CASE HUFF CHRONICLE

"THE COMMERCIAL PROPERTY SPECIALISTS"

- Special Events
- Advertising

ABOVE & BEYOND

SPECIAL EVENTS

Filling a retail property with tenants and keeping its appearance at an optimum level are just a couple of steps that can be taken to contribute to its success. There is also much that can be done to help tenants thrive after they arrive. "Isn't that *their* responsibility", some may ask? It is true that a property owner is not required to make special efforts to "market" its tenant's businesses, however, experience has shown that an owner's efforts in helping to organize property-wide marketing pay off in the success, and loyalty, of the owner's tenants. Consider one suggestion:

Host Special Events

- An outdoor market
- A car show
- Live music

Market the Event

- Local Direct Mail
- Social Media
- On-site Signage
- Local Leadership

Sound like a lot of work for a busy property owner? Much of this can be organized by an effective property manager.

PICTURED ABOVE: (from left to right) Steve Jaffe and Bill Hardy (of BH Management), John Lewis (Mayor of Gilbert AZ), and Tim Huff (Case Huff President) pose for a photo during the ribbon cutting ceremony at the Gilbert Town Square Twilight Market Grand Opening on November 5, 2014.

This 8½" x 5½" glossy postcard produced by Case Huff was sent to 5,000 local residences in advance of the grand opening event.

ABOVE & BEYOND continued

ADVERTISING

Another way to contribute to the success of a retail center is by promoting special offers for the goods and services provided by tenants. This can be accomplished by direct mail and through social media. A coupon postcard mailer is often the most effective in broadly reaching those in a specific geographic location, such as the families in the local neighborhood - the most likely customers of your tenants (examples shown at right also produced by Case Huff).

How can this strategy be accomplished? Several important steps are needed:

- **Funding:** Production and mailing costs can be defrayed through a marketing fund built into an annual CAM budget, allowing the tenants to contribute to a common advertising program.

- **Design:** An effective property management team communicates thoroughly with each tenant to finalize the special offers each may wish to include. Case, Huff and Associates also provides design services, creating an appealing look with the appropriate visual cues to indicate the function of the mailer to the recipient.

"Successful tenants ...successful property"

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