

RSA

INTRODUCTION

Retail Street Advisors is a Dallas-based boutique consulting and brokerage firm specializing in retail real estate opportunities and relationships.

We help retailers, restaurants, hospitality groups, and specialty brands advance their real estate strategies with a focus on intuitive analytics, collaborative market insights, brand visibility and reach, and total cost of ownership.

Our diversified experience across all aspects of the commercial real estate and retail business enables us to accelerate site discovery and selection for your brand.





CAPABILITIES + BENEFITS

Capabilities

- + Strategic Planning – Positioning & Expansion
- + Real Estate Portfolio Diagnostics
- + Market & Situational Analysis
- + Site Identification & Evaluation
- + “What-If” Financial Modeling/Scenarios
- + Design & Construction Advisory
- + LOI & Lease Negotiations
- + Lease Restructure & Dispute Resolution

Benefits

- + Decades of Best Practices & Lessons Learned
 - + Represented by Principals versus Entry Level Associates
 - + Access to Relevant Transactional & Sales Data
 - + Tailored Deal Structure Based on Business Objectives
 - + Competitive Concessions, Allowances, & Landlord Work
 - + Enhanced Positioning within Project Trade Area
 - + Reduced Exposure to Expense Escalations & Lease Hazards
 - + Established Network of Business Support Services
 - + Accelerated Results & Achieved Target Occupancy Costs
 - + Effective Relationships with Real Estate Owners & Developers
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Diverse Experience

50+

YEARS COMBINED

- + Strategic Planning
- + Site Selection
- + F+B Advisory
- + Retail Leasing
- + Project Management
- + Marketing + PR
- + Negotiations
- + Asset Management
- + Luxury Retail
- + Mixed-Use Programming
- + Investment
- + Real Estate Operations

Market Insight

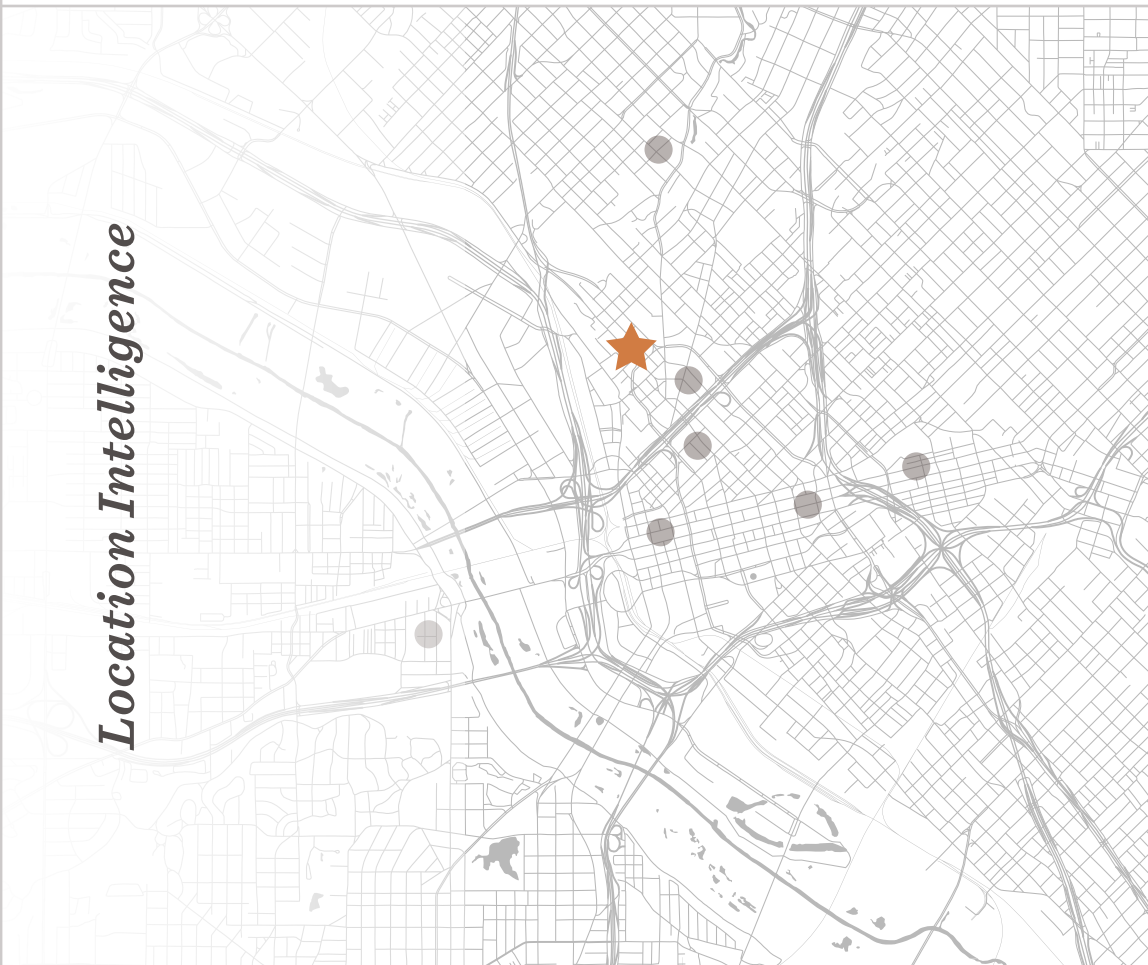


Established Network

RSA

- + Debt & Equity
- + General Contractors
- + RE Developers & Brokers
- + Local Government
- + General Contractors
- + Advertising/PR
- + Attorneys
- + Architects
- + Creative Agencies

Location Intelligence



REPRESENTATIVE CLIENTS & NOTABLE WORK

Clients

- + 2nd Street USA
- + 801 Chophouse
- + Big Guy's Chicken & Rice
- + Cotton Island
- + Crushcraft Thai Eats
- + Culinary Connection
- + Dish Society
- + Drybar
- + Ella Bleu
- + Felipe Armenta
- + JourneyFit
- + Khao Noodle Shop
- + Knife Steakhouse
- + La Tarte Tropezienne
- + Max's Wine Dive
- + Mesero
- + Mexican Bar Co.
- + Mont Blanc
- + Morely
- + Niwa Japanese BBQ
- + Perry's Steakhouse
- + Pink Pedi
- + Reddy Vineyards
- + Royal Blue Grocery
- + SBBC Hospitium
- + Sushi Zo
- + Terra Mediterranean Grill
- + The Astorian
- + Well Cattle Co.
- + Woodhouse Day Spa

Notable Work

- + 18 | 8 Men's Salon
- + Ballet Burn
- + Blatt Beer & Table
- + Blue Martini
- + Blue Sushi
- + Cinco Taco
- + Core Power Yoga
- + Cork & Pig Tavern
- + Edoko
- + Fernando's
- + Fireside Pies
- + Hopdoddy
- + Hugo's Invitados
- + Jasper's
- + L. Barlett
- + Lombardi Family Concepts
- + Melanie Gayle
- + Miniluxe
- + Onward Reserve
- + Onyx Nail Bar
- + Orangetheory Fitness
- + Pax & Beneficia
- + Scout & Molly
- + Pacific Table
- + Saint Bernard
- + The Biscuit Bar
- + The Capital Grille
- + The Douglas
- + The Gent's Place
- + The Ginger Man
- + Union Bear
- + Unit Skin Studio
- + Vandelay Hospitality Group
- + West Elm
- + Whistle Britches
- + Williams Sonoma Home

*Positioning is finding the right parking
space inside the consumer's mind and
going for it before someone else takes it.*

— LAURA BUSCHE

RECENT CLIENTS

*Your brand is a story unfolding across all
customer touch points.*

— JONAH SACHS



Mesero



THE WOODHOUSE
day spa®




THE
ASTORIAN



Perry's
STEAKHOUSE & GRILLE®



knife



pink pedi

OUR TEAM

Aaron G. Stephenson — FOUNDER, PARTNER



Aaron Stephenson has been involved with many different aspects of the commercial real estate industry, including: retail leasing & merchandising strategies, place-making fundamentals, planning & design advisory, management consulting, feasibility analysis & market insight, and brand/project repurposing + repositioning initiatives.

Through various engagements and positions, Aaron has had the opportunity of working with: Deloitte & Touche, The Hahn Company, Simon Property Group, Edens & Avant, Prentiss Properties, Hillwood Properties, VanTrust Real Estate, JP Morgan Asset Management, Bank of America, KDC, DDR, RealFoundations, The Karahan Companies, Forest City Enterprises, Inland Western REIT, Invesco, Starwood Retail Partners, AMLI Residential, Gables Urban, Behringer, Provident Realty Advisors, Beck Ventures and Post Properties. This broad exposure

to diverse and dynamic projects has allowed Aaron to provide comprehensive solutions that extend beyond traditional project advisory and leasing activities.

Most recently, Aaron has been focused on: Baywalk in Rowlett Texas where he is involved with the planning and retail strategy of a waterfront restaurant collection; Frisco Station in Frisco, Texas, where he is assisting multiple developers with retail programming, merchandising, and leasing initiatives; Circle T Ranch in Westlake, Texas, where he is advancing pre-leasing efforts on behalf of Hillwood; and, Granite Park where he is assisting Granite Properties with retail feasibility studies for future phases, and re-merchandising initiatives for existing phases - including The Boardwalk and Granite Park Six.

Aaron has a Bachelor's Degree in Real Estate from Baylor University, and an MBA in Information Systems Management from Baylor University.

John Giesler — PARTNER



John Giesler has extensive representation expertise with restaurateurs and specialty retailers in the United States and Europe. He also has provided in-depth analysis for corporate clients and real estate development projects.

John's tenant representation and site selection clients include:

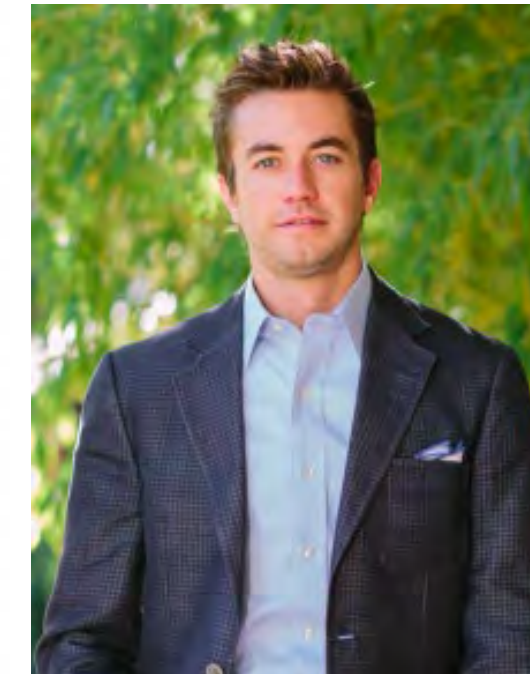
Brian Grille, Cafe Express, The Capital Grille, Laduree, La Madeleine, and Restaurant Unlimited's Palomino Euro Bistro. Specialty retail clients include: Alexander Julian, Bally Fitness, ESPRIT, Guess, Bacardi, The Kreiss Collection, Mont Blanc and Peacock Alley.

In the project advisory segment, customers include: Argosy Gaming, Ashford Hospitality Trust, Crescent Real Estate Investment Trust, the City of Dallas Economic Development Office, Credit Suisse / First

Boston, Equitable Real Estate, Forest City Enterprises, Granite Properties, The Hampstead Group, Hillwood Properties, KDC, Towne Properties, JP Morgan Asset Management, Trammell Crow Residential and TrizecHahn Shopping Centers.

John attended Southern Methodist University in Dallas and is a graduate of The University of Texas at Austin, with a Bachelors of Journalism degree, School of Communications. John is a longtime member of the International Council of Shopping Centers. He has served as a board and committee member for City of Dallas and is active with the Dallas Architecture Forum, Preservation Dallas and various other civic and cultural institutions.

Brian Adams — PARTNER



Brian Adams brings a wealth of expertise in site selection, commercial transactions, and hospitality-related business practices to Retail Street Advisors. He has represented a diverse set of restaurateurs, retailers, hoteliers & real estate developers, and is also an active partners in multiple hospitality-related ventures. Recognized as a market leader in brand development, positioning, and growth strategies, Brian often finds solutions where others may not think to look.

Brian attended Southern Methodist University as a Hunt Leadership Scholar to study real estate finance at the Edwin L. Cox School of Business, as well as foreign languages & literatures (he is fluent in Spanish and proficient in Italian). Brian also earned an MBA at University of Missouri's Robert J. Trulaske, Sr. College of Business and served on the Board of Directors of its Alumni Association.

Brian is currently working on a variety of dynamic projects, including Circle T Ranch with Hillwood, Legacy Central with Regent Properties, West Urban Village with StoryBuilt while simultaneously helping multiple hospitality groups with their expansion and real estate strategies. Brian is a member of the International Council of Shopping Centers, and both the Texas and the Greater Dallas Restaurant Associations, and is also an initiate of the Chaine des Rotisseurs — the world's oldest and largest food and wine society.

Aside from real estate & retail, Brian's passions include hunting, fishing, and collecting & restoring first editions of titles by his favorite authors. He is a founding board member of both the Helping Friendly Foundation and the Dallas chapter of the Society of Young Philanthropists.

Annabelle Heady Garces — PARTNER



Annabelle Heady began her real estate career working for Lincoln Property Company as a leasing professional and partnering with Vintage Equities, L.P., an affiliate of Heady Investments.

Annabelle has spent the past several years building her portfolio working as a local wardrobe stylist for esteemed clients such as Neiman Marcus, DSV, Stanley Korshak, JC Penney, Mary Kay Cosmetics, D Magazine, and Women’s Wear Daily, and has worked in television as a prop stylist for the new “Dallas” television series.

Her experience in retail has provided Annabelle with a strong understanding of the shopping center industry, fashion trends and what influences consumer behavior. Her extensive fashion and market insight add another dynamic to the RSA platform, which supports better merchandising decisions and solutions.

Annabelle has been instrumental in the success of the following mixed-use developments: Preston Hollow Village, The Shops at Willow Bend, Trammell Crow Center, Water Street, 2000 Ross and Snider Plaza.

Annabelle graduated from Westmont College in Santa Barbara, CA, where she received her degree in Political Science.

Thank you.

