Deal Making Guide

Prepare Your Community For Retail Opportunities
Why Retail?
There’s opportunity in retail.
   11% of North American jobs are in retail.

There’s money in retail.
   In 2016, North American retail brought in 4.8 trillion dollars.

There’s community in retail.
   Retail provides a “third space” from home and work — it’s not just a place to shop, it’s a place to meet, break bread, and connect.

What is a Deal Making Event?
ICSC deal making events, designed to facilitate deals and connections across all aspects of retail real estate, are a prime opportunity to expand your professional network. Deal makings take place in large spaces with exhibitor booths, tables, and/or kiosks. Professionals walk the deal making floor to network, explore new business opportunities, meet the competition, and make on-the-spot deals.

Public, Meet Private
More retail development deals happen at ICSC deal making events than in any other forum. That’s because ICSC has:

• Over 50 annual deal making events
• Over 70,000 members, including shopping center owners, developers, managers, investors, retailers, brokers, and public officials
• Discounts for the public sector attendees

Public-Private is Win-Win
Public-private partnerships are often the reason that projects break ground. They create an environment of collaboration between two partners, and this mutual buy-in of a project lends itself to enhanced productivity and success.
Three Steps for Deal Making Success

1. Make Appointments in Advance
   • Make and confirm appointments before attending a deal making event
   • Overscheduling is better than under-scheduling—meet with as many developers, brokers, and retail contacts as possible
   • Use ICSC.org to view attending companies and identify and research possible partners—many retailers have specific site selection criteria
   • Have permission to market specific opportunity sites from the property owner

2. Know the Specifics
   Use technology (invest in an iPad) and/or bring one-page, leave-behind fact sheets to market your sites. No matter your method, memorize and include the following information (don’t forget to include your contact information):
   • Location of the development site in relation to the available population
   • Access provided by the existing public transportation, street, and highway infrastructure
   • Traffic counts on adjacent streets and nearby arterial thoroughfares and highways
   • Market or trade area demographics for the development site
   • Permitting process and development timelines
   • Population within the primary trade area (cultural diversity, households owned vs. rented, average household income, spendable income, etc.)
   • Major employers or large institutions in the trade area
   • Any other community-specific information that might attract development
   • Available incentives—financial and otherwise
   • Activity generators that attract customers and drive traffic to area

3. Package Your Community
   • Prepare an “elevator pitch”—you’ll typically have 5-10 minutes to make an impression
   • Present your website data in a visual way—know what information your targets seek and make it easy for them to find
   • Pick the top five most active sites to market that are ready for development
   • Consider exhibiting your community at deal making forums or other events
   • Many ICSC events have a dedicated P3 Pavilion or you may seek out available territory in other areas of the exhibit hall that you find attractive to your mission

For more information about ICSC’s community development and deal making events visit www.icsc.org or call +1 202 626 1408.