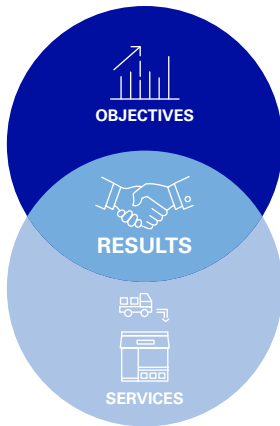


UNITED STATES AND PUERTO RICO

# Optical Retailer



“Immediate creation and deployment of full development team achieving 21 fully executed leases, from zero, within 9 months”

## Services

Strategy and Analytics

Asset Management

Leadership/Oversight

Lease Administration

Site Selection and  
Transaction Management

## Objectives

Quickly build a full-services outsourced development team, including leadership/oversight, with a sharp focus on accelerated new store development. Implement customized services platform integrating research, analytic and strategy initiatives through transaction management, asset management and lease administration services.

## Results

- Analyzed millions of customer transactions to determine customer profile and store performance drivers and created revenue forecasting model and interactive mapping tool
- Created customized processes, procedures and databases to support each service
- Signed 21 leases within 9 months of finalizing services agreement, from a standing start of zero
- Saved over \$170K in first 18 months through effective lease administration initiatives
- Reduced current rent by 9% on renewal portfolio through effective asset management initiatives
- Average store size: 1,600 SF