

retail advisor

Teaching communities how to identify retail sites and customize outreach to national retailers.



educate



support



market



identify



prepare

What is Retail Advisor?

Working as an extension of your staff, Retail Advisor goes beyond data providing ongoing coaching and feedback specific to your market. Retail Advisor is the only service that guides you through the retail recruitment process truly serving a member of your team.

We provide you with the marketing materials, real estate flyers, and 1:1 coaching on how to pitch to brokers, developers, and retail real estate professionals. Our goal is to help you navigate the retail recruitment process.



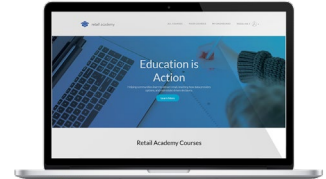
This service is designed for:

- ▶ Economic Development Professionals
- ▶ City Managers and Staff
- ▶ Chamber of Commerce Personnel

What's Included?

Education

Online course teaching you how to understand real estate and requirements from specific retail and restaurant companies. Ongoing in-depth training from a real estate professional.



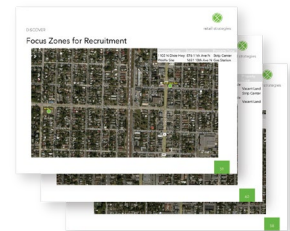
Data Analysis

Demographics of the market refreshed semi-annually, retail matches.



Real Estate Analysis

Customized trade area, GAP report and peer analysis, real estate trends.



Marketing Materials

Site Strategies marketing flyers, real estate identification, and market aerial.



1:1 Coaching

Monthly ongoing Real Estate Coaching, one-on-one.

Trade Show Preparation

How to set up meetings right retailers, how to customize your pitch, making trade shows an effective platform

