At Colliers, we bring the personal touch with hands-on help and deep expertise. Our fully-integrated Retail Service Strategy builds upon Colliers’ spirit of providing the best client service. This accelerates our ability to collaborate and better serve our clients, and will help more effectively connect them with our retail advisory-strategic services, management expertise, brokerage, and investment sales. With this client-centric arrangement, we can leverage the company’s talent and resources to drive even greater success for you.
POSITIONING PROPERTIES TO ENHANCE THE LIFE CYCLE OF YOUR ASSETS

Depth of services, an integrated approach. You want the most from your property investment, and our team brings it to you. Located in 69 countries worldwide, Colliers offers landlords a service that embraces a thoughtful process:

› Strategic Advisory & Consulting Services
› Real Estate Management Services
› Comprehensive Leasing Services
› Disposition & Acquisition
› Capital Markets & Valuation
   › Debt & Equity Services
   › Comprehensive & Fully Independent Valuations
› Development Services

The result? You get the most from your property and investment.

At Colliers, we pay attention and take advantage of the current market and property efficiencies and inefficiencies in order to capture untapped value through creative problem solving.

Becoming a key stakeholder with clients, retailers, and the community emphasizes the Continuum and the life cycle of the asset.
Real Estate Management Services
Operational Service Excellence

One size does not fit all. At Colliers International, we offer tailored solutions to keep you at the top of your game. We encourage collaborative relationships that offer the stability of a global platform with local accountability and dexterity. Our proven process includes:

**STRATEGIC ANALYSIS | ADVISORY**
- Multi-year strategic asset positioning and review
- Gross sales and occupancy ratio analysis utilizing Colliers’ proprietary national sales data
- Psychographic and demographic review
- Densification review and capital preservation planning
- Landlord and retailer operational goals/benchmarking
- Marketing, social media, web and sponsorship
- Collaboration with landlord and retailer representation team

**PROPERTY MANAGEMENT**
- Create / customize strategic operating plan with specific protocols
- Define service levels that align with property goals
- Utilize Colliers-preferred relationships improve service at lower costs
- Finalize staffing decisions
- Benchmarking and analyzing sale data on-line and off-line for retailers
- Managing environment responsibility and innovative approach to retail sustainability
- Financial management
- Tenant satisfaction through surveys, regular meetings and 24-hour service center
- Regular, comprehensive building and ground inspections
- Robust, customized monthly operations reports
- Ensure that all tenant construction and move-in activities comply with the negotiated lease terms

**RESOURCES**
Our focus is on you—your requirements and specifications. As a third-party management firm, we have no ownership conflicts. That frees us up to do what we do best: bring our experience—with our background of managing more than 330 million square feet of real estate through out the United States—to your door.
Let’s talk. We will sit down with your executive team and tailor our services to your needs, by developing a comprehensive approach comprised of:

VISIONING SESSION
› Full analysis of your property and surrounding areas, including shifts in demographics, community needs, retailers, sales in the market, traffic patterns, competitive lease rates and terms, space availability and new developments
› Examination of merchandise mix to help determine category demand and create a space-by-space merchandising plan, to cluster uses or activate areas
› Provide psychographics in addition to demographics, to understand the consumer spend, both brick/mortar and ecommerce
› Evaluation of current vacancies and lease commitments to identify opportunities to mitigate risks and increase performance
› Assessment of needs and potential value for space design, layout modifications or improvements; creating value opportunities of under utilized areas

PROSPECT GENERATION AND PROPERTY MARKETING
› Identify active tenants in line with the defined goals and objectives for the property
› Develop outreach program for primary, secondary and “pop-up”/incubator target tenants
› Tap into our national retail platform of over 500 retail professionals in North America and our tenant representation director to identify new emerging trends
› Leverage current tenant and brokerage relationships
› Connect with the community to hear what they need by leveraging websites that help identify strong local independent merchants
› Create custom marketing campaign and ‘Look Books’ digital, hardcopy and VR, to accelerate sharing of information

COMMUNICATION AND PROGRESS REPORTING
› Create informational resources for prospective tenants
› Establish Client based web portal to provide a one-stop-library of information including, status reports on canvassing activities, prospective tenants, pending deals, area comparable and other marketing efforts
› Access to various reporting platforms that are customized for you (i.e., VTS)

LEASE NEGOTIATIONS AND TRANSACTION MANAGEMENT
› Produce all documentation within the required deadlines and time constraints
› Prepare lease fall back options to expedite negotiation to lease execution
› Coordinate and support tenant build-out and construction when necessary

RESOURCES
We employ a systematic approach. We use and produce a variety of resources, databases and standards that increase efficiencies and keep costs down. With weekly, monthly and quarterly calls, our landlord and retailer teams are consistently and constantly speaking to one another about market activities and new trends.
Disposition & Acquisition

Investment Sales

Tell us your goals. Let’s talk about our long-standing relationships with active buyers and sellers. Together we will come up with a marketing strategy and well-defined process for disposition or acquisition of properties. At Colliers, we bring both expertise from our local regional brokers plus our national investments groups, and have the global reach to handle cross-border and international portfolios.

**DISPOSITION**

› Identify strong points and challenges of the property; define the buyer profile to establish a target market
› The Process: standing response & negotiation packages, submarket analysis, draft & negotiate proposals, lease/purchase executive, and construction coordination and hand-off
› Create a value-add strategy with an executable plan
› Develop an integrated marketing plan; produce a wide variety of marketing materials; market the property through all appropriate channels and media
› Handle all phases of negotiation; monitor buyer contract conformance; finalize transaction and confirm transfer of funds

**ACQUISITION**

› Develop a target acquisition profile based on investment objectives, property performance, income goals and risk profile
› Analyze market conditions to identify best properties, review physical assets and identify needed improvements and verify asset value
› Execute and manage all phases of offering submission, negotiation, transaction and closing

**RESOURCES**

Among the tools we integrate into your disposition or acquisition plan are:

› Proprietary databases of institutional and local buyers
› Direct mail
› Electronic marketing across all appropriate channels
› Print media ads
› Web-based resources such as Reaction Web, Real Capital Markets, CoStar, LoopNet and more
Capital Markets & Valuation
Debt & Equity Services, Comprehensive & Fully Independent Valuations

We design, negotiate and implement financial structures of all types and sizes. Colliers’ experienced debt and equity services team represents real estate owners, developers and investors in this process. Drawing on a wide range of capital sources, we can address virtually any borrowing need, from acquisition financing to complex joint venture structures.

Valuation is a critical part of financing. Colliers International Valuation and Advisory Services (CIVAS) is a dedicated team comprised of elite MAI and Certified General Appraisers. We conduct our valuations with strict confidentiality, while adhering without compromise to fiduciary principles.

DEBT & EQUITY SERVICES

› Prepare in-depth market analysis plus borrower and property tenant financial analysis; perform careful financial underwriting
› Track hundreds of national and international capital sources; monitor fluctuating capital market conditions
› Identify and engage the most advantageous financing sources for the transaction, with priority given to long-term compatibility of capital sources with your business plan
› Negotiate best terms, monitor and finalize transaction

VALUATION

› Produce project scope assessment, detailed quote and complete engagement documentations; analyze local and regional economic conditions, supply and demand, highest and best use, property financial status and comparable properties.
› Prepare and present appraisal from an executive summary to a fully detailed breakdown using income, sales comparison or cost approach methods

RESOURCES

Need financing? We have it. Colliers International maintains relationships with hundreds of capital sources worldwide, ranging from banks and debt funds to private investors. We can prepare financing for a wide range of borrowing needs, including acquisition, interim, mezzanine, bridge and construction. Property analyses and valuations leverage Colliers’ extensive investment in leading-edge information technology, well-known financial analysis packages and proprietary modeling techniques.
Hyatt Hotel Group

CHALLENGE
Hyatt Hotel Group contacted Colliers to assist in the leasing of the Levi’s flagship property known as 300 Post Street. Hyatt Hotel Group was made aware of our team’s expertise in Union Square through Pritzker Real Estate, for whom our team had worked on another project. Apple had contacted Hyatt Hotel Group and presented an offer. Hyatt Hotel Group sought Colliers’ advice regarding deal structure and market terms.

STRATEGY
Through targeted marketing of the property, the team increased awareness of the unprecedented flagship opportunity fronting Union Square and procured multiple offers for the premises. The forces of market demand and competitive interest compelled Apple to revise its terms.

RESULTS
The Colliers team succeeded in achieving new record market rent for the Levi’s building, which Apple has torn down and will rebuild at its sole expense. Hyatt Hotels Group did not bear the burden of construction costs or lost income.

This transaction was named Deal of the Year by the San Francisco Times.

St. Pete Pier

CHALLENGE
Colliers International Tampa Bay, in partnership with Colliers Destination Consulting, were awarded the contract to set out the brand strategy, lease and manage the new Pier district comprising the new ¼ mile long pier plus 23 acres of waterfront and parkland. City leaders envisaged this project as the iconic downtown district that adds even more weight to St. Petersburg’s economic development and growth story.

STRATEGY
A destination audit of downtown, development parameters, a SWOT analysis, and market appraisal were all conducted to ensure the new Pier District would provide additional net benefits for all. The Colliers team developed a “Brand Play Book” that brought clarity to the project’s purpose, market positioning, target markets, value and brand propositions.

RESULTS
The new Pier District is a catalyst project in the City’s Waterfront Masterplan and will support the city’s wider economic development and growth story as part of the Tampa metro region. This new development project is currently under construction with leasing efforts underway.

Heitman

CHALLENGE
Heitman faced the task of repositioning one of its successful retail projects—the 460,000 SF Town Center Corte Modera in affluent Marin County, California—to effectively enhance customer experience and create new retail storefronts in order to out-position and keep the property top-of-mind for its customers.

STRATEGY
Working with ownership, Colliers leasing and management teams identified three design architects to develop a reimaging program that would enhance the physical common areas, create new storefronts, activate “quiet” areas, improve pedestrian flow and increase foot traffic to ultimately generate higher sales. Additionally, Colliers helped launch innovative marketing and sponsorship programs in order to generate community awareness and incremental revenue.

RESULTS
Colliers assisted Heitman in implementing and executing leasing strategies that resulted in a stronger merchandising mix, rent growth and ultimately, center sales growth. Colliers also completed first-to-market leases with Veggie Grill, Blue Barn, Juice Shop, Athleta and Eddie Bauer, among others.
Investor Representation (Sampling)

AEW Capital Management
Aimco (Alberta Government Pension Fund)
American Realty Advisors
ARCP
Asana Partners
Bentall Kennedy
Blackrock
Blackstone
Boston Properties
Brixmor
Brookfield Properties
Canada Lands Company
CBREI
Clarion Partners
Commonwealth Ventures
Cornerstone Real Estate Advisers
Cresset Group
DeBartolo Development
DDR—Site Centers
DEKA
Donahue Schriber Real Estate Group
Federal Realty Investment Trust
Forest City Enterprises
Grosvenor Americas
Harvard University
Heitman Capital
Hines
Inland Group of Companies
InvenTrust
Ivanhoe Cambridge
LaSalle
LNR Property, LLC
Kimco
Massachusetts Convention Center Authority
Merlone Geier
MetLife
New York Life
Nordblom Company
Nuveen Real Estate
Ohio State Teachers Retirement System
Pembroke Real Estate
Philip Edison & Company
PNC
Ponte Gadea
Prada Group
QuadReel
Regency Centers
RioCan
RPAI
Spear Street Capital
Stockbridge
TA Associates
Taurus N.E. Investments
Terramar Retail Centers
UBS
VEREIT
Weingarten
Our Difference

We are enterprising. As an industry-leading global real estate company with more than 15,400 skilled professionals operating in 68 countries, what sets Colliers International apart is not what we do, but how we do it. Our unique culture encourages our people to think differently, to share innovative ideas and to create effective solutions that accelerate our clients’ success. Many of the world’s most innovative and successful companies choose us when they need trusted, expert advice.

Our Services

The foundation of our service is the strength and depth of our specialists. Our clients depend on our ability to draw on years of direct experience in their local markets. Our professionals know their communities and the industry inside and out. Whether you are a local firm or global organization, we provide creative solutions for all of your real estate needs.

We deliver a comprehensive portfolio of real estate services to occupiers, owners and investors across all sectors worldwide. In addition to these sectors, we provide our clients with a deep level of knowledge in specialized industries and product types including law, technology and logistics.
Colliers International (NASDAQ, TSX: CIGI) is a leading global real estate services and investment management company. With operations in 68 countries, our 14,000 enterprising people work collaboratively to provide expert advice and services to maximize the value of property for real estate occupiers, owners and investors. For more than 20 years, our experienced leadership team, owning more than 40% of our equity, have delivered industry-leading investment returns for shareholders. In 2018, corporate revenues were $2.8 billion ($3.3 billion including affiliates), with more than $26 billion of assets under management.
For more information, contact:

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