



LANDLORD REPRESENTATION

**BROAD REACH
BRINGS
RESULTS
FOR LANDLORDS**



BEYOND JUST FILLING VACANCIES.

At Broad Reach, we partner with you to make sure you're capturing maximum value out of every square foot you own. We accomplish this by providing Landlords a full suite of services. We don't just deliver tenants; we build comprehensive leasing campaigns that ensure your success year after year.



MERCHANDISING PLAN

The first step in this process is the creation of a merchandising plan. This is well thought out and catered to the specific needs of the center while also meeting the demands of the community that the marketplace serves. We consider factors such as the market (past, present, and future); voids in that market; and the mix of your current tenants. We believe that if you can't calculate the needs of a property, you can't market it.



TARGET

Once a plan is in place, we create a list of potential tenants. By identifying gaps in the market, assessing community needs and evaluating existing tenants, our focused research identifies businesses that would make the most productive - and thus the most profitable - use of your property. The clearer the vision the easier the plan is to execute and increase the value of your asset.



MARKETPLACE

Broad Reach has brokered thousands of long-lasting, mutually beneficial relationships. We have transformed dozens of shopping centers into thriving hubs of commerce that service the needs of the community. We also study the market extensively, including competition, regional employment, demographics (micro and macro), etc.



TIME & ATTENTION

Broad Reach invests the time to actively market your space. While signage, marketing flyers and electronic listings are helpful, we create value by investing time and taking a proactive approach to leasing.

LET BROAD REACH BE YOUR ADVOCATE & ENSURE SUCCESS.

