

# Retail Owner Operators

## Fact sheet

real foundations

focus > change > accelerate™

Current market conditions can be exasperating for retail owner/operators. You want to grow, but that's not easy when properties are fully leased and markets are saturated. And the push to expand could lead you into high-opportunity, high-risk markets—but how much risk is too much? The stakes are higher, and the margins for error are narrower.

To get through the crunch, retail owner/operators are utilizing partners with deep experience and business savvy. They are seeking ways to analyze their leasing pipelines for future trends. They are evaluating how technology can speed up leasing and streamline the back end, while cutting costs. And, they are searching for ways to generate more revenue from the best possible mix of quality tenants. Whether managing a few strip centers in one city, or dozens of malls in a global property group, you can rely on RealFoundations. Our experience and solutions will help you better understand the business you have, and act upon the strategies that will let you grow—not get crunched.

## Who We've Worked With

The Leaders in Retail: Our clients include 14 of the top 50 retail property owners (by gross leasable area) in the US. Together, these companies represent over 850 million square feet.

- Kimco Realty Corporation
- Developers Diversified Realty
- Inland Real Estate Group
- Westfield Group
- Regency Centers
- General Growth Properties
- Centro Property Group
- Equity One
- Edens & Avant
- Vornado Realty Trust
- Forest City Enterprises, Inc.
- Macerich

## And What We've Done For Them

RealFoundations works closely with our clients to define strategies, develop better business processes, and implement technology to:

- Understand and manage the risks of development and construction in high-growth geographical areas
- Generate valuable business intelligence from the leasing pipeline—the key indicator of the health of your retail leasing business
- Optimize tenant mix and lease rates to get the highest and best use from existing properties
- Conduct collaborative work sessions with top management utilizing our RealDiscovery methodology to define and align strategic objectives
- Align technology investments with strategic goals, and ensure a return-on-investment

## Our Services

- **Operations Assessment & Optimization**  
We analyze your business with industry leading practices in mind to uncover ways to save money, speed up the leasing pipeline and increase cash flow.
- **Application Selection & Implementation**  
We listen to your needs, assist you in selecting the best solutions, design business processes and manage implementation. Our specialties include systems for leasing management, transaction management, property management and financials.
- **Strategic Business Planning**  
Through our RealDiscovery sessions with management, IT and staff, we break down silos between departments so that management's strategic plan is everyone's strategic plan.
- **Merger Integration**  
Before, during and after, we assist in planning, IT operational assessment and integration of business processes.
- **Program and Change Management**  
When new technology is introduced or business processes change for growth, we educate your people and ensure that real change—and real growth—can occur.



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## About RealFoundations

RealFoundations is a full-service management consultancy focused exclusively on comprehensive creative solutions for corporate and commercial real estate. From homebuilders, owner/operators and construction to service providers and capital markets, we can offer you services that will improve your company's operations and achieve your true potential.

For more information on our services or company, contact Dan Sterk or visit our website at [www.realfoundations.net](http://www.realfoundations.net).