



Elite Commercial
6013 South Redwood Rd. UT 84123
T. Wayne Middleton– Principal Broker
(801) 918-5501 twayne@utahelitecommercial.com

50 WAYS TO LEASE YOUR SHOPPING CENTER

1 "For Lease Signs"

One of the least expensive, most productive, but most overlooked methods for leasing space, is a sign placed in the vacant store. Shopping center owners who go to great lengths to hide a vacancy behind "filled" display windows are only kidding themselves, as far as customer perception is concerned, and often make it easier for their leasing personnel to forget the existence of the vacancy. Conventional "For Lease" signs only do half the job. Large creative, but attractive signs are capable for making a strong pitch to passing traffic on the selling features of your location. Leasing signs in store windows have exposure to thousands of customers. Some of these could be potential prospects. Try to have your "For Lease" sign state the square footage of the store and the dimensions, if possible. Place "space available" signs on your center's sign banner to achieve highest visibility.

2 Putting Your Pylon To Work

Pylon signs can often be used to accommodate a leasing sign. Your message should be brief and to the point. Thousands of motorists will read, and hopefully call, about your vacancy.

3 Looking For Leads - Canvassing The Best Approach

Prospecting for leads is certainly not new to the leasing game, but it is a concept that is rarely used effectively in leasing retail space. Canvassing shouldn't be done on a hit or miss basis, but should be implemented in an organized, well-planned way. It should be an ongoing program and a specific responsibility that is assigned to a specific person within your organization. The "prospector" should be required to make a certain amount of contacts within a specific period of time. Careful planning and scheduling of the prospector's time is vital to the success of the program. A detailed account of prospective tenants should be kept for future follow-up and reference. The "canvasser" should be provided with a thorough leasing package containing basic leasing information that can be left with the prospective tenant. Canvassing in the "Fuller Brush" method, it works

4 Let Your Fingers Do The "Leasing" Through The Effective Use Of Yellow Pages

A Yellow Pages Directory can be an excellent source in providing potential tenants leads, particularly when used in conjunction with an organized leasing program of telemarketing and mass mailings. The Yellow Pages are broken down into category (use). They quite often list all of the retailer's locations and usually the size of the ad is an indication of the aggressiveness of the retailer.

49 The Analog Method:

Visit centers in nearby towns with similar demographics to your center. If they're doing well in that location they could do well in your location too

50 If All Else Fails, Call Us

If you've tried all of the above and you still can't lease your center, call

Elite Commercial (801) 719-0900

With over 50 years combined experience, our team members can find a way to solve your leasing problems