

**Wednesday, October 23, 2019
3:30 PM – 4:45 PM**

Workshop 6

**Do Not Pass Go, Do Not Click-and-Collect \$200
How Omni-Channel/Internet Sales Are Changing the Retail Real Estate Industry and Why Failing to Keep
Up May Cost You Lots of Real (Not Just Monopoly) Money**

Kenneth S. Lamy, CRRP, CRX
President and CEO
The Lamy Group
1303 West Causeway Approach
Mandeville, LA 70471
kslamy@thelamygroup.com

Nadav Ravid
President and Managing Partner
Ravid Law Group
601 South Figueroa Street, Suite 4400
Los Angeles, CA 90017
nravid@r-lg.com

- I. Introduction
- II. Gross Sales Definition
 - A. Landlord Perspective: Every sale that has any connection to the physical store.
 - B. Tenant Perspective: Not all sales are equal. Some sales through omni-channel should be treated differently.
- III. Omni-Channel Hot Button Issues
 - A. Retailers' Development and Use of Technology to Track Sales
 - B. Reporting Gross Sales vs. Paying Percentage Rent
 - C. Internet Sales Returns
 - D. Click-and-Collect Sales
 - E. Ship-From-Store Sales
 - F. In-Store Technology Used to Create Additional Internet Sales
 - G. Customer Shopping Patterns (Customers Purchase New Merchandise at Stores)
- IV. Use of Gross Sales Information
- V. Lease Requirements (Registration, Recording, Reporting, Record Keeping) and Audit Rights
- VI. Conclusion