

EQUITY CRE

Leasing Team

*“Quality is never an accident; it is always the result of high intention,
sincere effort, intelligent direction and skillful execution.”*

- William A. Foster

William A. Foster was a United States Marine who received the Medal of Honor for his courageous actions during World War II in the Battle of Okinawa.

Why Choose Us?

At Equity CRE, we see leasing as a powerful tool for maximizing asset value on behalf of landlords and developers. Our firm has operated continuously in Greater Philadelphia since 1994, allowing us to connect with a vast array of local, regional and national tenants. While our team has leased more than 11 million square feet of space and counting, we do much more than “fill slots” at the properties in our care: Our leasing agents are well-known for thinking like owners and working to secure a tenant mix that will bring to life the broader vision for that asset.



Proud members of:



Value Proposition

Our multidimensional approach bolsters asset value.

A good navigation app will zoom out for a high-level perspective but take you right down to ‘street view’ when you need it. Our leasing team functions in much the same way. Our knowledge of local markets—the street view—could lead to a successful restaurant operator opening a new location in your vacant restaurant space, or a growing medical practice signing a long-term deal in what had been a challenging space due to its unconventional shape or size. At the same time, our extensive regional and national connections allow us to zoom out and engage with fast-expanding operators from across the United States.

In working with our leasing team, you reap the benefits of our sharp focus on:

Knowing the Market

Our leasing specialists live and breathe the retail markets that we serve, which is part of the reason landlords of all sizes—from individuals to national REITs—continue to trust us to maximize the tenant mix at their shopping centers and storefronts. Having crisscrossed our local highways and backroads countless times, we know as well as anyone the retailers, landlords and shopping centers along the way.

Communication

We believe in breaking down silos. By communicating and working together, our seasoned leasing agents provide a broader array of solutions. Our leadership roles in national organizations such as the Retail Brokers Network further expand our reach. In addition, we prioritize open and frequent communication with our clients. Even if the message is ‘no word yet—stay tuned,’ you will hear from us. In our view, creative conversations often lead to tremendous leasing opportunities.

Tools of the Trade

The art of retail leasing hinges on instincts, experience and personal connections. But there’s a science, too. At Equity CRE, we see technology as a ‘force multiplier’ for our clients. Our leasing specialists take advantage of the leading online property listing services, and we subscribe to analytics providers that gather terabytes of data on retailer, property and market performance. Trust, but verify.

Meet the Team

At Equity CRE, we think of ourselves as a team. When working with one Equity broker, you automatically receive professional knowledge and commitment from all our team members. Our team provides constant collaboration with innovative marketing strategies, dynamic problem-solving, and continuous communication.

Together we offer better service, better rates, and even better results.



David Goodman
610.645.7700 x119
dgoodman@equitycre.com



Ken McEvoy
610.645.7700 x126
kmcevoy@equitycre.com



Patrick McCabe
610.645.7700 x131
pmccabe@equitycre.com



George Wisnoski
610.645.7700 x120
gwisnoski@equitycre.com



Steve Jeffries
610.645.7700 x104
sjeffries@equitycre.com



Conor Tunno
610.645.7700 x136
ctunno@equitycre.com



Keith Seymour
610.645.7700 x149
kseymour@equitycre.com



Rob Samtmann
610.645.7700 x108
rsamtmann@equitycre.com



Jake Doyle
610.645.7700 x138
jdoyle@equitycre.com



Nathan Rhodes
610.645.7700 x137
nrhodes@equitycre.com



William Ciccarelli
610.645.7700 x139
wciccarelli@equitycre.com



Rose Urban
610.645.7700 x112
roseurban@comcast.net

What We Do

Equity CRE has the tools, knowledge and experience needed to run a highly effective leasing program for all types of owners and developers—from an individual with a property or two, to a REIT with grocery-anchored assets all over the country.

In running a ‘full-court press’ in pursuit of your interests, our leasing agents...

...expand your reach

We leverage our extensive industry connections, the latest CRE tech tools and compelling marketing campaigns and platforms to elevate the visibility of your leasing opportunities. Because our veteran leasing agents focus exclusively on the commercial sector, we are able to reach the gamut of active local, regional and national tenants. Importantly, we also have years of experience in skillfully engaging with these operators based on where they are in the lifecycle of their businesses.

...craft the mix

The days of cookie-cutter lineups are over. Today’s shopping centers need a lively mix of complementary uses to maximize traffic and sales day and night. At Equity CRE, our leasing agents have broad experience in harmonizing the roster of food, entertainment, fitness, service and retail tenants; they’re also on the leading edge of non-retail strategies—a fast-growing and increasingly important source of traffic, revenue and asset value.



...surface new insights

The data revolution has arrived in commercial real estate. By tapping the power of tools like **Placer.ai**, our leasing agents can share valuable insights on customer traffic and behavior, trade areas, and troves of useful data points for a specific retail store or shopping center. And with **Resquared**, we can identify and market to local and independent tenants in a matter of minutes rather than hours. We also subscribe to the leading online listing services for retail and commercial real estate. These include **CoStar** (owner of **LoopNet**) and **CREXi**, among others. Our agents even have access to **Bright MLS**, which allows us to put certain properties on the radar screens of residential brokerages that dabble in commercial real estate.

...position your asset for success

As part of a comprehensive plan for bolstering asset value, our experienced and capable investment sales group routinely appraises retail assets on behalf of landlords and developers working with our leasing team. By better understanding the value of your assets under today’s market conditions, as well as the trajectory of local, regional and national trends, our team positions your asset for maximum productivity. Success hinges on many factors, and our in-house experts know how to tweak those dials. They have a track record of converting high-level strategies into satisfying results on the ground.

A Sample of Equity’s Tools & Listing Services



A Small Sample of Equity’s Past & Present Clients



Leasing CART

Challenge - Action - Result

ASSET – 12,000 SF freestanding building

Equity CRE was retained to re-let a freestanding, 12,000 SF building which was centrally located in the downtown section of one of Philadelphia’s wealthiest suburbs. The property had good real estate fundamentals and adequate parking. The size of the property required a careful analysis to identify the best user and deal structure to meet ownership’s goal of a long-term, stable tenant with an absolute NNN lease.



The Challenge

- Secure an absolute NNN lease for a 12,000 SF, freestanding building without requiring ownership to subdivide or redevelop the property
- Prospective credit tenants in this category were limited
- The property was owned by a family partnership with many stakeholders
- It was likely that securing a quality tenant would require a significant capital contribution



The Action

- Equity CRE carefully crafted a list of target prospects based on our local market knowledge, transaction history, and industry relationships
- Equity CRE implemented a multi-faceted marketing strategy including the use of social media, e-mail campaigns, outreach to local tenants, and direct calls to the most influential brokers and tenants in the market
- Equity CRE was able to generate genuine interest from three desirable tenants
- Equity CRE secured a tenant, willing and able to pay a premium market rent, with a long history of market stability. The deal required over \$500k of capital investment from the landlord
- Many key stakeholders within the ownership structure were apprehensive about the capital requirement necessary to close the deal, so Equity CRE suggested a deal structure where a master ground lessee would provide the necessary capital and “sublease” to the underlying tenant
- Equity CRE identified two potential master ground lessees to compete for the deal

The Result

- Ownership selected a lessee to execute the master ground lease
- The lessee’s tenant opened in the market on the target date, and by all accounts has been well received by the marketplace
- By securing a high-quality, long-term master lessee and tenant, ownership has an income-generating asset and no property management responsibilities



Leasing CART

Challenge - Action - Result

ASSET – Mayfair Shopping Center

Equity CRE was retained to provide third-party leasing services for Acadia Realty Trust following their acquisition of Mayfair Shopping Center in Philadelphia. Upon acquisition, the property was anchored by a local grocery store with a high probability of closing due to their limited remaining term and significant operational challenges. Additionally, there were a number of existing, long-term vacancies and other opportunities to reimagine the tenant merchandising plan.

The Challenge

- The property had 22,216 SF of vacant space upon acquisition, representing nearly 20% of the GLA
- Over 45,000 SF of tenant space (including the 25,675 SF anchor) was on “uncertain footing,” and the anchor eventually went dark
- A majority of the center was internal facing with tenant storefronts not visible to the main traffic corridor
- Most of the vacancy was 3,000 SF or greater, narrowing the active tenant categories
- Many prospective deals required strategic problem solving due to challenges and irregularities with the physical property

The Action

- Equity CRE crafted a list of target prospects based on its local market knowledge, transaction history, and industry relationships
- Equity CRE implemented a multi-faceted marketing strategy including use of social media, e-mail campaigns, outreach to local tenants, and direct calls to the most influential brokers and tenants in the market
- Grocery, discount, medical, and service-oriented users were targeted to leverage the density, parking, and access to major vehicular arteries and bus lines
- Equity CRE generated interest from grocery retailers and engaged in negotiations with three supermarkets
- Equity CRE was able to generate interest from credit tenants and uses in targeted categories that enabled the landlord to allow leases to expire, invest capital to upgrade vacant units, and ultimately re-tenant the center

The Result

- Repositioned the anchor space by securing a deal with Mayfair Market, a local grocer specializing in Asian and American fare and products
- Represented the landlord in the following additional transactions: Dedicated Senior Medical Center, WD Auto Parts (Pep Boys), Family Dollar, and Moon and Flower House
- Cooperated with the outside brokerage community to ensure productive and creative negotiations, as many deals had unique challenges to overcome
- Secured two new tenants for a large portion of the center, allowing a strong, existing tenant (Planet Fitness) to expand.
- The total SF leased by Equity CRE was approximately 50,464 SF, representing almost 44% of the total GLA of the shopping center.
- Ownership has significantly increased the value of their asset, which enjoys strong tenant demand and low vacancy

Sample of Properties Leased



Wrangleboro Consumer Square, Mays Landing, NJ



The Shoppes At Wyndham, York, PA



Springfield SC, Springfield, PA



Horsham Point, Horsham, PA



Ralph's Corner, Lansdale, PA



Eagle Village Shops, Wayne, PA



Spring Market SC, Sinking Spring, PA



385 Martin Truex Jr Blvd, Manahawkin, NJ



Strafford Shopping Center, Wayne, PA



Broadcasting Square, Wyomissing, PA



Historic Lawnside Village, Lawnside, NJ



Eden Square Shopping Center, Bear, DE

A Sample of Tenants Secured



Testimonials

Since 1994, Equity CRE has established and maintained relationships with clients that have evolved from a typical business relationship.

Here's a look at what clients have said about Equity's services and team members.

"Equity CRE has provided excellent assistance in sourcing a diverse tenant population for our boutique retail center. They bring a wealth of knowledge and experience, and are able to help craft deals that not only work for us as the landlord, but also helps us create good working relationships with our tenants. We can rely on Equity to instinctively understand our strategic leasing needs and assist us through challenging lease negotiations. Their market knowledge and understanding of the right puzzle fit for landlord and tenants is invaluable in putting together transactions that work."

- Beth L. Vopper, LV Real Estate Advisors, LLC

"Keith and David brought a fresh leasing approach to a difficult project. Utilizing creative, out of the box thinking, they were able to lease space to a variety of tenants both typical and atypical for a traditional retail center. Their ability to generate leads, and their persistence when following up, led directly to the success of our shopping center."

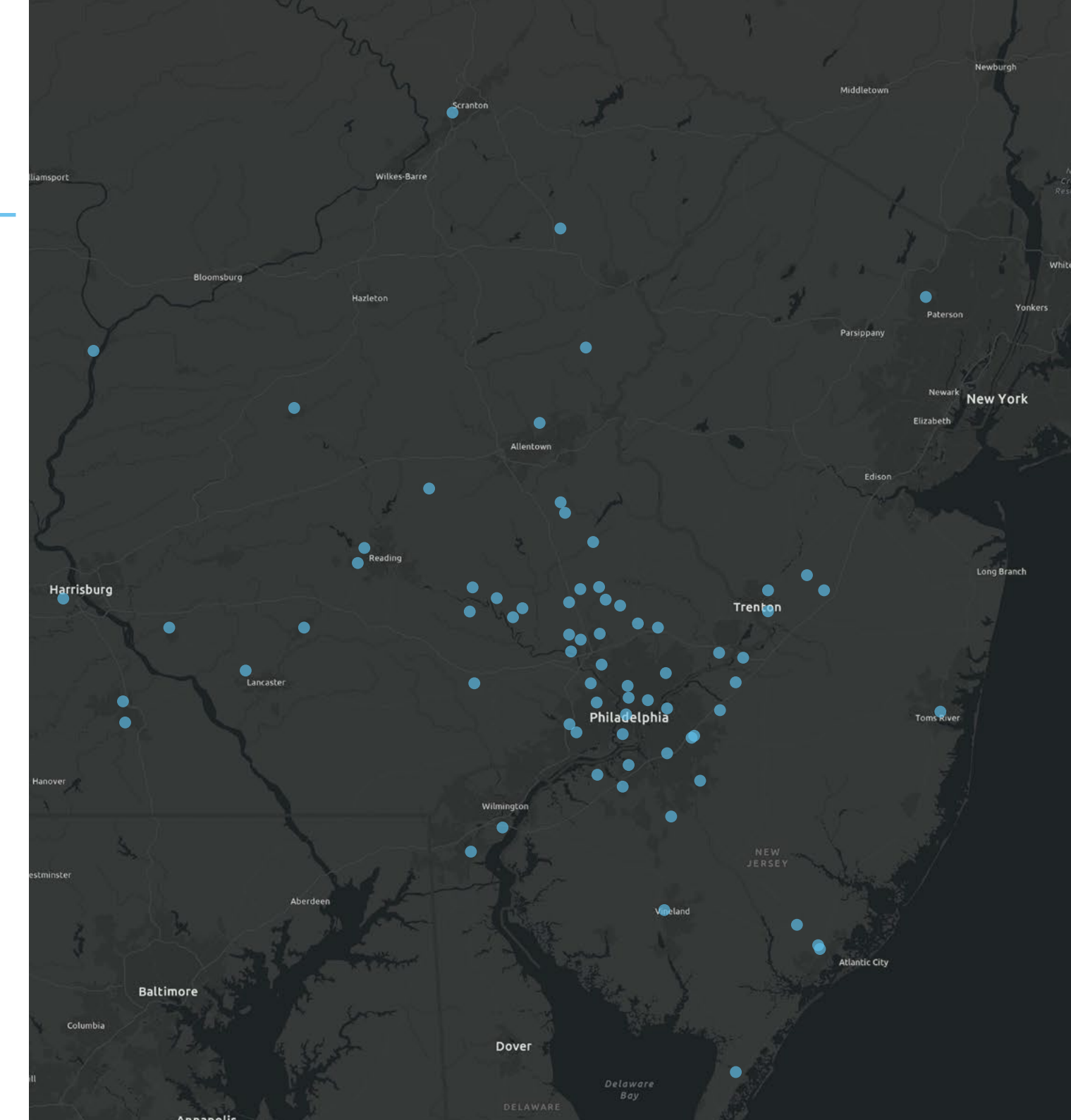
- Danny Annibale, Acadia Realty Trust

"Since 2015 Equity CRE has supplied professional retail brokerage services to our firm assisting us with marketing, negotiations and executed leases. Recently they assisted us with the repositioning of a newly refurbished shopping center and completed seven new lease transactions totaling over 50,000 square feet."

- Mark P. Hill, Hilton Realty Co.

Current Listings

Equity CRE's Listings Currently Available for Lease

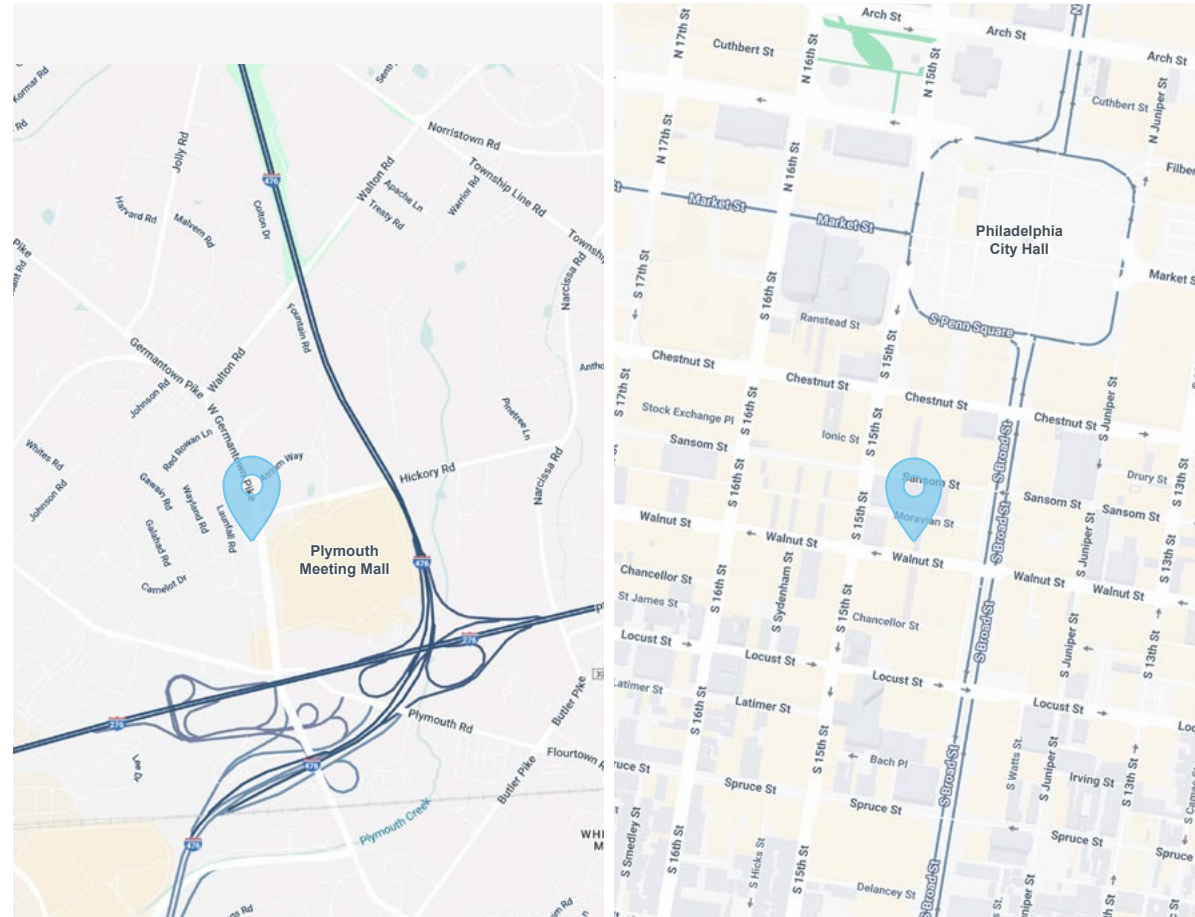


Visit us in Plymouth Meeting & Philadelphia

531 W. Germantown Pike, Suite 103
Plymouth Meeting, PA 19462

Main Number: 610.645.7700
equitycre.com

1425 Walnut Street, Floor 3
Philadelphia, PA 19102



Contact our leasing team

David Goodman
484.417.2219
dgoodman@equitycre.com

Ken McEvoy
484.417.2226
kmcevoy@equitycre.com

Rob Samtmann
484.417.2208
rsamtmann@equitycre.com

Keith Seymour
484.417.2249
kseymour@equitycre.com

Patrick McCabe
484.417.2010
pmccabe@equitycre.com

George Wisnoski
484.417.2220
gwisnoski@equitycre.com

Steve Jeffries
484.531.2250
sjeffries@equitycre.com

Conor Tunno
484.531.2004
ctunno@equitycre.com

Equity CRE


Jake Doyle
484.531.2176
jdoyle@equitycre.com

Nathan Rhodes
484.531.2076
nrhodes@equitycre.com


William Ciccarelli
484.531.2209
wiccarelli@equitycre.com


Rose Urban
484.417.2212
roseurban@comcast.net

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 Equity CRE

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 @Equity_CRE_531



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Equity CRE | Plymouth Meeting, PA | Philadelphia, PA | T:610.645.7700 | equitycre.com



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