

THE **retail** CONNECTION

CONNECTED ACQUISITION SERVICES

# THE RETAIL CONNECTION | HISTORY



## RETAIL LEADERSHIP

Steve Lieberman and Alan Shor joined together in 2003 with a shared vision to build a company that would embody their high standards and team-oriented approach. In 2004 they launched The Retail Connection, immediately attracting and engaging top professionals and best-in-class retail clients throughout the industry.

TRC combined Lieberman's strategic vision with Shor's operating and management expertise. Within six months, TRC was a full-service retail real estate services and investment firm, attracting two dozen of the industry's top players representing over 40 retail chains and 5 million SF of property listings. The company quickly expanded its infrastructure with seasoned professionals, state-of-the-art research, technology, and a knowledge-driven platform.

With an exclusive focus on retail and retailers, The Retail Connection navigates its clients through the real estate market with unmatched industry knowledge, experience, relationships and a total commitment to their success—making the optimal connection at every point where retail and real estate converge.



# THE RETAIL CONNECTION | OVERVIEW

## EXPERTISE

The Retail Connection provides tenant representation, project leasing, general brokerage, surplus property dispositions, expansion strategy, merchandising plans, retail operations, acquisition, development, strategic capital, merchant banking, property management, asset management, construction management, marketing, and corporate services.

## LOCATIONS

TRC has offices in 4 major cities: Austin, Dallas, Houston, and San Antonio, with a full-service, totally integrated team of more than 100 employees and brokers.

## REPRESENTATION

Today, we represent more than 300 retail and restaurant clients including Bed Bath & Beyond, Costco, Best Buy, Topgolf, Visionworks and Chase Bank. TRC's retail clients are the primary catalysts for the company's business model and operate as full partners in the business.

On the project side, TRC represents many of the leading investment companies in the business. Currently, TRC represents more than 30 million SF of listings, including more than 5 million SF of its own shopping centers.

## INVESTMENT DIVISIONS

We complete our end-to-end resources through our three investment divisions:

- Connected Development Services facilitates tenant-driven, ground-up development
- Connected Acquisition Services buys and repositions existing urban and suburban retail properties
- Connected Capital Services arranges financing, operating, and strategic planning for regional and national retailers' growth plans, including roll-out and expansion capital, as well as merchant banking services

Additionally, our Connected Management Services supports and enhances our three investment divisions by providing retail property, asset and construction management as well as corporate services.



# THE RETAIL CONNECTION | CONNECTED ACQUISITION

## ASSET MANAGEMENT | PROPERTY MANAGEMENT | ACCOUNTING

Our asset services and accounting teams ensure that our JV partners see unsurpassed oversight of our properties with timely and thorough reporting, coordinated software functionality with budgets, business plans and monthly reports. Our team currently oversees 3,700,000 SF of retail properties.

### TENANT REP BROKERAGE

TRC represents more than 300 retailers and restauranters. We develop overall strategies, provide market analysis, demographic profiles, trends, and store performance measures for these clients.

### LANDLORD REPRESENTATION

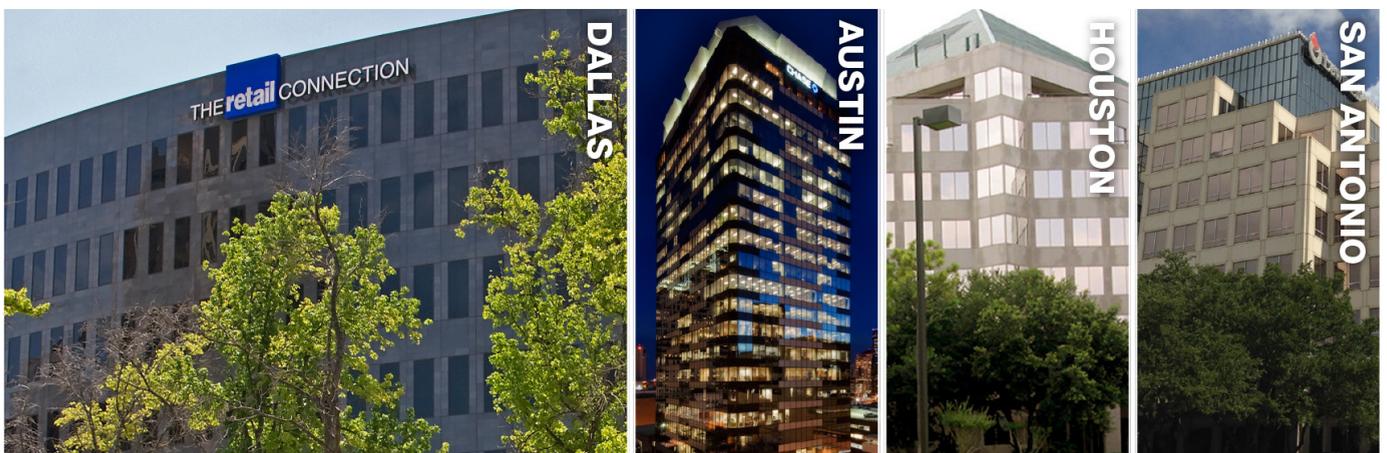
TRC represents landlords with more than 30 million SF of retail real estate, giving us a deep understanding of the ownership point of view in Texas and the surrounding markets.



For a complete listing of the 300+ retail chains TRC currently represents, see our website: [theretailconnection.net](http://theretailconnection.net)

## JOINT VENTURE CAPABILITIES

- Knowledge — Underwriting and ARGUS modeling with a level of market, leasing and tenant knowledge unsurpassed for the region
- Structures — From simplified to creative deal structures and waterfalls
- Team — A fully diverse due-diligence team on the ground, along with asset management, property management and leasing teams as well
- Reporting — Single source back-office accounting and management capabilities for seamless reporting to joint venture partners
- Construction — Comprehensive in-house construction and architectural experience
- Deals — Sourcing of deals not on the market through our vast relationships
- Opportunities — Exclusive knowledge of tenant expansion plans and opportunities, as well as creative repositioning of properties through redevelopment and tenant mix



## CONNECTED ACQUISITION SERVICES | ACTIVITY

Texas is expected to have the second largest net increase in population by the year 2030. While we are Texas-based, we also see opportunity outside our state and continue to seek retail acquisitions in surrounding states, the southeast and southwest. We have invested in three of the top five employment and population growth markets in the United States and continue to seek additional opportunities.

We have developed, redeveloped, and acquired more than 6 million SF of institutional-quality retail real estate in the last five years. Client-centered development, acquisition and merchant banking services enable us to align with our retail clients to deliver on their objectives.

We partner primarily with institutional investors. Our thoughtful and disciplined approach founded upon long-term thinking and an emphasis on continuity—whether it's avoiding excessive turnover of assets or changes in portfolio management. At the center of our partnerships is the concept that our relationships come first in everything we do.

Our knowledge-driven platform ensures a thorough understanding of the market's critical points, as well as the performance of its key retailers.

Having implemented strategies for hundreds of different retailers— from local shop operators to national big-box retail chains—we have the experience and influence needed to ensure that our acquired properties have the utmost tenant-driven knowledge underwriting insight that no one else in our market has.

TRC seeks core-to-value-add properties with an emphasis on location, tenant mix, and good tenant sales. We also recognize that cycles are perhaps the most prominent feature of the real estate industry. We have capitalized on cycles throughout The Retail Connection's existence and will continue to do so with our acquisitions platform.

### **TEXAS AS PROJECTED BY THE US CENSUS 2040**

In 10 short years [2040], the U.S. Census Bureau projects that 33.7 million people will live in the "Texas Triangle" [DFW-Houston-Austin-San Antonio]. That equates to nearly current population of the state of California, or twice the population of the state of Florida.

Texas' growth continues to outpace the nation. By 2030, Texas is projected to add an additional 14 million to the 24 million people already here. That accounts for the DFW, Houston, Austin and San Antonio regions alone.

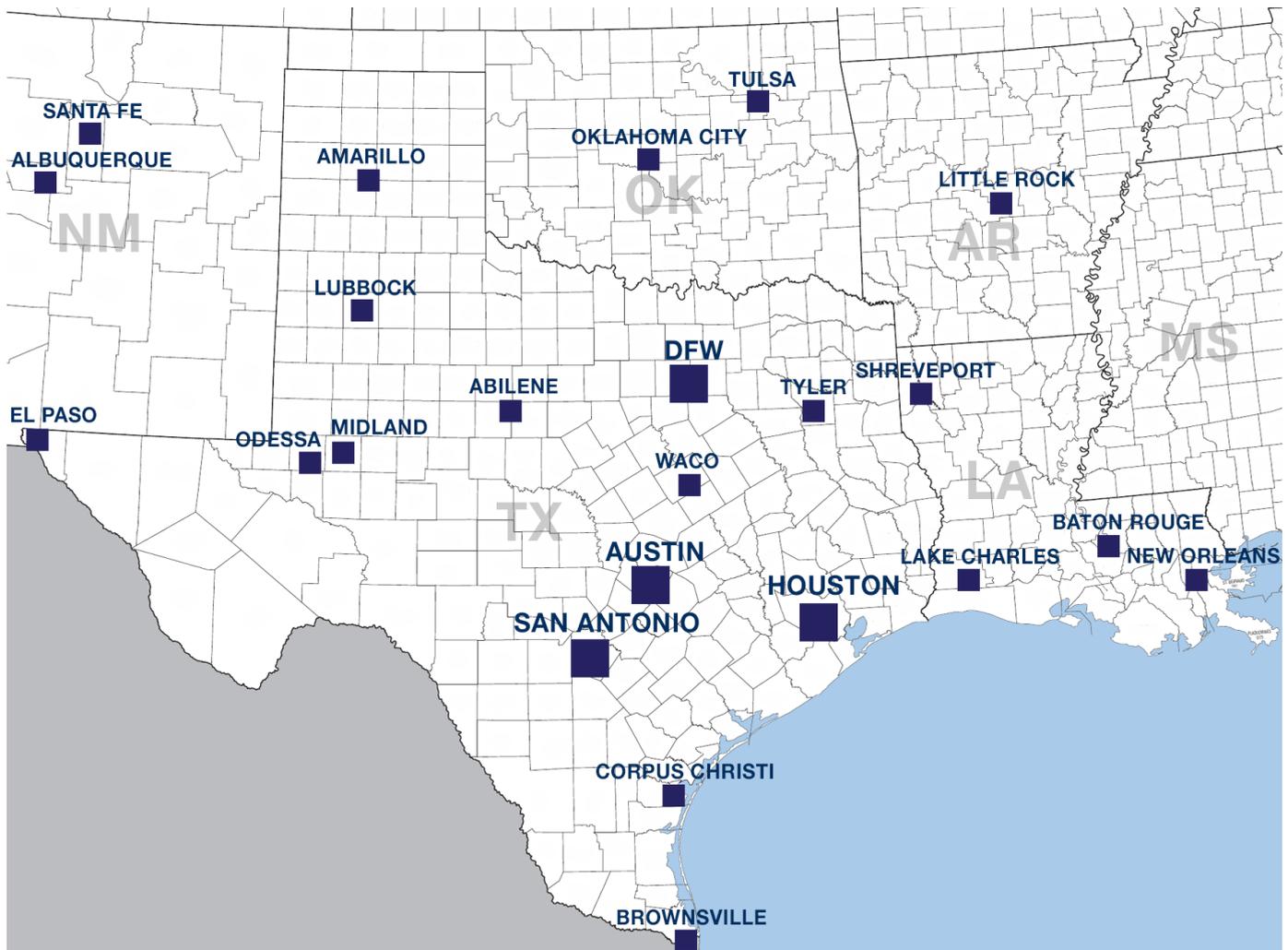
In addition, Texas has more Fortune 500 companies than any other state. If Texas were its own country, it would be the 10th largest in the world and the 5<sup>th</sup> largest oil and gas producer. In short, that's why we call the Lone Star State our home base.

We seek those same growth patterns as they translate to retail real estate. Texas continues to lead the nation in job growth as the economy matures. As consumer sentiment stabilizes, the housing growth matures, the low cost of living prevails and capital markets stabilize, The Retail Connection is poised to be a key player in this current real estate cycle and beyond.

## TEXAS IS BIG AND GETTING BIGGER | TARGETED MARKETS

The combination of Texas' economic conditions, its geographic location, natural resources, infrastructure, population trends and even its fair weather have created the perfect opportunity for retail real estate, which should far outpace the rest of the nation in the coming years.

As more people flock to Texas, more opportunities in real estate arise. Our major metropolitan cities work together, providing a synchronized balance of industry—but with distinct personalities. Each encourages growth and stability without any real direct competition with each other. At The Retail Connection, we see great things happening in Texas and encourage you to be a part of it.

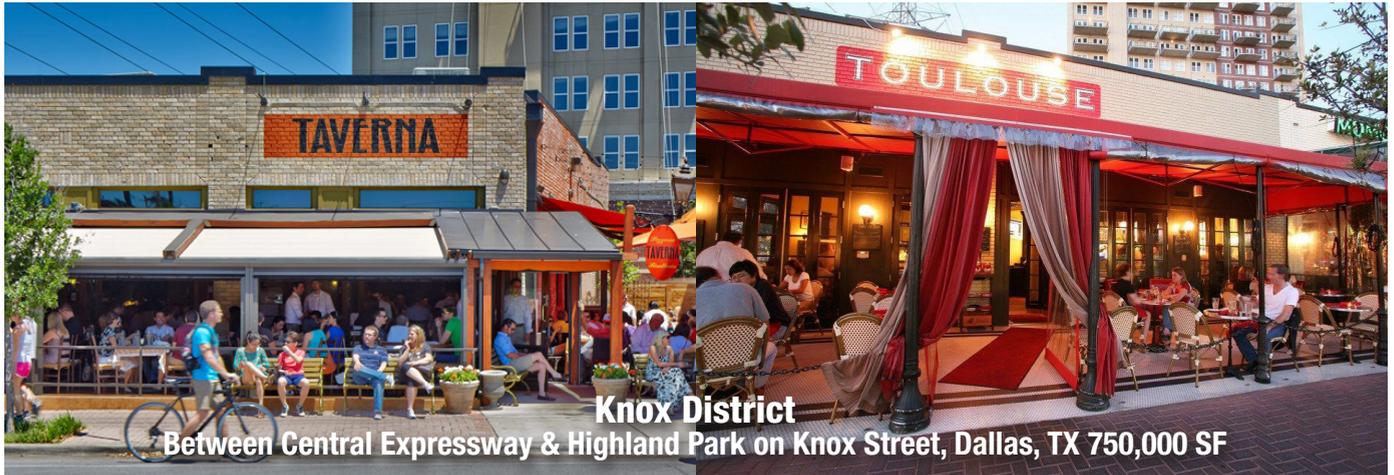


# CONNECTED ACQUISITION | ECONOMIC OUTLOOK ON TX

## 2015 Census Top 25 States As Compared to Major Texas Metropolitan Areas

1	California	39,144,818
	<u>Texas</u>	<u>27,469,114</u>
3	Florida	20,271,272
4	New York	19,795,791
5	Illinois	12,859,995
6	Pennsylvania	12,802,503
7	Ohio	11,613,423
8	Georgia	10,214,860
9	North Carolina	10,042,802
10	Michigan	9,922,576
11	New Jersey	8,958,013
12	Virginia	8,382,993
13	Washington	7,170,351
	<u>Dallas-Fort Worth</u>	<u>7,102,796</u>
14	Massachusetts	6,794,422
15	Indiana	6,619,680
16	Arizona	6,828,065
	<u>Houston</u>	<u>6,656,947</u>
17	Tennessee	6,600,299
18	Missouri	6,083,672
19	Maryland	6,006,401
20	Wisconsin	5,771,337
21	Minnesota	5,489,594
22	Colorado	5,456,574
23	South Carolina	4,896,146
24	Alabama	4,858,979
25	Louisiana	4,670,724
	<u>San Antonio-Austin Corridor</u>	<u>4,384,935</u>

# CONNECTED ACQUISITION SERVICES | PROJECTS



# CONNECTED ACQUISITION SERVICES | PROJECTS



**Willowbrook Plaza**  
SEC SH-249 & Gessner Road, Houston, TX 385,000 SF



**Quorum Plaza**  
SWC Belt Line Road & Quorum, Addison, TX 80,000 SF



**Village on the Parkway**  
SEC DNT & Belt Line Rd., Dallas, TX 360,000 SF

# CONNECTED ACQUISITION SERVICES | PROJECTS

**SOLD 04.2015**



**Towne Centre Plaza**  
NWC N. Mesquite Dr. & Centre Dr., Mesquite, TX 94,109 SF

**SOLD 10.2017**



**Big Box Redevelopment**  
SWQ Loop 410 & US 281, San Antonio, TX 120,000 SF



**Hulon Pointe Shopping Center**  
SWC Hulon Street & Oakmont Boulevard, Fort Worth, TX 174,783 SF



**Shackleford Crossing**  
I-430 & South Shackleford Road, Little Rock, AR 573,000 SF

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