URBAN RETAIL SERVICES
The Americas

Providing a full suite of services including:
Agency
Retail Location Strategy & Analytics
Mixed Use
Restaurant & Food Services
Investment Sales & Triple Net
Property Management
Project & Construction Management
Portfolio Development

Covering North and South America

MAY 2018
Our Services

Colliers International is a leading global real estate services organization defined by our spirit of enterprise. Through our culture of service excellence and a shared sense of initiative, we have integrated the resources of real estate specialists worldwide to accelerate the success of our clients.

Our 403 offices worldwide share a common brand and vision to provide the best service experience available. To us, that means empowering our teams to partner with each client, truly listening to their unique business needs and designing an integrated service offering.

Our goal is to make your real estate a competitive business advantage and meet your entire range of property needs. And through it all, our professionals go the extra mile in their attitudes and actions, allowing our values of expertise, community, service and fun to come through in everything we do.
Colliers International offers a complete range of real estate services to occupiers, owners and investors on a local, regional, national and international basis. In addition to these sectors, we provide our clients with a deep level of knowledge in specialized industries and product types such as law, technical facilities, and healthcare.
Saks Fifth Avenue Mens | San Francisco, CA
INVESTMENT SALE

TJX Companies | Multiple Markets
AGENCY

Inglot | New York, NY
TENANT REP - FLAGSHIP LOCATION
Challenge
When Switzerland’s biggest multi-brand watch company sought to expand into major cities across the United States, Swatch Group (Breguet, Harry Winston, Blancpain, Omega, Rado, Tissot, Balmain, Hamilton and Swatch, among others) looked to our team for assistance.

Strategy
The Swatch Group introduced a new corporate plan to expand into very high profile locations and lengthen the terms of certain key stores in major cities nationally as well as internationally. Given this backdrop, the team evaluated the locations in question and determined to either blend and extend better performing locations and/or enter new leases in more desirable locations.

Results
The team implemented an action plan to ensure that Swatch Group’s multiple brands were correctly positioned in the premier retail submarkets within select cities across the U.S. The result included the leasing of a 16,000 SF Chicago store for Omega and Tourbillon (Michigan Avenue), Harry Winston and Swatch in San Francisco (Post Street) and Tissot and Blancpain in New York (Fifth Avenue). The team also negotiated a blend and extend for two Fifth Avenue locations, Omega and Breguet, while at the same time securing new locations in the Gold Coast of retail—the Upper Fifth Avenue retail corridor. On an international scale, The Team also assisted in leasing Swatch, Omega, Breguet and Tissot in Istanbul, Turkey.
Challenge
The goal was to attempt relocation of Cafe to Times Square with no funds available from parent company, Rank, for Cap-Ex to build. The new premises were possible only if/when existing premises were subleased or assigned, releasing Hard Rock. The team worked to dispose of the café to allow relocation to Times Square. The landlord was adamant that no buy-out was possible, so sublease marketing program commenced. Unfortunately, no market existed for a 24,000-square-foot restaurant at well-above-market rents. In addition, the mandate was to quietly market the premises to avoid loss of staff.

Strategy
With no potential for a sublease/assignment after six months of effort, we approached the current landlord in Times Square, and requested that he make an offer to buy the building on 57th street (so Hard Rock could be released). Our market offer of $32M was rejected immediately. We were told by ownership that they would never sell the building. We increased the offer to $35M, which was also rejected.

Results
With further research and without taking no for an answer, we discovered the property’s hidden value as a development site. The 15-story office building could be replaced with a 50-story residential condo with views of Central Park. We approached the landlord with an offer from Apollo Real Estate for $50M, to the shock of the landlord. The property sold for $55 million dollars. The $28M liability was bought-out for $2M, and paid out over four years once the new Cafe opened in Times Square. The final years’ revenue on 57th Street was $9M and the first year revenue in Times Square was $32 Million.
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<tr>
<th>7-Eleven</th>
<th>Five Guys</th>
<th>Planet Fitness</th>
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<td>Fresh City</td>
<td>Publix</td>
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<td>Ashley Furniture</td>
<td>Hershey’s</td>
<td>Pure Hockey</td>
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<td>ATT</td>
<td>Hard Rock Cafe</td>
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<td>BJ’s</td>
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<td>New Balance</td>
<td>The Capital Grille</td>
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<td>Swatch</td>
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<td>Noodles &amp; Company</td>
<td>Tim Hortons</td>
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<td>Palm Restaurants</td>
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<td>Panera Bread</td>
<td>Walgreens</td>
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<td>Family Dollar</td>
<td>Pieology</td>
<td>World of Beer</td>
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Challenge
Colliers International 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. For over one hundred years, piers have been symbolic with St Petersburg. St Petersburg was known as the golden resort city from the 1920’s to the early 80’s, by the early 90’s it became known for retirees earning the monocle “gods waiting room.” Since the early 2000’s the city has been actively revitalizing. St Petersburg is now drawing in and retaining young adults, attracted by the climate, healthy lifestyle, education and increasing employment opportunities. The new Pier District is envisaged as the iconic downtown district that adds even more weight to St Petersburg’s economic development and growth story.

Strategy
Our work involved meetings and workshops, a destination audit of downtown, development parameters, a SWOT analysis plus market appraisal to ensure the new Pier District would provide additional net benefits for all. Our “Brand Play Book” brought clarity to the projects purpose, market positioning, target markets, value and brand propositions. This will help the city, Colliers and others in the development, leasing, management and marketing of the new Pier District.

Results
We set out a brand proposition or elevator pitch: “With every step you take explore the new mix of experiences in the Pier District, where downtown St Petersburg’s parks and new Pier meet Tampa Bay, Florida’s blue green cultural edge.” Within the brand strategy are four signature value propositions to provide differentiation: Hip Meets Heritage; Family Playground; Urban Resort & Cultural Showcase. The new Pier District is a catalyst project in the city’s 2015 Waterfront Masterplan and will support the city’s wider economic development and growth story as part of the Tampa metro region.
Challenge
Property manager Greystar Apartments required retail property management services for a mixed use project in Culver City. The project involved new construction of a luxury mixed-use facility with 31,148 square feet of retail anchored by a 19K-square-foot grocery store. Specifically, the client had not managed this type of mixed-use project during the development phase and required assistance with budgeting and operations. Intensive government regulations made the construction process more difficult and the residential management team received added pressure from aggressive lease-up targets while tenant improvement construction took place on the ground floor.

Strategy
The Colliers team utilized prior mixed-use retail experience to create a baseline budget for operations and revenue. Through frequent communication with the owner’s development and operations team, Colliers experts made necessary adjustments to the original plan to better capitalize on the property’s unique features.

Results
The Colliers team maintained strong tenant relations and customer service satisfaction among retailers throughout the build-out and startup process. The team monitored critical operational services with extreme care and resolved issues, including inefficient vendor relationships. Greystar subsequently awarded new mixed-use projects with similar challenges to the Colliers team.
AEW Capital Management
Aimco (Alberta Government Pension Fund)
American Realty Advisors
Anthem Properties
ARCP
Blackrock
Boston Properties
Brixmor
Brookfield Properties
Canada Lands Company
CBREI
Clarion Partners
Commonwealth Ventures
Cornerstone Real Estate Advisers
Cresset Group
Crosspoint Associates
DeBartolo Development
Developers Diversified
Donahue Schriber Real Estate Group
Federal Realty Investment Trust
Fidelity Investments
Forest City Enterprises
Donahue Schriber Real Estate Group
Federal Realty Investment Trust
Forest City Enterprises
General Growth Properties
Grosvenor Americas
Heitman
Hines
Inland Group of Companies
Invesco
Ivanhoe Cambridge
JPMorgan Chase & Co.
Kennedy & Associates
LaSalle Investment Management
Merlone Geier Partners
MetLife
National Development
Nelson Companies
New York Life Insurance Company
Nordblom Company
Norwich Partners
Ohio State Teachers Retirement System
Phillips Edison & Company
Ponte Gadea
Regency Centers
RioCan
RPAl (Retail Properties of America, Inc.)
Shea Properties
Spear Street Capital
State of Florida
Stockbridge
Taurus N.E. Investments
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Trinity Property Management
UBS
Weingarten Realty Investments
YMCA
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6 continents

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Canada: 28
Latin America: 23
Asia Pacific: 39
EMEA: 131
AZN: 47

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