



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

MEASURE VALUE LIKE A CFO

● BROKER ● TGG

4.8X
ROI

The TGG ROI Model gives CEOs and CFOs a clear, numbers-driven way to measure the value of retail expansion. Instead of relying on landlord

projections or broker assumptions, this framework converts site economics into CFO-ready outputs: occupancy cost savings, negotiation uplift, and portfolio efficiency. The result is a simple calculation that proves how TGG delivers lower rent, reduced risk, and stronger returns compared to traditional in-house or broker-led approaches.

INPUTS (CFO CONTROLS)

- Annual Expansion Plan: # of new stores + # of renewals.
- AVG Store Sales Forecast: Projected Yr-1 sales per store.
- Target Occupancy Cost Ratio (OCR): % of sales allocated to rent + occupancy.
- Market Rent Benchmark: Typical \$/sf rent for trade areas.
- Engagement Cost: TGG fees vs. cost of in-house/broker.

CORE OUTPUTS

- Occupancy Cost Savings – Δ between CFO-target OCR & actual negotiated OCR (TGG vs. broker vs. in-house).
- Negotiation Uplift – \$ gained from TGG's multi-brand leverage & lease term optimization.
- Portfolio Efficiency – Sales retained or improved via relocation screens & lease-risk avoidance.
- Overhead Avoidance – Cost avoided by not carrying in-house salaries/benefits.

SAMPLE ROI CALCULATION

EXPANSION PLAN	10 NEW STORES
AVG 1-YEAR SALES	\$4M / STORE = \$40M
TARGET OCR	12% (MKT AVG: 14%)
TGG OCR (DELIVERED)	11%
RENT DELTA	BROKER RENT = \$5.6M VS. TGG RENT = \$4.4M → SAVINGS: \$1.2M/YR
NET ROI	SUBTRACT TGG ENGAGEMENT COST (\$250K) → NET ROI = 4.8X