

TOWN OF  
**QUEEN CREEK**  
ARIZONA

# Commercial Real Estate Broker Town Center Parcel

May 16, 2012



# Background

- The Town acquired two parcels totaling 17-acres in the Town Center.
- The Town Council authorized the purchase of an additional 3.63 acres adjacent to the 16-acre parcel.
- Despite all of the commercial development over recent years there still exists a void in entertainment opportunities.







# Background

- Council directed staff to issue an RFQ for a Commercial Real Estate Broker to effectively market the Town owned site.
- Staff evaluated the proposals and scored each based on qualifications and experience.
- Phoenix Commercial Advisors was chosen as the preferred broker.



# **MARKETING PRESENTATION**

## **for**

# **Future Mixed-Use Entertainment District**

**Presented To:**  
**Town of Queen Creek, Arizona**



**Presented by:**  
**Zach Pace**  
**Greg Laing**

## ABOUT PHOENIX COMMERCIAL ADVISORS

Phoenix Commercial Advisors was formed in 1996 and is based in Phoenix, Arizona. The company specializes in retail commercial brokerage throughout the state of Arizona, providing landlord and tenant representation, investment, and redevelopment services to local and national retailers, developers and property investors. Phoenix Commercial Advisors is recognized as not only the most dominant retail brokerage firm in Arizona but also as one of the most dominant retail brokerage firms in the United States. As the clear market leader in retail leasing, Phoenix Commercial Advisors exclusively representing  $\pm 20$  million square feet of shopping centers and  $\pm 75$  regional and national retailers and investment sales (net-leased and multi-tenant). No other firm comes close to matching these figures.

Phoenix Commercial Advisors is a member of ChainLinks Retail Advisors, the premier network of real estate professionals focused on serving the needs of the retailing community. Membership consists of offices in over 50 U.S. cities providing PCA's properties national exposure.



**60+ Nationwide Locations**





## TENANT REPRESENTATION

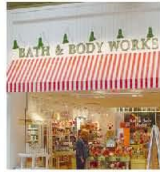
Phoenix Commercial Advisors is the strongest tenant representation company in Arizona, currently representing approximately 70 regional and national retailers. We are especially strong in the initial roll-outs of retailers expanding into Arizona working with the retailers in strategically planning an attack program to give their stores the optimum opportunity to be successful. We continually strive to provide the best technology (aerial, mapping, etc) information in the market to support decisions on locations.

### Retailer Roll-Out's in AZ with PCA:

- Washington Mutual
- Staples – 46 stores since 1992
- Bed Bath & Beyond
- buybuy Baby
- Sprouts
- Fresh & Easy – 56 transactions since 2007
- Kohl's
- Bass Pro Shops
- In-N-Out Burger
- Chick-Fil-A
- Children's Learning Adventures
- BevMo!
- Golf Galaxy



# TENANT REPRESENTATION



We've helped produce amazing results for some of the nation's best-in-class brands. And, for over 15 years, we are honored to continue these extraordinary relationships with over 75 regional and national retailers.



# LANDLORD REPRESENTATION



## landlord leasing capabilities

Leasing assignments are handled with a complete, custom-designed marketing program. Our approach is very comprehensive and includes:

- ◆ Establishing a marketing plan & timeline
- ◆ Preparation of property promotional materials
- ◆ Cold calling, cold calling and more cold calling!
- ◆ Outside broker cooperation
- ◆ Direct mail & e-mail solicitation to a vast, current database
- ◆ Targeted marketing aimed at appropriate tenants for a new location or relocation based on GIS mapping results
- ◆ Tenacious follow-up
- ◆ Tenant and/or purchaser qualification
- ◆ Negotiation of lease or sale documents
- ◆ Closing and post-closing attention to detail
- ◆ Reporting

**Phoenix Commercial Advisors  
has leased  
±30 million square feet  
in Arizona**

## development brokerage capabilities

Development brokerage has historically been a strong focus of Phoenix Commercial Advisors. Although the market has changed, there remain select, long-term development opportunities to identify. Phoenix Commercial Advisors addresses retail development opportunities with brokers and agents that are skilled and experienced in identifying development sites and/or representing tenants in new development projects. We follow housing trends closely to forecast future development/redevelopment opportunities and identify specific sites. We are well-schooled in what retailers need to get new development sites approved and have the in-house capabilities to put together the information they need to receive the necessary committee approvals. Our retail relationships are incomparable in the Arizona brokerage community. These relationships are key in the success of many of these developments. Our current list of projects includes numerous neighborhood, power and strip centers throughout the Arizona market.

# GATEWAY PAVILIONS – NWC 99TH AVE & MCDOWELL RD, AVONDALE





# SUPERSTITION GATEWAY – SWC/SEC SIGNAL BUTTE RD & US 60, MESA

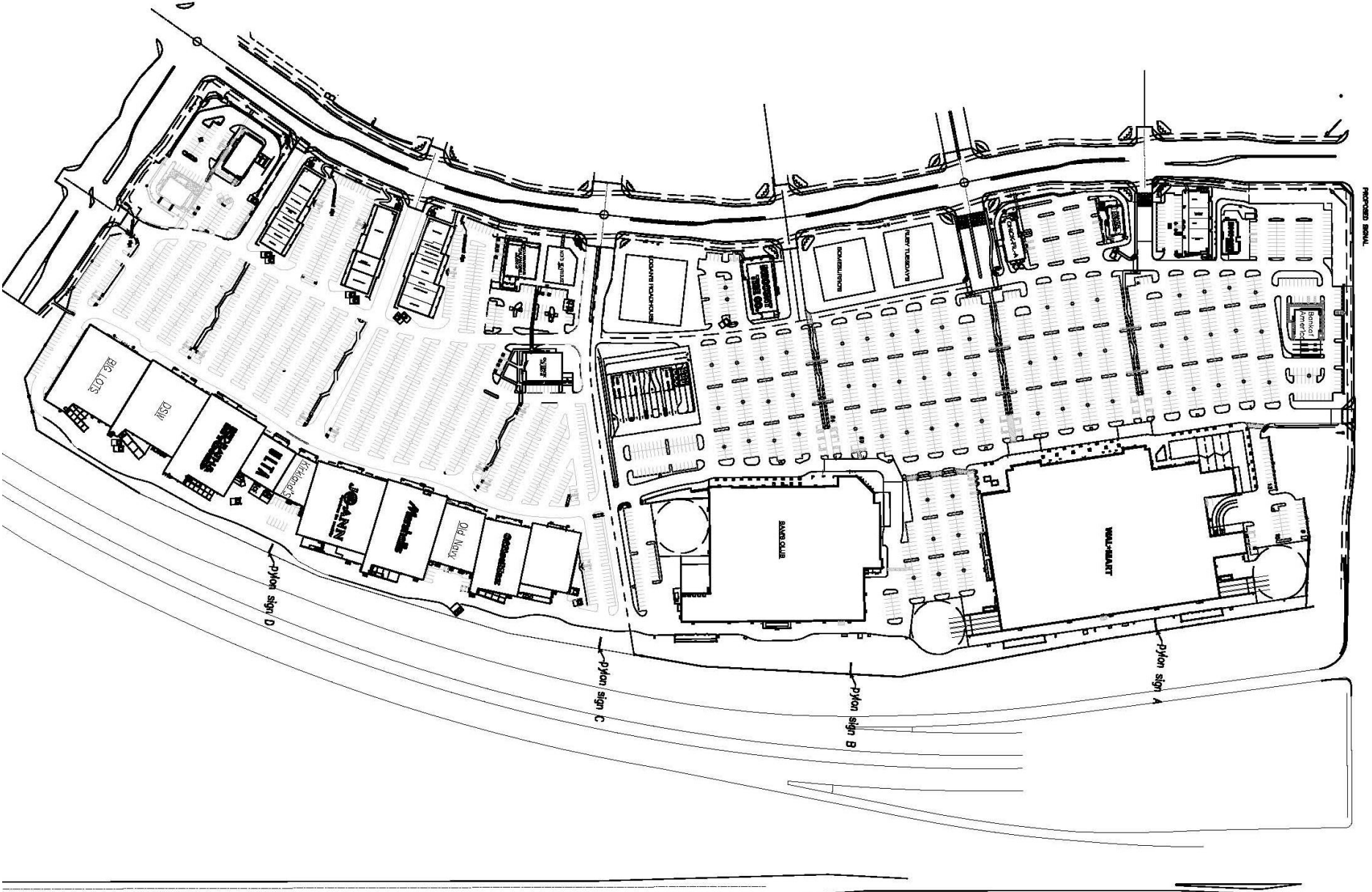




# SCOTTSDALE 101 – SWC SCOTTSDALE RD & LOOP 101, PHOENIX



# SANTAN MARKETPLACE – SWC LOOP 202 & WILLIAMS FIELD RD, GILBERT





Questions?