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

RELOCATION SCREEN

A disciplined filter for deciding whether to stay, move, or exit. This screen helps CEOs and CFOs evaluate existing store leases with clarity and objectivity.

1 FINANCIAL PERFORMANCE

- Is the store hitting or exceeding sales-per-square-foot targets?
- Occupancy Cost Ratio (OCR) within benchmark range?
- Are margins sustainable after CAM, escalation, and staffing?
- ***Fail the financial screen = candidate for relocation or exit.***

2 MARKET DYNAMICS

- Is the trade area still strong (population, income, traffic patterns)?
- Have competitor or co-tenant shifts reduced draw?
- Any new corridors or developments pulling customers away?
- ***Fail the market screen = relocation options must be considered.***

3 BRAND STRATEGY FIT

- Does this store format (mall, street, outlet) align with brand goals?
- Is the store cannibalizing newer or more strategic sites?
- Does the location support brand visibility and positioning?
- ***Fail the strategy screen = site no longer supports growth plan.***

4 LEASE TERMS & FLEXIBILITY

- Renewal terms reasonable vs. market comps?
- Options for TI, downsizing, or subletting available?
- Exposure to restrictive clauses or landlord leverage?
- ***Fail the lease screen = opportunity to renegotiate or relocate.***

5 RELOCATION ECONOMICS

- Can a nearby location deliver higher sales at equal or lower occupancy cost?
- Is cannibalization risk manageable?
- Does relocation open new white space for growth?
- ***Positive relocation economics = move recommended.***