



location strategies

Location Strategies is a real estate research company providing retailers, lenders, developers, institutions and municipalities with decision-making research. Location Strategies assists clients with existing asset preservation/optimization and new development.

Location Strategies delivers straightforward, candid and customized research, enabling clients to make informed investment decisions. Partners Greg Kerfoot and Barbara Bruce have over 60 years of combined experience in retail location analysis in retail, development and government sectors. Since opening in 2005, Location Strategies has served more than 50 clients.

Products and services offered by Location Strategies include:

- New Development Feasibility Studies
- Trade Area Analysis and Small Area Penetration Assessment
- Retailer Market Strategy
- Acquisition Analysis
- Portfolio Review
- Marketing Presentations
- Tenant Solicitation Packages
- Center Redevelopment Leasing Strategy
- New Market Identification
- Sales Performance Model Design

Please contact Location Strategies to learn how well-executed site analysis can improve investment decisions for new and existing location assets.

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