



# TSCG PROFILE<sup>2018</sup>



Only RETAIL  
everything RETAIL<sup>®</sup>

PARTNERSHIP, TRUST & FRIENDSHIP  
ENDURE WAY BEYOND THE TRANSACTION

[theshoppingcentergroup.com](http://theshoppingcentergroup.com)

Project Leasing  
Retail Market Service  
CONSTRUCT  
SUPERVIS  
Technology  
EVOLUTION  
Investment  
Services  
RESEARCH  
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& RESTAUR  
Consulting  
Surplus Property Di

## COMPANY OVERVIEW

### VISION

It is our vision to preserve and grow a multi-generational retail real estate services platform with a strategic approach to geographic expansion and the unremitting ability to adapt in a swift fashion to the changing economic environment in our areas of activity.

### MISSION

Our company was founded on the principles and dedicated to the doctrine of providing the highest level of service possible to our clients. We measure our success by that of our clients. Exceed Expectations. Be the Best.



## COMPANY OVERVIEW

### PROFILE

The Shopping Center Group, LLC  
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Privately Owned Limited Liability Company  
Georgia  
USA  
1984

### DESCRIPTION

Since 1984, The Shopping Center Group (TSCG), with over 200 experienced professionals in 20 offices, has provided a full assortment of retail real estate advisory services to landlords, developers, investors, financial institutions and retailers throughout the United States. These services include: project leasing, property management, investment sales, development consulting, construction supervision, receivership, acquisition advisory services, tenant representation and surplus property disposition. Our people are our biggest strength and our biggest differentiator. Unlike most of our competitors, most of our associates either began their careers at TSCG or entered our program very early in their careers. As such, they have typically gone from trainee to trainer, all along with the “uncompromising” values and “client first” philosophy that has made us the industry leaders that we are. With 20 offices nationally, TSCG has an unparalleled commitment to local market presence. An extensive research and GIS department, state of the art technology and always doing what’s right for the client, as opposed to what’s “expected” in the industry, further differentiates TSCG. Our business model is unlike a typical “services operation”. Our differentiators include our commitment to real opportunities of ownership in the company (over 1/3 of our associates have an equity stake in the company), training (almost all of our associates work in teams that promote mentorship and partnership), and strong and effective leadership (board of directors, active C-level management, managing directors leading each division, leasing directors directing the quality control and efficient operation of all leasing people, as well as seasoned department heads of property management and property management accounting).



## COMPANY OVERVIEW

### OUR SERVICES

Our services include project leasing, property management, investment sales, development consulting, construction supervision, receivership, acquisition advisory services, tenant representation, receivership and surplus property disposition, each supported by an experienced GIS and research team. This diverse platform of expertise allows us to provide our clients, both landlords and tenants, with the best service and best results possible.

### LANDLORD SERVICES

#### PROJECT LEASING

Our team currently leases a portfolio of 65+ million square feet of retail space. The project leasing teams works closely with the landlord to develop a vision for the property, leveraging extensive market research, analysis, relationships and experience. That vision provides the roadmap for the execution of all leasing and marketing efforts, that while fluid, include the creation of a merchandising plan, prioritization of a target list and ultimately culminate in the team identifying prospective users by leveraging long-standing industry relationships, cold calling and canvassing within the local market. Of equal importance is a communication plan which the team will develop to meet the needs of the landlord client. Our conscious decision to not develop, own, or even joint venture properties as a company, positions us to achieve total objectivity and avoid conflict with our clients.

#### PROPERTY MANAGEMENT

Our team provides a full array of services including on-site inspections, tenant relations/retention, budgeting, accounting and reporting, construction management, market research and vendor quality and price management. With a portfolio over 10 million square feet, our success is the result of applying our resources, talent, experience, and best practices to effectively maximize our client's return on investment.

#### DEVELOPMENT CONSULTING

Utilizing the company's experience and relationships developed over the last 30 years in the retail real estate industry, The Shopping Center Group's focus for retail consulting engagements include a trade area analysis of the current trade area and future market trends, a property analysis to understand the layout of the land and development status. Additionally, we will research similar projects to determine success stories, create a merchandising plan leveraging market research and analysis, provide input into retail site plan fundamentals, as well as provide input into revenue and expenses related to the proposed retail merchandising.

#### INVESTMENT SALES

Our Investment Sales Group delivers institutional sales and advisory services to our clients with dedicated professionals in New York, Miami and Atlanta. From pre-marketing due diligence through closing, our team's proven methodology assures a transaction process that exceeds expectations. In addition, the team provides an array of capital markets services to our clients – from valuation of existing portfolios and supporting asset strategy to assisting with debt and equity capitalizations. Our company focus on Retail ONLY is a competitive advantage allowing us to create a supportable "marketing story" to generate investor excitement. We are unique in our ability to bridge tenant specific knowledge about your property with local leasing and tenant market knowledge. This knowledge translates into value – communicating the stability and potential of the property and surrounding market, what tenant rents should be, what tenant is a potential backfill candidate, and how competitor shopping centers are doing in the trade area.

#### CONSTRUCTION SUPERVISION

Our construction management team has completed single shop space tenant build-out up to major property renovation and redevelopment. Additionally, in a number of cases due to client requirements, our team has used union labor.

#### RECEIVERSHIP

As a court-appointed receiver, we assume control of property assets in order to protect and preserve the real estate collateral on behalf of interested parties. As properties become stressed, these interested parties seek third party resources with the knowledge and proficiency to preserve, and in some cases create, asset value in a very challenging market.

#### ACQUISITION ADVISORY SERVICES

As an operating platform with unparalleled market knowledge, our clients turn to us to assist them in underwriting broadly marketed investment opportunities. Additionally, we work with a number of clients to source and underwrite off market acquisition opportunities.

## COMPANY OVERVIEW

### TENANT SERVICES

#### TENANT REPRESENTATION

Our tenant representation group exclusively represents over 420+ retailers and/or restaurants, ranging in size from Starbucks to Costco. Our team of experts provides our clients with unsurpassed local market knowledge complimented by state of the art technology and exceptional service. We possess the relationships, information, awareness and perspective to properly analyze, scrutinize and conceptualize all opportunities with a dedication to exceeding the expectations of our clients.

#### SURPLUS PROPERTY DISPOSITION

The disposition of surplus property is an often overlooked and undervalued element to a retailer or restaurant's ultimate expansion and repositioning programs. Our program is designed to accelerate excess property dispositions by lease, sale or termination of a leasehold interest by leveraging in-house relationships with national retailers, property owners and a nationwide network of brokerage firms. Our team is currently engaged in the disposition of several million square feet of retail properties and excess space throughout the United States.

### SUPPORT/ OTHER

#### GIS & RESEARCH

Our company employs over 30 GIS and research specialists validating our commitment to providing the best available products and services for our clients. We combine state of the art technology with seasoned and skilled personnel to run and customize the programs and collateral necessary to assure quality analytics and presentations. Our research team participates in training events several times during the year, ensuring that we remain "cutting edge" as it relates to new technologies and advanced mapping and design software.

#### CHAINLINKS

ChainLinks is the leading retail-only real estate services network in North America with 60 offices serving America's premier retailers, landlords, and investors. TSCG is a founding member and remains actively involved in the organization having served on the board, as well as various committees and councils. Combining the representation of the various member firms, ChainLinks exclusively represents over 1,500 retailers and over 200 million square feet of retail space. For our clients, it means we have direct access to any retailer or landlord in North America, as well as unsurpassed local market knowledge regardless of geography.



## COMPANY OVERVIEW

### COMPETITIVE ADVANTAGES

**RETAIL ONLY, SINGLE OPERATION PLATFORM** – Without the distraction of multi-disciplinary activities such as office, industrial, multi-family or residential, our associates are able to focus on one thing, RETAIL. We're not set up as a franchise nor as an affiliate of a bigger company, but simply one company. By design, that allows us to fulfill on our commitment of a seamless platform for service and consistency our clients have come to rely upon.

**AN ADVISORY COMPANY WITHOUT THE DISTRACTION OR LIABILITY ASSOCIATED WITH INVESTMENT AND DEVELOPMENT** – Whether it's as a result of problem loans and defaults or the personal liability and risk that accompanies the investment and development process, it is virtually impossible for a company that invests in and/or develops real estate to truly act as a fiduciary on behalf of a third party client. We don't and therefore, we can.

**LOCAL MARKET KNOWLEDGE WITH A REGIONAL PERSPECTIVE AND A NATIONAL AWARENESS** – Our area of activity spans from New York to south Florida, over to Mississippi and up to Kentucky. We believe you simply can't fake local market knowledge. The only way to truly have local market knowledge is by having people that live, work and play in the market on a full-time basis. Operating throughout the Eastern U.S., we are able to understand emerging patterns and trends throughout our markets. Further, as founding and very active members of ChainLinks Retail Advisors, which operates in 60 offices throughout North America, we have the ability to spot emerging patterns and trends globally and share that insight with our associates and our clients.

**UNSURPASSED RESEARCH, GIS AND MAPPING CAPABILITIES** – Our company is constantly integrating new and innovative technology to achieve best-in-class data and analytic capabilities. The company and its associates leverage this information with tools that are designed to more effectively and efficiently meet the needs of our clients. As a company, we are obsessive when it comes to state of the art research, GIS and mapping. In fact, we have 30+ mapping people in the company located throughout our footprint that analyze market information that is utilized by our professionals that benefit our clients. Our validation on our commitment to research and technology is being implemented by our director of innovation & technology, whose vision is an integrated technology platform, producing state of the art marketing, proprietary research and analytics for our clients and team members.

**A CULTURE OF SERVICE, NOT SALES** – Many service companies focus their efforts on "selling" to clients. They often recognize their people with awards like "salesperson of the month." We don't equate production with how well we sell our clients, but rather, how well we service our clients. Our solution to validating on this commitment has been to make our people stakeholders in our company by granting them partnership in the company. Currently, of the 200+ people in the company, over 1/3 are shareholders. Additionally, partnership is given and not purchased, which entitles a partner to distributions of profits, along with a real stock value that the company will repurchase in the event of retirement, death or disability. Most importantly, partnership is not limited to agent associates, but is also granted to GIS professionals, office managers and administrative assistants.



## COMPANY OVERVIEW

**A structured and effective services model** – The typical business model of a services company is to have generalists that are not only crossing property types but also business lines; i.e., tenant representation, land sales, leasing, and investment sales. Additionally, there is no executive level direction and leadership that monitors their associate's performance when it comes to servicing clients. We have chosen a different and more effective path. TSCG has two separate and distinct business lines; landlord services and tenant services, each governed and operated independently.

The landlord services group is led by Sam Latone (co-CEO) and geographically under the direction of our directors of leasing, as well as our director of property management and director of property accounting. Our directors of leasing are responsible for leading, directing and managing a dedicated leasing staff and working with them to create and execute strategic leasing and merchandising plans for their leasing assignments. Similarly, our property management group is led by a 20-year veteran director of property management that works with our property managers at the strategic operational level. Each of our larger market offices has a senior level property manager that is responsible for the day to day operations of a portfolio of property. Property management accounting is centralized in Atlanta, under the direction of our director of property accounting with a full complement of staff accountants and accounting assistants that support the property manager from a financial perspective. Moreover, both the director of property management and the director of property accounting are managed by our chief operating officer who is a CPA.

The tenant services group, which currently represents 420+ retail and restaurant chains, is under the overall direction of David Bimbrey (co-CEO) and locally under the direction of our managing directors and market leaders. For our landlord services group, it affords us immediate direct dialogue with the retailers represented by our tenant representation group. Although it doesn't mean we can get a retailer to go into a space that is not right for them, it does allow us to understand why a no is a no, and how to potentially turn a maybe into a yes.

Beyond our differences from our competitors with respect to our management structure, all of our people are 100% focused on retail and within retail, our people are specialists, focusing on one business line. Our leasing people, lease; our property managers, manage property; our tenant representatives, represent retailers; our investment sales people, sell properties.



## COMPANY OVERVIEW

### WHAT OUR CLIENTS SAY

“ASB engaged TSCG to manage and lease our Braelinn Village property located in Peachtree City, Georgia, in January 2008 at a time when the property was suffering from the effects of the national economic turmoil, compounded by the need for capital investment. Shortly after engaging TSCG, we initiated a major property redevelopment effort valued at nearly \$10 million. TSCG played a critical role in the pre-development process by: helping us conceptualize the plan; managing the architects and consultants; interfacing with city officials; and selecting the General Contractor. During the re-development construction period, TSCG did a wonderful job overseeing the General Contractor, completing the project on time and on budget. TSCG’s leasing team did a masterful job keeping tenants in-place during the re-development period and has consistently generated a strong pipeline of legitimate tenant prospects. TSCG’s management team has always provided first-class work product consistent with our institutional requirements and is always available to answer special requests when needed. I trust you will find TSCG to be a real extension of your in-house asset management team just as we have.”

**H. J. Darcey**  
Managing Director  
ASB Real Estate Investments

“Starpoint Properties engaged The Shopping Center Group’s leasing advisory team to assist in the repositioning of a retail asset in a dynamic metro Atlanta submarket. After carefully studying the trade area, that included consumer lifestyle demographics, retail trends, competitive retail landscape, retailer sales, etc., the leasing advisory team created the vision for the repositioning of the center and developed the step-by-step plan for engaging the retail community. After careful planning and disciplined execution, the vision was realized and the efforts of TSCG have enhanced the value of the center.”

**Evan Farahnik**  
CEO  
Starpoint Properties

AEW has been very pleased with our decision to hire The Shopping Center Group. To date, TSCG has met or exceeded our expectations regarding leasing, managing, and reporting for the shopping centers they manage on our behalf, while helping support AEW’s asset management team in Boston. The professionals at TSCG are very personable, enthusiastic and hard working, which contributes to the success of these assets. I look forward to continuing to work with TSCG in the future.

**John Miller**  
Vice President  
AEW Capital Management”

“I have worked with the management, accounting, and leasing teams of TSCG since early 2006 on projects located in Georgia and South Carolina. Work has involved due diligence assistance through acquisition. Excellence is displayed at every level of their team, from the top down and the bottom up. It has been a pleasure to work with them, as they are consummate professionals, serious in purpose, and focused on client service and value enhancement.

Property management and leasing are especially difficult in this challenging economy. TSCG comes to work every day, with a positive attitude, balanced with a necessary sense of humor, and one clear objective – client service. Simply stated, they are a pleasure to work with, and I trust them completely as real estate professionals, financial stewards, and as a representative of the owners we serve.

I can make only one recommendation – hire them!”

**Lawrence R. Zipf**  
Managing Director  
CBRE / FAMECO

“TSCG’s leadership group has created a culture conducive to teamwork and success. As a whole, the company is productive, pro-active, and professional. The experience has exceeded my expectations.”

**David Dieterle**  
ShopCore Properties

“The Shopping Center Group has managed a 68,744 square foot retail center for Prudential Real Estate Investors since 2009. TSCG is both responsive to ad hoc inquiries and diligent in their monthly reporting submissions. In addition, their leasing team has an excellent understanding of the market and tenant interest.”

**Gerard Norcia**  
Senior Investment Associate

“It is rare to find a partnership of this caliber, and Phillips Edison & Company would highly recommend the TSCG team for any disposition assignment.”

**Jason Klier**  
Director of Dispositions  
Hutensky Capital Partners

There is no doubt that Anthony and his team are committed to doing the best job possible in order to get superior results for their client while conducting a fair process with the utmost integrity. We at Sterling, unconditionally recommend Anthony and his team for anyone’s shopping center disposition needs.

**Brian Kosoy**  
CEO  
Sterling Organization



TSCG LANDLORD  
SAMPLING



Deutsche Asset  
& Wealth Management



TSCG TENANT  
SAMPLING



## TSCG OFFICE LOCATIONS



## CORPORATE CONTACTS

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References available upon request