



MATT MURPHY

CLIENT: Blue Butterfly
PROJECT: B2B website
OBJECTIVE: Develop full web copy for a national retail real-estate consultancy
SUMMARY: Pleased with the success of previous web projects together, Blue Butterfly leadership retained me to develop copy for its first corporate website
WEBSITE: <https://www.bluebutterflyllc.com/>



We've helped developers and retailers add millions of dollars in incremental revenue

We specialize in providing strategic consulting and leasing services for both property owners and retailers on a local, regional, national, or global scale. We offer the personalized service of a boutique firm with the extensive network of an international company.



[What We Offer](#)

Services

Blue Butterfly is the retail real estate's leading strategic consultancy. With more than 100 years of combined experience, we help our clients implement growth strategies that maximize revenue opportunities and unlock value.



Leasing & Business Development

Property owners, you need to fill vacancies, increase revenue, create exciting consumer experiences, and attract energetic brands and ecommerce businesses exploring new models. We can help you do that and so much more.



Retail Expansion

Retailers, learn how we can help you create an effective expansion plan, maximize revenue, optimize your portfolio, secure new locations, and open doors where you never thought to look.



Concept Development

Our team of experts is ready to help you launch and scale any new retail concept.

[See Our Full Services](#)

Retail Real Estate's Leading Consulting Service

When property owners and retail brands are serious about positively transforming their bottom line, they turn to the industry's most-renowned advisor.

That's because Blue Butterfly offers the highest level of thought leadership through unmatched expertise and relationships in retail real estate. This is what allows us to consistently produce what you care about most—impactful results.

Our success, and yours as our partner, begins with our people. From founding, growing, and divesting multimillion-dollar brands, to launching landmark specialty leasing platforms and transitioning ecommerce into brick-and-mortar, our team members have combined their expertise to form the industry-leading retail real estate consultancy.

[Learn More About Blue Butterfly](#)





Our Credibility

For decades, our team has been at the forefront of the retail real estate industry.

- We've closed hundreds of millions of dollars in retail real estate transactions.
- We've grown companies from inception to millions.
- We helped launch the world's first third-party specialty leasing company.
- We created the specialty retail trade's first and only publication.
- We founded the world's largest specialty retail conference.
- We introduced a specialty leasing designation, the industry's gold standard for training and accreditation.
- We have owned and operated commercial properties, global wholesale and retail businesses, and provided consulting services for hundreds of companies.

Just imagine what we can do for you.

[Learn More About Blue Butterfly](#)

Let's Schedule a Call

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Who is Blue Butterfly?

With more than 100 years of expertise in retail real estate, we are a strategic consultancy focused on helping our clients transform their bottom line.

Where Brilliant Ideas Transform Into Results

Blue Butterfly is a group of industry-leading retail real estate experts who work with property owners and retailers to optimize value. Known as symbols of good fortune and happiness, blue butterflies represent the transformative impact we have on our clients' bottom line.



Property Owners

Need to drive more revenue and attract energetic new brands, entrepreneurs, and ecommerce businesses?

We do that.



Retailers

Need innovative strategies to drive sales and build brand awareness? Are you ready to launch a new retail concept?

We make that happen, too.

Here's what you can expect from a team that has set itself apart in the industry



We offer **best-in-class retail real estate experts** that work directly with you throughout our partnership, not through occasional check-ins common with larger firms.



Our **combined expertise in commercial real estate and retail** is unique, and knowing how one side thinks offers valuable perspective when developing solutions for the other.



Our proprietary process incorporates creativity, problem-solving, technology, execution, and measurement—a **balanced approach with a proven track record**.

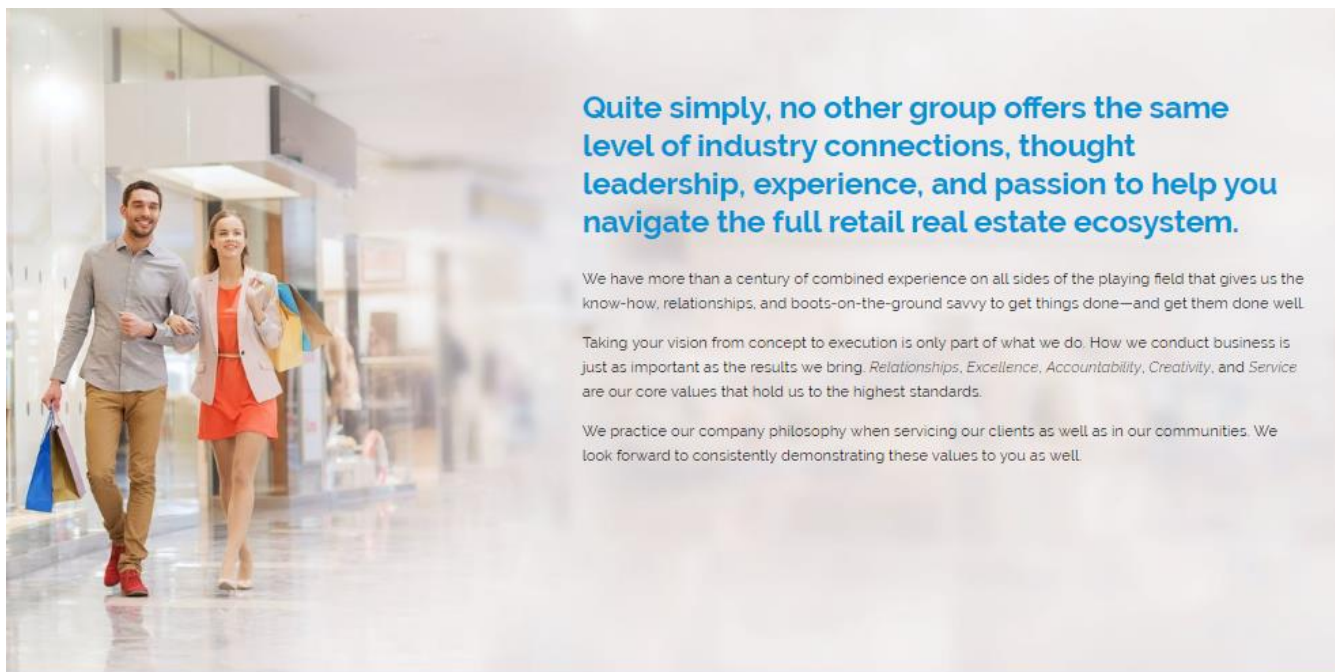


Integrity is our policy, meaning you can rest assured we'll always handle your business with **honesty and transparency**.



As a trusted advisor and extension of our clients' team, **we forge long-term relationships** that let us build on our successes together—time and again.

As our partner, you'll enjoy peace of mind knowing that the best in the business are working tirelessly on your behalf to open new doors in places you may never have thought to look.



Quite simply, no other group offers the same level of industry connections, thought leadership, experience, and passion to help you navigate the full retail real estate ecosystem.

We have more than a century of combined experience on all sides of the playing field that gives us the know-how, relationships, and boots-on-the-ground savvy to get things done—and get them done well.

Taking your vision from concept to execution is only part of what we do. How we conduct business is just as important as the results we bring. *Relationships, Excellence, Accountability, Creativity, and Service* are our core values that hold us to the highest standards.

We practice our company philosophy when servicing our clients as well as in our communities. We look forward to consistently demonstrating these values to you as well.

"Blue Butterfly has been instrumental in helping our company achieve substantial revenue growth and significant return on investment. From creating and launching our new omnichannel retail concept to designing and executing our national real estate strategy across all three of our retail divisions, their work is unparalleled. Looking forward to continuing our partnership for the foreseeable future!"

Gregory Ruggiero
CEO | Owner, IVS

Meet Our Executive Team

Your best-in-class retail real estate strategists

We pride ourselves on the depth of our experience and breadth of our expertise. Combining this with an extensive network of relationships that can only come from decades of real estate leadership allows us to offer the industry's premier package of services.



Michael Brielmann
Partner & Locksmith

Michael's keen business instinct and deep industry expertise is invaluable to Blue Butterfly. He works closely with our clients to build effective retail real estate strategies that drive powerful results. Michael is also known as Blue Butterfly's Locksmith because he opens doors and unlocks tremendous value for every client.

[Read Michael's full bio](#)

A 25-year veteran in starting, merging, acquiring, and divesting companies, Michael brings strategic and tactical expertise to every project. His vast experience working with both property owners and retailers enables him to provide insightful and creative solutions for our clients. Michael has decades of deal making experience and excellent professional relationships with leading developers including Macerich, Preit, Simon, Starwood, and Unibail-Rodamco-Westfield. He has provided innovative retail solutions for large publicly traded companies like Hanesbrands, Revlon, and 1800.flowers.com, as well as for smaller privately held companies like SPX Brands and IVS Brands.

Michael has also given back to the retail real estate industry and his community. He has served with distinction on multiple industry advisory boards and is a former Co-Chair of the International Council of Shopping Center's Management, Marketing, Specialty Retailing, and Maxi Awards Conference. He is also a proud volunteer and sponsor for the Grenville Baker Boys & Girls Club and the Stony Brook Children's Hospital holiday celebration.



Patricia Norins
Partner & Storyteller

Patricia brings a strategic perspective to every Blue Butterfly project. In her role as Storyteller, she loves to infuse innovative marketing strategies and tactics with leading industry practices to help clients creatively tell their brand story.

[Read Patricia's full bio](#)



Tracey Hatley

Managing Director, Global Business Development & Light Bulb Changer

Tracey helps Blue Butterfly clients develop effective strategies that maximize revenue, creatively fill their spaces, and deliver unique shopping center experiences that drive foot traffic. Tracey is known as Blue Butterfly's Light Bulb Changer because she always brings bright ideas and energy to each project.

[Read Tracey's full bio](#)



Leslie Ball

Vice President, Operations & Wizard of Getting it Done

Blue Butterfly clients count on Leslie for her flawless project management, attention to detail, research skills, and top-notch customer service. As Blue Butterfly's Wizard of Getting it Done, you'll regularly hear her say, "leave it with me" and she will get it done.

[Read Leslie's full bio](#)



Rob Warren

Vice President, Information Technology & IT Ninja

Rob's computer system expertise benefits Blue Butterfly's clients as much as it does Blue Butterfly's internal infrastructure. His efficient and innovative problem-solving skills makes him our IT Ninja and go-to for cutting-edge technology solutions.

[Read Rob's full bio](#)

Let's Schedule a Call

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Who is Blue Butterfly?

With more than 100 years of expertise in retail real estate, we are a strategic consultancy focused on helping our clients transform their bottom line.

Services

Blue Butterfly understands the retail real estate ecosystem. We have designed our platform of services to facilitate growth and maximize opportunity for industry stakeholders.

Property Owner Services

Business Development, Leasing & Training

We know the value of space and how to implement a strategy that reflects our clients' vision while maximizing revenue opportunities.

Our services support leasing, business development, brand activations, experiential events, sponsorships, advertising, training, and other key areas that will impact your bottom line. Our team of innovative thinkers is ready to put our track record of delivering ROI and strengthening developer portfolios to work for you.



Business Development

We can deliver innovative new brands and drive significant incremental revenue for your property or across your entire portfolio.

- Advertising
- Brand activations
- Experiential events
- Pop-ups
- Sponsorships
- Strategy



Specialty Leasing

From common areas to pop-ups, our deep expertise in all aspects of specialty leasing enables us to accelerate income, increase profits and deliver creative concepts for your program.

- Ground-up development (we can help you create, lease and manage your specialty leasing program)
- Ongoing specialty leasing program management
- Pop-ups
- Program evaluation
- RMU and kiosk leasing
- Strategy
- Supplemental specialty leasing (utilize our services as an adjunct to your team's leasing efforts to add incremental revenue)



Permanent Leasing

We're able to marry the value of space to your vision to maximize revenue opportunities in all aspects of permanent leasing.

- Inline stores
- Kiosks
- Rooftops (we'll monetize your rooftop through cell towers and solar panels)
- Strategy



Gap Leasing

We can fill in the gaps when you have employee turnover. We'll keep your program on budget and your leasing efforts moving forward.

- Interim leasing assignments (to fill leasing or business development personnel gaps)
- Seasonal and holiday leasing



Training

We created the industry gold standard in training. We're ready to equip your team with proven strategies, cutting-edge techniques and insider secrets that will arm them with the tools they need to exceed their sales goals and improve their property's NOI.

- Annual meetings
- Boot camp training
- Employee onboarding
- Seminars
- Webinars

Contact Us About Our Leasing, Business Development & Training Services

Contact Us Today



Retailer Services

Concept Development, Retail Expansion & Lease Negotiation

Blue Butterfly works with retailers and brands to achieve sustainable and scalable growth.

Whether you're an industry veteran or new to retail, navigating the real estate space profitably can be challenging. Our team of experts offers full-service solutions across every type of retail platform and will ensure you successfully check all the boxes.



Concept Development

There's no form of retail our team hasn't touched. From financial modeling, to omnichannel retailing, we can help you successfully develop, launch and scale your new retail concept.

- Brand development
- Capital funding solutions
- Demographic analysis and site selection
- Financial modeling
- Fixture sourcing and procurement
- Growth strategies
- Marketing (digital marketing, print collateral, promotion, and signage)
- Operations (staffing, inventory management & IT solutions)
- Permitting and installation
- Product analysis and strategy
- Real estate strategy and lease negotiation
- Store layouts and renderings
- Vendor coordination (e.g., manufacturers, merchandisers, service providers, and suppliers)
- Visual merchandising
- Website development



Retail Expansion

Whether you are an established retailer or emerging brand looking to grow, we work to align your business goals with your financial, marketing, operational, and sales objectives. We apply our in-depth knowledge of retail combined with deep-rooted industry relationships to formulate a winning growth strategy.

- Capital funding solutions
- Demographic analysis and site selection
- Financial modeling
- Fixture sourcing and procurement
- Growth strategies
- Operations (staffing, inventory management & IT solutions)
- Marketing (digital marketing, print collateral, promotion and signage)
- Permitting and installation
- Portfolio optimization
- Real estate strategy and lease negotiation
- RFP submissions (we navigate the complicated developer RFP process on your behalf)
- Store layouts and renderings
- Vendor coordination (e.g., manufacturers, merchandisers, service providers, and suppliers)

Lease Negotiation & Portfolio Optimization

We offer exceptional expertise in all areas of real estate negotiation and deal making. We can help you create an overarching real estate strategy, secure new deals, and optimize the value of your portfolio.

- Demographic analysis and site selection
- Lease negotiations
- Lease renewals
- Lease restructuring
- Portfolio optimization
- Relocations
- Strategy

Contact Us About Our Concept Development, Retail Expansion & Lease Negotiation Services

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Who is Blue Butterfly?

With more than 100 years of expertise in retail real estate, we are a strategic consultancy focused on helping our clients transform their bottom line.

Our Process

We apply our proprietary and collaborative process to everything we produce for our clients. Not only will you know what to expect during every phase of our partnership, but you will also love the transparency and accessibility to your data.

Discovery

This first phase sets the tone for the overarching project and gives us the insights we need to build the right strategy. We ask a lot of questions and take a deep dive into your business so we that can design an effective solution and define how we're going to measure success.

Strategy

We design sound blueprints that will set you up for success. Our creative and innovative plans will differentiate you from the competition and optimize your ROI.

Implementation and Tracking

We use leading cloud-based, project-management software to define and share objectives, roles, deadlines, and track milestones.

Management and Refinement

We always have our finger on the pulse of your project. Throughout the ongoing management of this process, we gain new information and data points. We continually fine tune and recalibrate, based on the data, to enhance ROI.

Evaluation

We schedule regular team meetings to assess progress against your plan and objectives.

Growth

Whether it's new, incremental or substantial revenue growth, we work with our clients to deliver a scalable solution.

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Frequently Asked Questions

We want to offer you the opportunity to get to know us before we connect.

For your convenience, we've compiled some of the more commonly-asked questions we receive about our business.

What type of services do you provide?

Blue Butterfly is a full-service strategic consultancy for the retail real estate industry. We help our clients implement growth strategies that complement their visions while also maximizing revenue opportunities.

We support property owners with services including leasing, business development and training. We also support retailers with services such as concept development, retail expansion and lease negotiation. You can find our full slate of [services here](#).

Can I select the specific services I want?

Of course. Once we understand your specific needs, we'll develop a custom plan that provides the right solutions to reach your project goals.

What are the advantages of working with Blue Butterfly?

Our team brings more than 100 years of collective experience across all aspects of the retail real estate landscape, easily setting us apart in the industry. With this extensive background comes:

Team of retail and leasing experts

Our team provides unparalleled industry expertise in both retail and leasing.

Proven track record

We produce incredible results for our clients, and we're happy to provide references if you'd like to speak with them.

Industry relationships

Our vast network enables us to open new doors, close deals more quickly, and work with the best vendors for your project.

Experience

We've founded successful businesses, operated developer portfolios, launched industry events, and consulted for hundreds of companies.

Successful project completion

Our [proprietary process](#) consistently produces positive results, and we're not happy until you're satisfied.

How will we work together throughout our engagement?

We collaborate closely with each of our clients to make sure they're up to speed on, and comfortable with, every stage of their project. This includes regular calls and touch points where together we track the progress of your project. Feel free to read more about how we collaborate using our [proprietary process](#).

Does your team have the capacity to complete a large-scale project?

We certainly do. Our [team of industry leaders](#) is highly experienced in managing projects of all sizes. We have managed more than 600 employees with as many as 350 locations across the country.

What types of clients have you worked with?

We're proud to say that our clients truly span the gamut when it comes to retail real estate—from start-ups to Fortune 100 companies.

For instance, our team has:

Worked with leading brands such as Hanesbrands, Aetna, Coca-Cola, Tiffany & Co., and Warby Parker

Collaborated on leasing projects with high-profile real estate investment groups like Brookfield, CBL Properties, Simon Property Group, SITE Centers, Taubman, and Unibal-Rodamco-Westfield, just to name a few

Spearheaded full-scale retail concept development projects for consumer brands

Developed real estate strategy and transacted lease negotiations for cutting-edge retail companies

How are you compensated for your services?

Recognizing that every client and project is unique, our compensation depends on the required blend of skills, time and execution it takes to meet your goals. Once we fully understand the scope of work, we will gladly provide you with a custom proposal.

What kind of commitment do I have to make when I partner with Blue Butterfly?

The length of engagement varies based on the scope of work. We look forward to designing a program that works for you.

Who do I contact for more information?

Please reach out to [Leslie Ball](#) to schedule a call. Thank you for your interest.

Let's Schedule a Call

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Get in Touch

Reach out today to begin transforming your bottom line.

Contact Us

We're fortunate to have long-term relationships with many of our clients, who appreciate our unwavering dedication to customer service. Of course, all those years of collaboration began with a single conversation.

We'd like to add value to your team as well. Let's schedule a call so we can learn more about your needs and you can learn more about what makes Blue Butterfly the preferred retail real estate partner of property owners and retailers across the country.

Email: info@bluebutterflyllc.com



Send Us a Message

First Name *

Last Name *

Email *

Phone *
(###) ### ####

Message *

Submit



We have offices across the country:

Atlanta | Boston | Las Vegas | New York

Blue Butterfly Corporate HQ
195 Hanover Street • Hanover, MA 02339

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