

# Deal Making Guide

## Prepare Your Community For Retail Opportunities



### Why Retail?

There's **opportunity** in retail.

In 2020, there were a total of 114,958 shopping centers in the U.S. representing over 7.5 billion square feet of gross leasable area, which is 40% of total U.S. retail leasable area. (Source: CoStar Realty Information Inc.)

There's **money** in retail.

In 2020, retail real estate sales in the U.S. were \$5.9 trillion or roughly 28% of U.S. GDP. (Source: U.S. Census Bureau, U.S. Bureau of Economic Analysis, ICSC Research)

There's **community** in retail.

67% of U.S. adults say having the ability to visit physical stores makes them feel more connected to the brand and comfortable with the products they purchase. (Source: ICSC COVID Impact Survey, April 2021)

### 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.

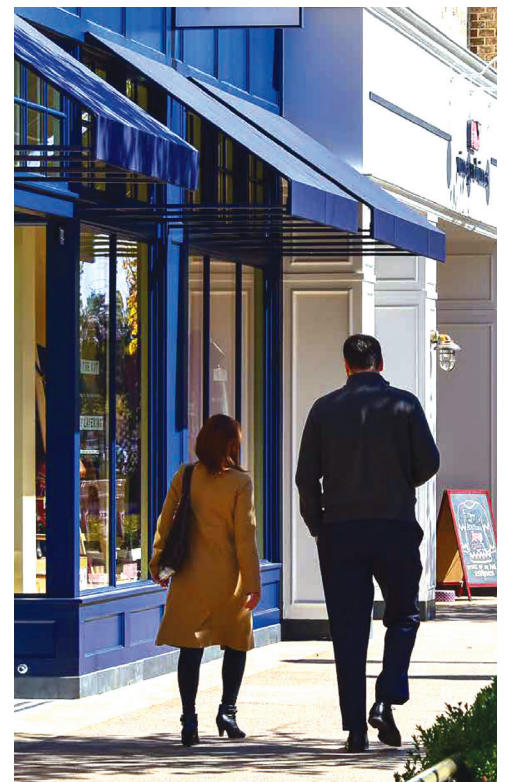
### Public, Meet Private

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.com 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

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## 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

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## 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