



Marketing and Leasing: Retail

Suzanne Hausknecht, Mindy Wallis

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Gaining knowledge of retail property characteristics and economic factors is necessary for the development of an effective marketing and leasing plan. As a property manager, you must be able to identify shopping center characteristics and the typical duties of the management and leasing staff.

Marketing and Leasing: Retail provides information on effective marketing and leasing tactics specific to retail properties that help achieve the right balance of retailers, increase retail traffic, and greater sales per square foot.

The following topics are covered:

- MARKET ANALYSIS. Regional and neighborhood demographics and psychographics, trade area mapping, market share analysis, and comparison grids for establishing average market minimum rent
- MARKETING STRATEGIES. Shopping center marketing tactics including brand development and social media
- ESSENTIALS OF THE LEASE. Key elements, retail lease provisions, concessions, and lease renewals
- LEASING STRATEGIES. Tenant mix and placement, broker commissions, and qualifying retailers

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Is it a person who having spare time then spend it whole day by simply watching television programs or just telling lies on the bed? Do you need something totally new? This Marketing and Leasing: Retail can be the reply, oh how comes? A book you know. You are thus out of date, spending your free time by reading in this new era is common not a nerd activity. So what these publications have than the others?

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