiest suburbs. The property had good real estate fundamentals and adequate parking. The size of the property required a careful analysis to identify the best user and deal structure to meet ownership’s goal of a long-term, stable tenant with an absolute NNN lease.



### The Challenge

Secure an absolute NNN lease for a 12,000 SF, freestanding building without requiring ownership to subdivide or redevelop the property

Prospective credit tenants in this category were limited

The property was owned by a family partnership with many stakeholders

It was likely that securing a quality tenant would require a significant capital contribution



### The Action

ERB carefully crafted a list of target prospects based on our local market knowledge, transaction history, and industry relationships

ERB implemented a multi-faceted marketing strategy including the use of social media, e-mail campaigns, outreach to local tenants, and direct calls to the most influential brokers and tenants in the market

ERB was able to generate genuine interest from three desirable tenants

ERB secured a tenant, willing and able to pay a premium market rent, with a long history of market stability. The deal required over \$500k of capital investment from the landlord

Many key stakeholders within the ownership structure were apprehensive about the capital requirement necessary to close the deal, so ERB suggested a deal structure where a master ground lessee would provide the necessary capital and “sublease” to the underlying tenant

ERB identified two potential master ground lessees to compete for the deal

### The Result

Ownership selected a lessee to execute the master ground lease

The lessee’s tenant opened in the market on the target date, and by all accounts has been well received by the marketplace

By securing a high-quality, long-term master lessee and tenant, ownership has an income-generating asset and no property management responsibilities



# Leasing CART

## Challenge - Action - Result

### **ASSET – Mayfair Shopping Center**

Equity Retail Brokers was retained to provide third-party leasing services for Acadia Realty Trust following their acquisition of Mayfair Shopping Center in Philadelphia. Upon acquisition, the property was anchored by a local grocery store with a high probability of closing due to their limited remaining term and significant operational challenges. Additionally, there were a number of existing, long-term vacancies and other opportunities to reimagine the tenant merchandising plan.

### **The Challenge**

The property had 22,216 SF of vacant space upon acquisition, representing nearly 20% of the GLA

Over 45,000 SF of tenant space (including the 25,675 SF anchor) was on “uncertain footing,” and the anchor eventually went dark

A majority of the center was internal facing with tenant storefronts not visible to the main traffic corridor

Most of the vacancy was 3,000 SF or greater, narrowing the active tenant categories

Many prospective deals required strategic problem solving due to challenges and irregularities with the physical property

### **The Action**

ERB crafted a list of target prospects based on its local market knowledge, transaction history, and industry relationships

ERB implemented a multi-faceted marketing strategy including use of social media, e-mail campaigns, outreach to local tenants, and direct calls to the most influential brokers and tenants in the market

Grocery, discount, medical, and service-oriented users were targeted to leverage the density, parking, and access to major vehicular arteries and bus lines

ERB generated interest from grocery retailers and engaged in negotiations with three supermarkets

ERB was able to generate interest from credit tenants and uses in targeted categories that enabled the landlord to allow leases to expire, invest capital to upgrade vacant units, and ultimately re-tenant the center

### **The Result**

Repositioned the anchor space by securing a deal with Mayfair Market, a local grocer specializing in Asian and American fare and products

Represented the landlord in the following additional transactions: Dedicated Senior Medical Center, WD Auto Parts (Pep Boys), Family Dollar, and Moon and Flower House

Cooperated with the outside brokerage community to ensure productive and creative negotiations, as many deals had unique challenges to overcome

Secured two new tenants for a large portion of the center, allowing a strong, existing tenant (Planet Fitness) to expand.

The total SF leased by ERB was approximately 50,464 SF, representing almost 44% of the total GLA of the shopping center.

Ownership has significantly increased the value of their asset, which enjoys strong tenant demand and low vacancy

# Sample of Properties Leased



Oaks Shopping Center, Oaks, PA



The Shoppes At Wyndham, York, PA



Springfield SC, Springfield, PA



Horsham Point, Horsham, PA



Ralph's Corner, Lansdale, PA



Eagle Village Shops, Wayne, PA



Spring Market SC, Sinking Spring, PA



385 Martin Truex Jr Blvd, Manahawkin, NJ



Strafford Shopping Center, Wayne, PA



Broadcasting Square, Wyomissing, PA



Historic Lawnside Village, Lawnside, NJ



Eden Square Shopping Center, Bear, DE

## A Sample of Tenants Secured





## Testimonials

Since 1994, Equity Retail Brokers has established and maintained relationships with clients that have evolved from a typical business relationship.

Here's a look at what clients have said about Equity's services and team members.

"Keith and David brought a fresh leasing approach to a difficult project. Utilizing creative, out of the box thinking, they were able to lease space to a variety of tenants both typical and atypical for a traditional retail center. Their ability to generate leads, and their persistence when following up, led directly to the success of our shopping center."

- Danny Annibale, Acadia Realty Trust

"Since 2015 Equity Retail Brokers has supplied professional retail brokerage services to our firm assisting us with marketing, negotiations and executed leases. Recently they assisted us with the repositioning of a newly refurbished shopping center and completed seven new lease transactions totaling over 50,000 square feet."

- Mark P. Hill, Hilton Realty Co.

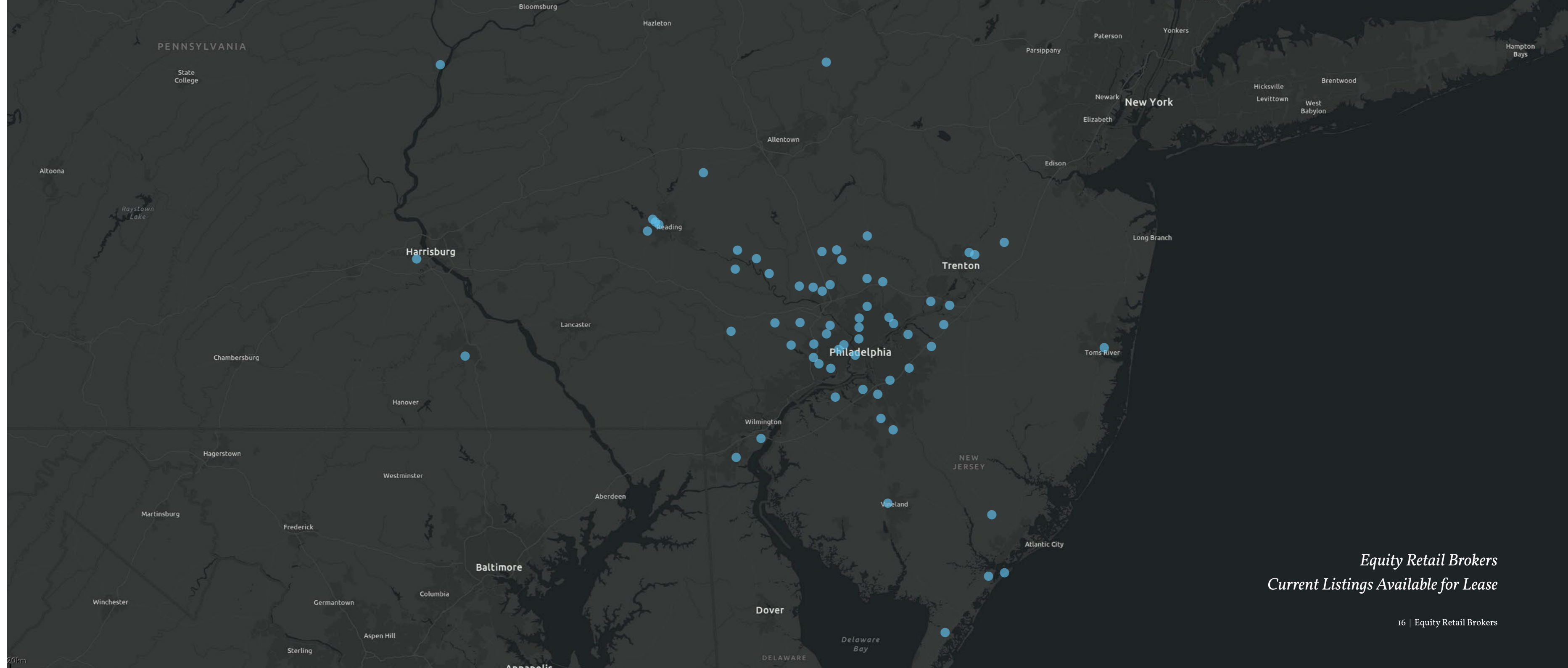
"Equity Retail Brokers has provided excellent assistance in sourcing a diverse tenant population for our boutique retail center. They bring a wealth of knowledge and experience, and are able to help craft deals that not only work for us as the landlord, but also helps us create good working relationships with our tenants. We can rely on Equity to instinctively understand our strategic leasing needs and assist us through challenging lease negotiations. Their market knowledge and understanding of the right puzzle fit for landlord and tenants is invaluable in putting together transactions that work."

- Beth L. Vopper, LV Real Estate Advisors, llc

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# Current Listings

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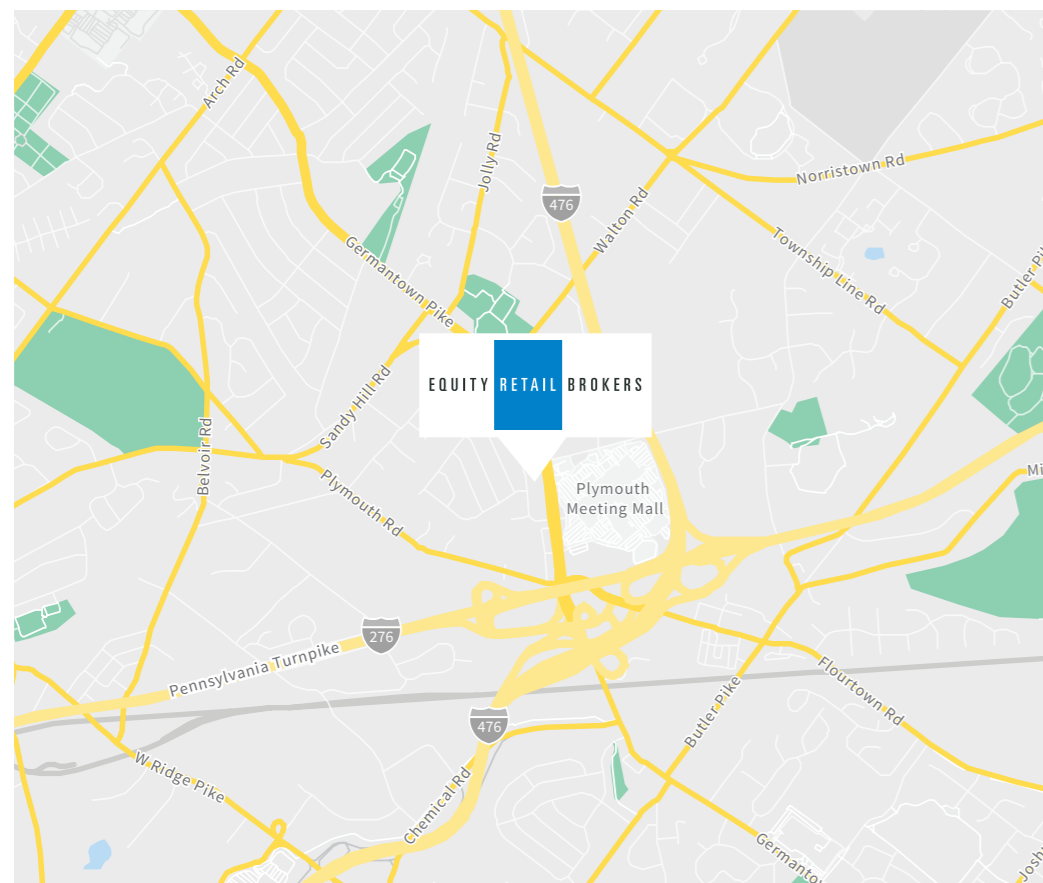


*Equity Retail Brokers  
Current Listings Available for Lease*

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## Equity Retail Brokers



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*Leasing Team*