



retail strategies

[205] 314-0398

info@retailstrategies.com

Retail strategies is the **most trusted partner** when recruiting businesses.

Retail Recruitment is Economic Development.

Retail Recruitment

Retail Strategies dedicates Real Estate Professionals to your community to perform the heavy lifting of retail recruitment. We leverage our extensive experience and connections to position your community to expanding businesses.



Extension of Your Team

Retail Recruitment is a complex, time-intensive effort. Acting as an extension of your team, we are built to scale so that we can connect with all parties locally and nationally to position your market for success.

- Local Property Owners
- Brokers
- Developers
- Investors
- Directors of Real Estate
- Franchisees
- Local Business Owners
- Many other decision makers

1 discover

We are an investment for your community.

- GAP Analysis
- Peer Community Analysis
- Mobile Data Collection
- Real Estate Analysis
- Retail Strategy & Prospects Marketing Guide

2 connect

We make sure your community's story is heard.

- Boots on the Ground
- Conference Representation
- National Representation
- Retailer Outreach
- Developer Outreach
- Property Owner Outreach

3 advance

We multiply and enhance your staff.

- Ongoing Retail Recruitment
- Reporting to City Leaders
- Feedback from Retailers
- Real Estate Advisor
- Community Development



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ECONOMIC DEVELOPMENT + QUALITY OF LIFE

Retail Recruitment

Resources

Data Analysis

The first step in recruiting new businesses is to understand who your consumers are, not just your constituents. Utilizing mobile data and other data points, we can uncover where people are coming from and their buying power.

Real Estate Analysis

Finding the right site is critical. Every retail site in your market will be catalogued; shopping centers needing to be backfilled, open land ready for development, or under-utilized retail space will be assessed by a licensed real estate professional.

Retail Recruitment Strategy

Based off your data, real estate assets, and retail trends we will develop a Retail Recruitment Strategy with specific restaurant, grocery, home improvement, entertainment, and hospitality targets.

National Recruitment and Representation

Your community will receive a dedicated team implementing the Retail Recruitment Strategy by connecting with retailers, brokers, property owners, tenant reps and other industry players to get new retail open in your market.



"I've worked with retail consultants before, and they helped with demographics and statistics, but it was nothing like the partnership we have with Retail Strategies. I have a team of experienced retail recruiters who assist us with the things we are unable to do. It's like having another whole department in our office."

Carolyn Gibson, Executive Director
City Development Corporation of El Campo