



MATT MURPHY

CLIENT: Confidential

PROJECT: Emails

OBJECTIVE: Drive database leads toward next steps in contacting a commercial real estate and specialty retail consulting firm

SUMMARY: An ongoing client retained me for informational emails that educate prospects, showcase its expertise, and then use those insights to create a sense of urgency

Subject: Why 2021 is the Year to Scale Your Retail Business

1. There's pent-up shopping demand on behalf of consumers

Retail sales are expected to grow between 6.5% and 8.2% this year to more than \$44.3 trillion in 2021, according to the National Retail Federation. Shoppers are clearly eager to return to the in-store experience, and businesses that are primed to welcome them back are the ones that will reap this reward.

2. Exciting opportunity to test prime shopping center locations

With retail vacancies potentially rising to a seven-year high, there's a unique opportunity for retailers to explore exciting new locations that weren't available pre-pandemic.

3. Position your company for growth

Innovative retailers who test and add locations now will have a head start over retailers who take a "wait-and-see" approach.

4. Pop-ups are an effective way to connect with new shoppers

Reports indicate that the number of pop-up shops is expected to grow at a record pace. Major brands, specialty retailers, online stores, entrepreneurs, celebrities, and shrewd marketers recognize how pop-ups are a powerful and affordable channel to gain sales, create engagement, and build a strong customer base.

Need help jump-starting your growth plans or finding the right locations for holiday 2021 before they fill up? With more than 100 years of collective specialty retail experience, we can help you take advantage of this rare opportunity. Schedule your free, no-obligation consult today.

A/B Test Call to Action button:

Button A: Reach Out to Us Today

Button B: Schedule Your Free 30-Minute Chat

Footer

Social Media Icons: Facebook, Instagram, LinkedIn

[Unsubscribe or update email preferences >](#)

We hand-selected you to receive this message because we believe we can help your company thrive. If you received this email from a friend and would like to join our list, [subscribe here.](#)

© 2021 [COMPANY]. All rights reserved.

Corporate headquarters: [ADDRESS]



Subject: 3 Major Leasing Mistakes Retailers Make and How to Avoid Them

Mistake #1: Too narrow of a focus on price

The price of store space doesn't always equate to performance. If your goal is to maximize the return on this investment, it's all about finding the right location for your business.

Mistake #2: Not understanding lease terms or carefully reviewing the agreement

Whether because of deadline, excitement, or otherwise, it may be tempting to hurry through the paperwork after negotiation. We've seen retailers overlook a personal guarantee or additional fees for utilities because they rushed the process. Leases or license agreements must be carefully reviewed.

Mistake #3: Not hiring an expert

Real estate experts open doors literally and figuratively. They can influence property owners who may not have been open to your concept in the past, help you identify high-performing locations, create a strategy for expansion, and work tirelessly on your behalf to save you money.

Need help accelerating your growth? We've helped numerous retailers uncover game-changing opportunities they didn't even realize were available. Schedule a no-risk 30-minute call today to discuss how we can help you.

Call to action button: Schedule Your Free 30-Minute Call

Footer

Social Media Icons: Facebook, Instagram, LinkedIn

[Unsubscribe or update email preferences >](#)

We hand-selected you to receive this message because we believe we can help your company thrive. If you received this email from a friend and would like to join our list, [subscribe here](#).

© 2021 [COMPANY]. All rights reserved.

Corporate headquarters: [ADDRESS]

