

Marketing and Leasing Strategies for Retail Properties (MKL404) Learning Objectives

Lesson 1: Getting Started

A real estate manager's knowledge of retail shopping center characteristics and economic factors is necessary for the development of an effective marketing and leasing plan. A property manager must be able to identify shopping center characteristics and the typical duties of the management and leasing staff.

In this lesson, you will learn how to:

- Identify various shopping center types
- Identify retail property alternatives and the advantages and disadvantages of each
- Describe typical duties of the management and leasing staff

Lesson 2: Understanding Retailers

Real estate leasing agents and managers need to understand retail business so that they can identify the best tenants for the shopping center and structure advantageous lease deals. This includes understanding the different types of retailers and aspects of merchandising.

In this lesson, you will learn how to:

- Categorize retailers as anchor, chain, franchise, or independent
- Calculate key figures such as profit margins, markdowns, turnover, and store feasibility

Lesson 3: Positioning Your Shopping Center

An accurate market analysis allows the leasing agent and real estate manager to set appropriate lease rates and identify the target market in order to meet the property owner's goals and objectives. A leasing agent and property manager must be able to understand and conduct a market analysis to position the shopping center within the context of the local market.

In this lesson, you will learn how to:

- Determine the property's trade area
- Select which retailers would have the most success at the center based on demographic and psychographic data
- List important features to capture as part of a property analysis
- Conduct a comparison grid analysis to establish the market rental rate for the subject property

Lesson 4: Achieving the Right Tenant Mix

The right tenant mix and placement contributes to the success of the shopping center. The leasing agent and property manager must determine the optimal tenant mix and placement.

In this lesson, you will learn how to:

- Place tenants in the shopping center to achieve maximum synergy and best tenant mix
- Analyze business, reputation, operations, and financial strength to determine which retailer will contribute most to the success of the center
- Calculate the potential financial benefits of a lease buyout

Lesson 5: Marketing the Shopping Center

The success of the shopping center depends on the real estate manager's ability to develop and implement an effective marketing and leasing plan and a tenant retention program. The marketing and leasing plan will include tactics and materials for marketing the shopping center, and a tenant retention plan to reduce turnover.

In this lesson, you will learn how to:

- Determine which key message will be most effective
- Identify positives and negatives considering best practices in marketing tactics
- Calculate commission schedules
- List best practices for resolving tenant complaints

Lesson 6: Making the Deal

Negotiating favorable lease terms can maximize the financial outcome for the owner. The property manager must identify major lease provisions and clauses and their impact on the property's financial health.

In this lesson, you will learn how to:

- Identify major retail lease types and common provisions
- Determine the financial impact of concessions
- Compare retail leases to determine the best value
- List best practices for lease renewals



Lesson 7: Marketing to Shoppers

Real estate managers can improve relationships with tenants and meet ownership goals by driving traffic to the retail property. It is important to understand the techniques for promoting shopping centers to retail customers.

In this lesson, you will learn how to:

- Critique promotional materials
- Identify trends in retailing and their impact on retail property management