



COMPANY PROFILE

2018

HENDON RETAIL SERVICES



HENDON RETAIL SERVICES

ATLANTA, GEORGIA

We lease. We manage. We advise.

OVERVIEW



Hendon Retail Services is a highly specialized retail real estate advisory firm that takes a principal led approach to retail leasing and management. A collaboration between retail industry veterans Jackie Wammock, CRX, CLS, and Charlie Hendon, we were founded on the principals of providing the highest level of service to our clients.

- ▶ **Approach.** Developed as a boutique asset management and leasing firm, we think strategically, work hard, and treat every asset as our own. Our services are full in scope, and include project leasing, property management, accounting, development consulting, construction supervision, consumer and project marketing.
- ▶ **Focus.** HRS is a retail only platform, without the distraction of multi-disciplinary actions such as office, industrial or residential. We are able to focus on what we love, shopping centers. Our experience encompasses all retail center types; grocery, specialty, lifestyle, mixed use, enclosed malls and regional power centers. Our broad background gives us the experience and capability to advise, lease and manage centers from neighborhood grocery to the most complex mixed use environments.
- ▶ **Integrity.** Without the complications of tenant representation, we maintain excellent direct relationships with both the retailer and their broker representatives. This trust is built upon over 25 years of direct, honest communication with retailers and their trusted advisors. Without the perception that HRS is competition, we are collaborators in our retail tenant relationships.

OUR SERVICES



Leasing

Leasing works closely with the owner to develop strategy. Analysis of the center, primary and secondary trade areas, and current tenant mix are combined with our experience and understanding of the center's market position to direct our recommendations for an action plan. Creating the merchandising plan, and executing the strategy is implemented with our long standing tenant relationships.

In today's fast changing retail environment we also canvass the national, regional and local markets seeking new creative retailers. We are experts in navigating transactions from proposal, to letter of intent, to fully negotiated lease. Leasing guides the transaction from initial point of contact to the tenant opening for business.

OUR SERVICES



Management

HRS provides a full service management platform including physical plant inspections, maintenance and management, full service accounting, construction management and tenant coordination, budgeting, vendor supervision and expense control, CAM reconciliations, and tenant audits. Our monthly reports are complete and institutional grade. Property Management works closely with Leasing on tenant retention and budgeting in addition to consumer and project marketing initiatives.

Construction and Development Consulting

HRS utilizes the 30+ year old existing platform and development expertise of Hendon Properties. Our construction and development capabilities extend all the way from single shop tenant buildout to major expansion, renovation and redevelopment.



INDUSTRY EXPERIENCE

SELECT PROJECTS



Conyers Crossroads
(Atlanta MSA)

465,993 sq ft
Kohl's, AMC, TJMaxx, Best Buy, HomeGoods



Mall of GA Crossing
(Buford, GA)

436,765 sq ft
Target, Nordstrom Rack, TJ Maxx, HomeGoods



Meyerland Plaza
(Houston, TX)

960,269 sq ft
Bed, Bath & Beyond, Marshalls, JC Penney, Target, Ross, Stein Mart



Providence Square
(Marietta, GA)

206,823 sq ft
Home Depot, TJ Maxx 'n More



Crossroads Plaza
(Cary, NC)

670,871 sq ft
Bed, Bath & Beyond, Stein Mart, Marshalls, Total Wine, Best Buy, Michaels, Old Navy, Petco



Westport Village
(Louisville, KY)

168,981 sq ft
Local and regional tenants. Bliss Home, Napa River Grill, Summer Classics, Wild Eggs, and Wag 'N' Wash

INDUSTRY EXPERIENCE

SELECT PROJECTS



Hamilton Village
(Chattanooga, TN)

429,325 sq ft

Stein Mart, Dick's Sporting Goods, Walmart Supercenter



Blue Back Square
(West Hartford, CT)

877,000 sq ft

Mixed use urban lifestyle center
Crate & Barrel, REI, Barnes & Noble



Midtown Place
(Atlanta, GA)

256,712 sq ft

Whole Foods, Home Depot, PetSmart



Sugarloaf Marketplace
(Atlanta MSA)

60,223 sq ft

Sprouts, Zoes Kitchen, Chipotle, Hollywood Feed



Buckhead Place
(Atlanta, GA)

135,764 sq ft

LA Fitness, Pier 1 Imports



Dawson Marketplace
(Atlanta MSA)

507,403 sq ft

Kroger Marketplace, Hobby Lobby, Marshalls, Petco, Ulta

SAMPLE KEY TENANT RELATIONSHIPS



SAMPLE LANDLORD/PARTNER RELATIONSHIPS



NEW
MARKET



ACADIA
REALTY TRUST



CHALLENGES AND SUCCESSES



Creating upside through renovation and re-tenanting:

Meyerland Plaza is a dominant infill power center in the heart of a dense Houston submarket. The center, at the time owned by Ronus Properties, was well anchored but contained an outdated movie theater building.

Taking advantage of favorable parking code ratios, we demolished and replaced a physically obsolete 35,000 square foot building with 60,000 square feet of new retail space.

Two new junior anchors and new additional shop tenants added to a diverse tenant mix that draws customers from various demographics and expanded the center's trade area. The center's annual NOI increased by \$975,000.



MANAGEMENT TEAM



Jackie Wammock
Charlie Hendon
Tim Mitchell
Carlos Gonzalez
Jerry Pascual
Norma Greenspan

Principal, Director of Leasing
Principal
Chief Financial Officer
Director of Property Management
Director of Communications
Accounting Manager

CHARLIE HENDON



Charlie Hendon is the Founder and Chairman of Hendon Properties, a real estate development and acquisitions firm headquartered in Atlanta, Georgia, and is a Principal Partner in Hendon Retail Services. Since its inception in 1985, Hendon Properties has developed in excess of one billion of dollars in retail real estate in more than 20 states throughout the country. The company enjoys an excellent reputation nationally as an industry leader in the shopping center business. Hendon Properties partnered with Kohl's department store in 9 out of 15 retail locations, introducing Kohl's into the Atlanta market, and developed the largest power center in Princeton, New Jersey - a 1.1 million square feet facility housing key tenants including Walmart, Sam's Club, Kohl's, Home Depot, Wegman's, and Target. Prior to starting Hendon Properties, Charlie was a commercial real estate broker with Royal LePage and was ranked in the top five in sales for each year there.

In admiration for the culinary community, Charlie co-founded and co-owns Umi, a high end Japanese sushi concept in Buckhead Atlanta; voted in the Top 100 restaurants in the country by Open Table. He and the artistic partnership behind Umi also introduced Himitsu, an exclusive cocktail speakeasy lounge. With equal passion for music, Charlie co-owns Smith's Olde Bar, recognized as one of Atlanta's top music and bar venues. He also owns Madison Studios, a full scale music studio with an associated label called Madison Records. Currently the label has 5 local Atlanta bands signed as well as Tony Lewis of The Outfield signed for a distribution deal.

Charlie has been a member of the International Council of Shopping Centers since 1989 and a member of the Capital City Club since 1986. Previously, he has served on the Advisory Board of Midtown Community Bank and the Board of Directors of The DeKalb County Chamber of Commerce. He also served two three-year terms on the Board of Directors of St. Martin's Episcopal School, where he established and funded the Drama and Spanish Departments through The Hendon Challenge and started, funded, and coached the middle school baseball team.

JACKIE WAMMOCK, CRX, CLS



Jackie Wammock, a Principal of Hendon Retail Services, is a seasoned retail real estate professional with over 20 years of experience in the industry including management and leadership of leasing departments, strategic planning, all aspects of transaction negotiation, and site selection. She has deep experience with all types of retailers from the biggest national players to local mom and pops. Her career has been focused in the principal capacity representing the developer/owner, inclusive of third party representation, but also includes experience as a director of real estate for a national retailer as well as in a brokerage capacity for Walmart and Kohl's.

Jackie began her career in leasing with New Market Development and Branch Properties. Upon joining CNM Associates (which later became Ronus Properties), Jackie was Senior Vice President of the company. She was responsible for leasing department management of a varied retail portfolio that ranged from 3 to 10 million square feet, located primarily in the Southern and Eastern regions of the United States. Notable projects at CNM/Ronus were Mall of Georgia (in partnership with Simon Properties), and Blue Back Square (in partnership with StreetWorks), West Hartford, CT. Due to common company ownership while at Ronus, Jackie also served as Director of Real Estate for Dallas-based Harold's Stores, a national chain of upscale apparel stores.

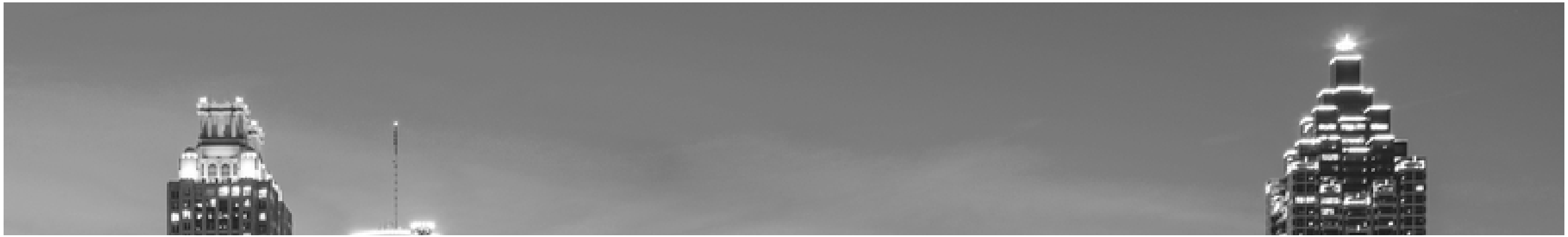
Jackie was also a Vice President with Coro Realty Advisors, a full-service real estate investment and management firm representing primarily European clients. She directed all leasing activities of a 3 million square foot diverse retail portfolio in Atlanta and Florida. In 2015 Jackie was elected to her third term as International Council of Shopping Centers (ICSC) Southern Division Operations Chair, after serving 2 terms as Georgia State Operations Chair. She holds both Certified Retail Property Executive (CRX) and Certified Leasing Specialist (CLS) professional designations.

THE HENDON BRAND



We believe participation in ICSC conferences are an integral tool in maintaining close relationships with tenants and brokers. Hendon attends all major and regional conferences, with booths at Southeast Regional Conference, RECON and New York Deal Making. Our team members have held a variety of local and regional leadership positions, and are frequently invited speakers.

The Hendon name has gained national recognition with the support of the annual Hendon Rocks Party during ICSC Las Vegas. Since its inception in 1996 the annual Hendon Rocks party has grown to over 3,500 invited guests for a night of music, networking and fun. The party has become a staple for the convention, and tickets are highly sought after.



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