



retail strategies

Recruitment & Retail

Advisory Partnership

Everman, Texas

Tyler Sudderth

Director, Community Partnerships
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Investment and Timeline

A Proven Path to ROI



Market Analysis

Use mobile data to uncover where visitors come from and their buying power.



Real Estate Assessment

Catalog shopping centers, land, and under-utilized spaces with licensed real estate expertise.



Retail Strategy

Match community input and retail trends with the right prospects in dining, grocery, entertainment, hospitality and more.



Business Attraction & Community Representation

Dedicated team markets your community through pitches, conferences, and retailer relationships.



Deals Closed, Doors Open, Dollars Flowing

New stores, sales tax revenue, and visible growth fueling community pride.

Pricing and Deliverables

(continued on next page)

\$45,000

Annual Investment

"Retail site selection is a long game. From initial market awareness to final store opening, the process often takes 18 to 36 months — and that's with consistent engagement. Communities that commit to retail recruitment for just one year often fall off our radar before we've even had a chance to evaluate the opportunity."

The cities that win are the ones who show up year after year, with a clear message, accurate data, and a genuine commitment to long-term partnership."

- Chris Reese

Senior Real Estate Manager, Zaxby's



Deliverables

Our deliverables are designed to cover every stage of retail recruitment, from market analysis and site assessment to strategy and community representation. By bringing these elements together, we give your community a clear path to attracting and retaining businesses.

Market Analysis

- Community RFI
- Industry Leading Data
- Mobile Data Collection
- Trade Area Identification
- Peer & Void Analysis
- Retail Leakage Analysis
- Consumer Expenditures
- Psychographic Analysis

Retail Site Assessment

- Market Tour
- Retail 101
- Stakeholders Meeting
- Fam Tour
- Site & Data Analysis
- Annual REcon Day
- Catalog of Sites

Retail Strategy

- SWOT Analysis of Retail Corridors
- SWOT Analysis of Retail Sites
- Retail Prospects Matched to Sites
- Marketing Guide
- Regional & Local Trends
- Influence Plan

Business Attraction & Community Representation

- Targeted Outreach & Influence
- Site Due Dilligence with Retailers
- Transparent Reporting
- Quarterly Business Reviews
- Tradeshow Representation
- Success Promotion





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What sets us apart

Who We Are

At Retail Strategies, we put clients first. Our licensed Real Estate professionals use hands-on analysis to match the right retailers with each community.

Beyond reports, we market properties directly to decision makers, leveraging national relationships so retailers take the call. Every step is focused on delivering new stores, new revenue, and visible results.

committed

"if I say I will, I will"

collaborative

success depends on all of us

respected

industry leaders because we do the right thing

innovative

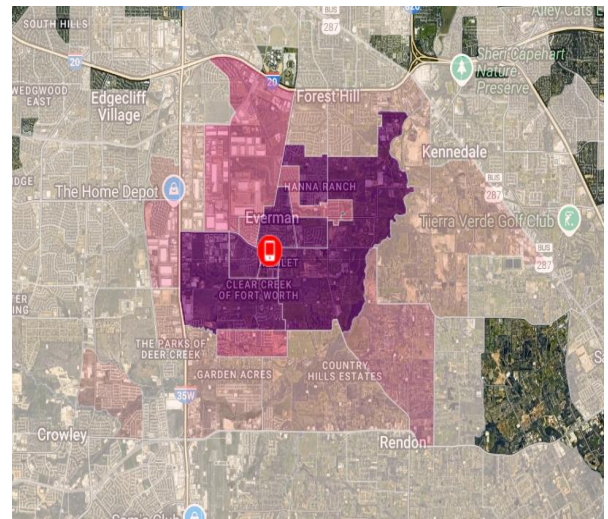
relentless pursuit of unique solutions

Opportunity in

Everman

Our analysis shows a trade area of more than **44,000** consumers with projected growth of **3.95%** over the next five years. Retailers want to be in Everman but limited real estate supply is holding them back.

USHWY 35W, with 70,000 vehicles daily, is the strongest corridor for retail growth. We also identified **\$100 million** in retail leakage and more than **20** businesses active in similar communities but not yet in Everman.



Timeline of a Real Estate Deal



Ribbon Cuttings

Not Reports

Accurate and Industry Leading Data

Site selection is driven by data and real estate. While others start with data, our analysis sets us apart. Retail Strategies uses the same trusted data relied on by hundreds of retail brands.

Site Specific Retail Strategies, Not Unqualified Cold Calls

We analyze all potential sites in your market and match retailers to locations based on selection criteria. Results are delivered in a clear Retail Strategy document for full transparency.

Retailers Preferred Consultant

Retail is relational. Founded by site selectors, Retail Strategies is viewed as a peer, not an outsider. When we call on your behalf, retailers answer.

Full-Cycle Retail Recruitment

From prospect to press release, we're your turnkey retail partner. We guide you through site analysis, incentives, and deal promotion, providing unmatched support at every step.

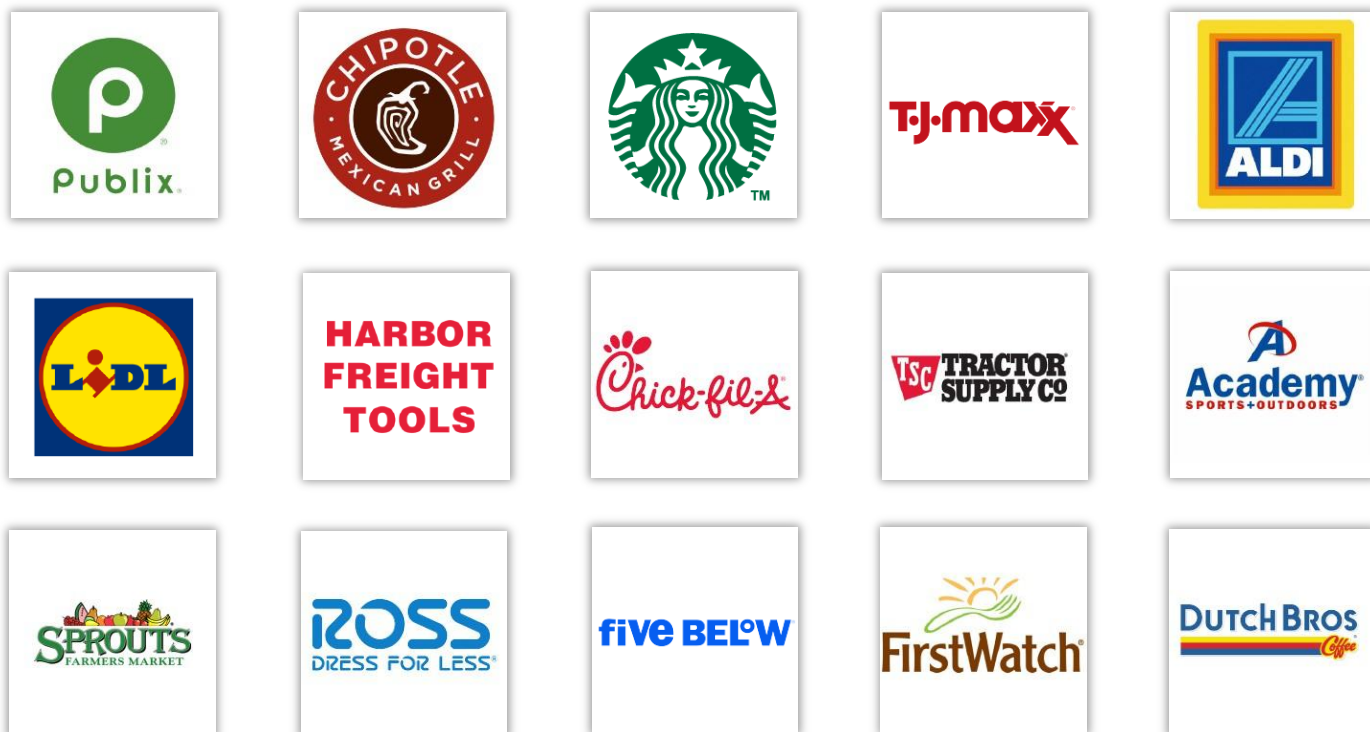
	Consulting Firms	Data Firms	Retail Strategies
Retailer Contact Data	✓	✓	✓
Industry Leading Mobile Data	✗	✓	✓
Retailer Outreach	✓	✗	✓
Retailers Matched to Specific Sites	✗	✓	✓
Site Readiness and Due Diligence	✗	✗	✓
Territory Recruitment Teams	✗	✗	✓
Incentives Consulting	✗	✗	✓



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Success

In Texas



\$46M

Annual Sales Tax
in Client Communities

800+

Retailers Recruited

13,280

Jobs Created
(Estimated)

References

Thomasville, AL

Rosalyn Sales
Economic Development Director
(251) 360-0183
rsales@cmcgas.com

Claremore, OK

John Feary
City Manager
(918) 671-8784
citymanager@claremore.com

Altus, OK

Rodger Kerr
Economic Development Director
(580) 481-2202
rkerr@altusok.gov

Cleveland, MS

Billy Nowell
Mayor
(662) 402-1861
billynowell1861@gmail.com

Strictly Private & Confidential

Market Analysis

The cycle begins with market analysis. Your team will take a deep dive into the data, advanced analytics, and proprietary tools developed in house to uncover and define the potential in your community.

Community Request For Information

We rely on your local expertise to drive results. Our RFI questions gather the key insights retailers, developers, and brokers need for due diligence. Providing this information up front brings us closer to success by aligning to your specific goals.

Industry Leading Data

Data analysis and presentation often determine retail success. Retail Strategies is the only recruitment firm with exclusive access to Kalibrate, the same industry-leading data trusted by hundreds of retail brands.

Data trusted by these major retail brands



Mobile Data Collection

A report using cell phone data to show where shoppers in your trade area live and work.

Trade Area Identification

Using mobile data and real estate expertise, we uncover shopping patterns that guide retailer decisions.

Peer and Void Analysis

We analyze demographics to deliver a list of businesses and opportunities that can elevate your community.

Retail Leakage Analysis

We assess supply and demand to reveal retail categories most needed in your community.

Consumer Expenditures

We examine each retail segment to understand consumer spending patterns.

Psychographic Analysis

We define your market's consumers through demographics, preferences, spending, and culture.

Retail Site Assessment

Within the **first 60 days** of our partnership, your team will be in your community to perform their first annual REcon day. Retailers want to minimize their risk and Retail Strategies provides a higher value to our clients by performing due diligence and matching the right retailers to the right sites.

REcon Day

Market Tour

Your team completes a full market tour to identify and catalog viable retail sites and key vacancies in the market.

Retail 101

Your Retail Strategies team will host an open meeting in your community to discuss the retail development timeline and how retailers see your market.

Fam Tour

We want to see the intangibles of a community that don't show up on a map. We take time to tour your community and understand it's unique assets beyond our desktop.

Stakeholders Meeting

While in your market, your team will meet with key stakeholders in the market (property owners, business owners, elected officials) to discuss the partnership, their pain points, and uncover community opportunities.

Site and Data Analysis

Your team returns from REcon Day and performs the human analysis of the market tour, market data, and identifies retail prospects for the market. These prospects are matched to specific sites in the market.

Annual REcon Day

Your market is not static. Your team will return to your market annually to continually analyze real estate and community opportunities while performing face to face relationships in your community.

Retail Strategy

At the end of our discovery process - we combine your data, analytics, real estate, and community vision to create your Retail Recruitment Plan and Strategy.

This 50+ page document highlights our research on the community, demographic information, retail analysis and our REcon day including:

SWOT Analysis of Retail Sites

Retail Strategies will present the plan for approval before implementation. As your partner, your buy-in is vital to our efforts and our success.

Once approved, your dedicated team will kick into high gear to connect with the retail, restaurant, hospitality and real estate community to move the needle on business recruitment.

Retail Prospects

Your team will provide a list of expanding businesses that fit your community. The prospect list will provide the retailer contact information, site selection criteria, and nearest locations so you are prepared when you speak with these expanding businesses.

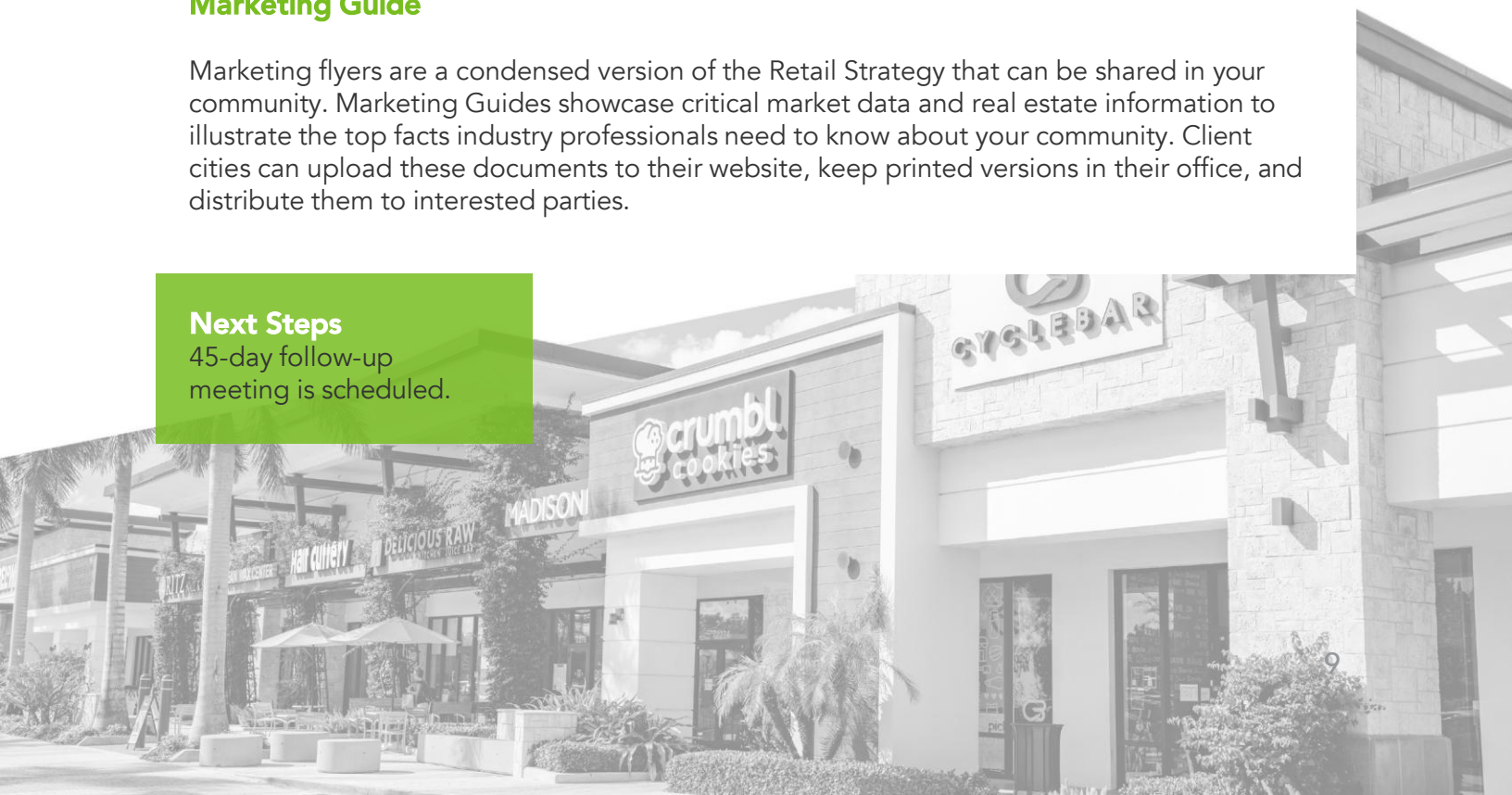
Retail Strategies will have 30 retailers or developers perform due diligence on your market annually.

Marketing Guide

Marketing flyers are a condensed version of the Retail Strategy that can be shared in your community. Marketing Guides showcase critical market data and real estate information to illustrate the top facts industry professionals need to know about your community. Client cities can upload these documents to their website, keep printed versions in their office, and distribute them to interested parties.

Next Steps

45-day follow-up meeting is scheduled.



Business Attraction and Community Representation

Targeted Outreach and Influence

Retail Strategies team identifies the proper point of contact for prospective retailers (retailer directly, broker, developer, etc.). Your Retail Strategies team discusses and understands the retailer's territory/geographic dynamics and expansion plans. Retail Strategies team discusses and understands potential franchisees and/or the need to develop franchisees for the given market.

This is often done using a combination of phone calls, emails, Zoom meetings, and in-person meetings (in-market when possible, and at various tradeshows around the country).



Site Due Diligence with Retailers

Retail Strategies team analyzes sites in the market based on specific retailer's site criteria. Your team creates an initial due diligence package for specific sites and presents that information to retailers and their representatives. Retail Strategies team works towards connecting the retailer/their representatives with property owners/their representatives for approved sites in the market. The Retail Strategies team also assists with potential incentive consulting during recruitment, on an as needed basis.

The Retail Strategies team nurtures these leads throughout the lifecycle of a potential deal

Transparency in reporting

Retail Strategies team keeps partnership points of contact "in the loop" with ongoing recruitment efforts.

As needed, the Retail Strategies team can provide clear updates (redacted and unredacted) for private or public consumption.

Updates will always be delivered on Basecamp, but can also be delivered via email depending on the client's preferences.

Quarterly Business Reviews

30 days after the conclusion of each quarter, client will receive a full recap of the recruitment Efforts in their market.

These reports will act as a natural cadence that allows our points of contact to remain educated on the process, and deliver updates on the work being done in their community by the Retail Strategies team.

This will include retailer specific notes, and site-specific notes.

By request, the Retail Strategies team can also include overall retail real estate industry highlights.

Tradeshow Representation

Retail Strategies team will represent your communities at ICSC (national and regional) shows as well as strategically chosen Retail Live! shows.

Retail Strategies will host a Client Only Conference Workshop and Coaching prior to ICSC Las Vegas.

Success Promotion

The Retail Strategies team will help craft press releases for successful recruitment projects in their client communities.

The Retail Strategies team has helped communities coordinate "Grand Opening" events with the retailers who are successfully recruited to the market.



Team and Communication

Your Portfolio Team

With over 250 years of combined experience in retail real estate, Retail Strategies confidently operates with a 5 to 1 client-to-staff ratio. Each Portfolio Team is a specialist in their community's region, ensuring unparalleled expertise. When one Portfolio Team encounters a retailer with expansion plans in another team's territory, we seamlessly connect the dots, facilitating swift and informed decision-making.



Madison Neal

Senior Portfolio
Director



Megan Jimenez

Retail Development
Coordinator



Clay Craft

Vice President,
Client Services



Tyler Sudderth

Community
Partnerships



Matt Jaeger

Director of
Recruitment Services



Madison Bush

Recruitment
Associate



Ashton Rosen

Data Architect

Project Team



Robert Jolly

Co-Founder,
Principal



Mead Silsbee

Co-Founder,
Principal



Scott VonCanon

Chief Operating
Officer



Lacy Beasley

President



Drew Franklin

Director of Marketing



Sam Hudson

Sr. Graphic Designer



Ruthie Jolly

Marketing Associate

Why Partner

With Retail Strategies?

Firm Qualifications

Retail Strategies bring over 250 collective years of retail and real estate experience. Retail Strategies is the only retail consulting firm with the following qualifications:

- 40+ team members with an active real estate license
- USDA technical assistance provider for rural communities
- Lacy Beasley, President of Retail Strategies, serves on the board of ICSC, the nation's largest retail real estate association

Capacity/Team

Retail Strategies brings both scale and specialization to every project. With 65+ full-time professionals, we leverage advanced data analysis and long-standing retailer relationships to recruit the right brands. Our team's capacity ensures that communities connect directly with the decision-makers who matter most.

Experience

Retail Strategies has helped improve quality of place in more than 1,000 communities by measurably increasing retail and restaurant offerings, sales tax collections, and jobs. Since our inception in 2013, Retail Strategies has recruited nearly 1,400 retailers into client communities ranging from big box grocery stores to hyper-regional restaurants.

Industry Involvement



I've told every city leader that has called to ask about **Retail Strategies, "You'd be foolish not to try."**

– John Feary, City Manager, Claremore, OK

