



RCLCO

RETAIL

SERVICES

For over 40 years, retailers, retail developers, and investors in all types of retail properties have made RCLCO their “first call” for strategic and tactical advice on property investment, planning, and development. As the largest independent real estate advisory firm in the nation—with experience in international markets—we provide end-to-end real estate solutions ranging from strategic planning (entity, portfolio, or asset) to site selection, feasibility, product programming, financial sourcing, deal structuring, and ground-up development. Our seasoned team of developers, capital market specialists, market analysts, and strategic planning experts apply the insights and experience gained over 40 years and thousands of projects to the exercise of planning, developing, and/or redeveloping all types of retail products across a variety of geographies. Using dynamic retail models and proprietary consumer research, we determine and project the amount and type of demand for a site, neighborhood, corridor, or city—and provide our clients with actionable strategies to achieve their objectives.

RETAIL CLIENTS

- REITS
- Retail Developers
- Mixed-Use Developers
- Entertainment/Destination
- Revitalization Agencies

EXPERTISE

- Assessing demand, emerging formats, and rents in unproven markets
- Feasibility and threshold analysis for retail within mixed-use projects, town centers, lifestyle centers, main streets, and urban villages
- Retail as a premium-driver in master planned communities
- Market potential and recruitment strategies for retail stores in infill locations and commercial districts
- Retail as a catalyst for revitalization
- Identifying, capturing, and serving new and lucrative niche markets
- Geographic and product expansion and penetration strategies for retailers and retail developers
- Transacting retail deals through innovative public and private financing techniques

VALUE-ADDED SERVICES

- Strategies for converting a site into a mixed-use development
- Demographic and market segmentation to appeal to and serve niche audiences (such as Gen Y consumers)
- Green and carbon-minimizing strategies for retail developments

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