HOUSE VS. OUTSOURCE

This framework helps CEOs and CFOs evaluate whether to resource retail expansion in-house or outsource to a partner like **The Greenberg Group.**

KEEP IT IN-HOUSE	OUTSOURCE TO A PARTNER
Scale justifies overhead (portfolio >150 stores, multiple openings/renewals each year).	*Emerging growth brand (10–150 stores, rapid expansion but lean corporate team).*
Dedicated real estate team with forecasting, lease, and negotiation skills.	*CFO discipline required: need occupancy cost ratios and forecasts tied to board/PE expectations.*
Proven internal process: repeatable site selection model + analytics tools in place.	*Flexibility: scale activity up or down without fixed overhead.*
Market stability: mature markets where speed and consistency matter more than exploration.	*Negotiation leverage: access to multi-brand leverage and market data in-house teams don't have.*
Budget predictability: organization comfortable carrying fixed costs (salaries, benefits, infrastructure).	*Strategic white space: expanding into new geographies where expertise and landlord relationships are limited.*

HYBRID OPTION

Some brands maintain a small internal team for coordination and outsource the heavy lifting (site forecasting, landlord negotiation, portfolio reviews) to TGG. This keeps overhead low while ensuring data-driven, CFO-ready decisions.

THE GREENBERG GROUP'S ROLE

- Provides the analytics, benchmarks, and negotiation leverage of a large in-house team, without the fixed cost.
- Acts as a fiduciary partner — we work for the brand, not the landlord.
- Adapts to scale, from 1 relocation to 50 new sites.