The Greenberg Group, Inc.
Real Estate Advisors to Leading Retailers

90-DAY APPROACH

From first conversation to signed lease, **The Greenberg Group** follows a disciplined 90-day approach. This process ensures alignment with CEO and CFO priorities, accurate market intelligence, and CFO-ready decision support.

PHASE 1: ALIGNMENT & DISCOVERY (WEEKS 1–3)

- Kickoff session with CEO/CFO + leadership team.
- Review current pipeline, lease expirations, and growth targets.
- Define decision criteria (sales benchmarks, OCR thresholds, risk guardrails).
- Establish reporting cadence and success metrics.
- *Deliverable: Executive Brief — alignment on goals, decision filters, and target markets.*

PHASE 2: MARKET & SITE INTELLIGENCE (WEEKS 4–6)

- Run trade area forecasts and cannibalization models.
- Benchmark occupancy cost ratios vs. peer brands and local comps.
- Create adjacency/competitor maps for target markets.
- Shortlist sites with projected sales + rent target ranges.
- *Deliverable: Market Dossier — ranked sites, forecast bands, and risk analysis.*

PHASE 3: NEGOTIATION & VALIDATION (WEEKS 7–9)

- Initiate landlord conversations for shortlisted sites.
- Apply walk-away discipline on economics outside guardrails.
- Stress-test terms (TI, CAM, co-tenancy, renewal options).
- Model sensitivity (base, downside, upside) for each site.
- *Deliverable: Negotiation Brief — side-by-side economics with CFO-ready rent targets.*

PHASE 4: DECISION & EXECUTION (WEEKS 10–12)

- Present final site package (3–5 options, board-ready scorecard).
- Recommend preferred site(s) with risk/ROI clarity.
- Support LOI execution and final lease negotiation.
- Build transition plan for ongoing monitoring and future site expansion.
- *Deliverable: Expansion Plan — actionable, numbers-driven, and board-ready.*