



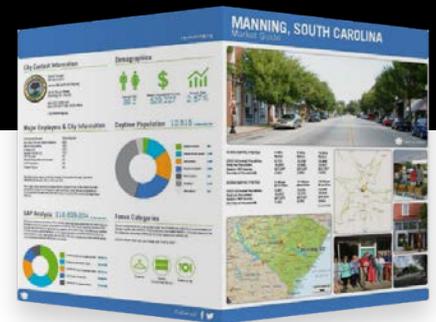
Helping communities learn to attract retail, teaching how data provides options, and real estate drives decisions.

# Education is Action.

## Your Community

Retail Academy is designed to empower community leaders with a realistic list of retail prospects and action plan to market the community to the prospects.

Six hours of customized training include an education on the marketing materials provided, how to create an elevator pitch, setting up conference meetings, prospect outreach and where to find industry leading information critical to implementing a long-term retail recruitment plan.



Retail recruitment is a marathon, not a sprint.

## Who should attend?

The community leaders who will utilize the information provided through Retail Academy to attract new businesses to your market.

1 empower

2 educate

3 equip

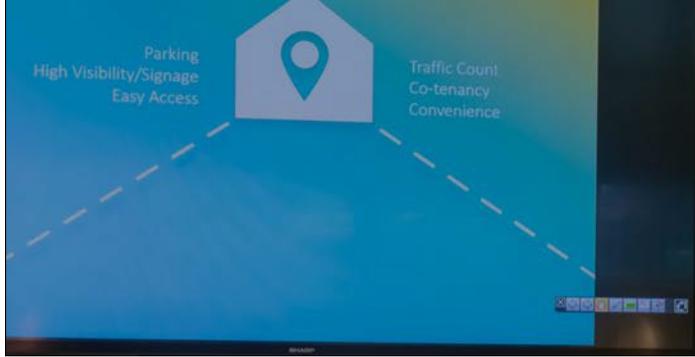
4 energize

communities to ask for what they deserve.

communities on what similar towns have received.

communities to approach retail partners in a smart way.

communities to meet their true potential.



retail academy

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ONLINE, IN-PERSON, or STATEWIDE EVENTS

# Retail Academy



## About Us

Retail Academy empowers community leaders to take a proactive approach to their retail opportunities.

Communities will be trained and equipped with the tools and education necessary to attract new retailers to their markets, while providing support to their existing local businesses.

## Resources

### Market Analysis

- Mobile Tracking Trade Area Data
- Real Estate Opportunities
- Retail & Restaurant Prospects

### Marketing Flyer

- GAP Report & Peer Analysis
- Retail Aerial & Traffic Counts
- Top Categories for Recruitment

### Education

- 6 Hour Retail Recruitment Training from Licensed Real Estate Professionals



As the EDC Director in a small rural, city (pop. 6,000), I found traditional retail marketing companies too expensive. Retail Academy provided a greater value, allowing me to focus on identified retailers with the greatest potential fit. The first year resulted in two new retail franchises and one national chain filling 25,000 square feet of existing space and 10,000 square feet of new construction... The education and marketing materials I received from Retail Academy were a huge help in speeding up the recruitment process."

Chuck Dart  
Yoakum EDC, TX