

Unlocking your potential



Unlocking your potential

Success in the retail industry demands a strong dedication to top performance in all aspects of business. RCS Real Estate Advisors understands that identifying and maximizing the potential value from real estate assets is a critically important part of that commitment.

Our clients trust us to identify and unlock the potential value in their retail real estate. Intimate knowledge of the retail industry and extensive real estate experience guide us in finding and securing the right locations at the right price, improving the performance of existing retail assets and speedily resolving any real estate problems that may negatively impact business, depending on your situation.

A partnership with RCS Real Estate Advisors instills our clients with a precious professional commodity: confidence. Confidence that our entrepreneurial perspective and innovative approach will achieve positive results and confidence that we are truly committed to identifying and implementing the real estate strategies that will enhance their bottom line.

Our clients rely on us to bring those strategies to life, producing value-added results in expansions, rent renegotiations, dispositions and equity investments from strategy to execution. No other firm offers the RCS Real Estate Advisors mix of proven real estate expertise and dedicated strategic vision.

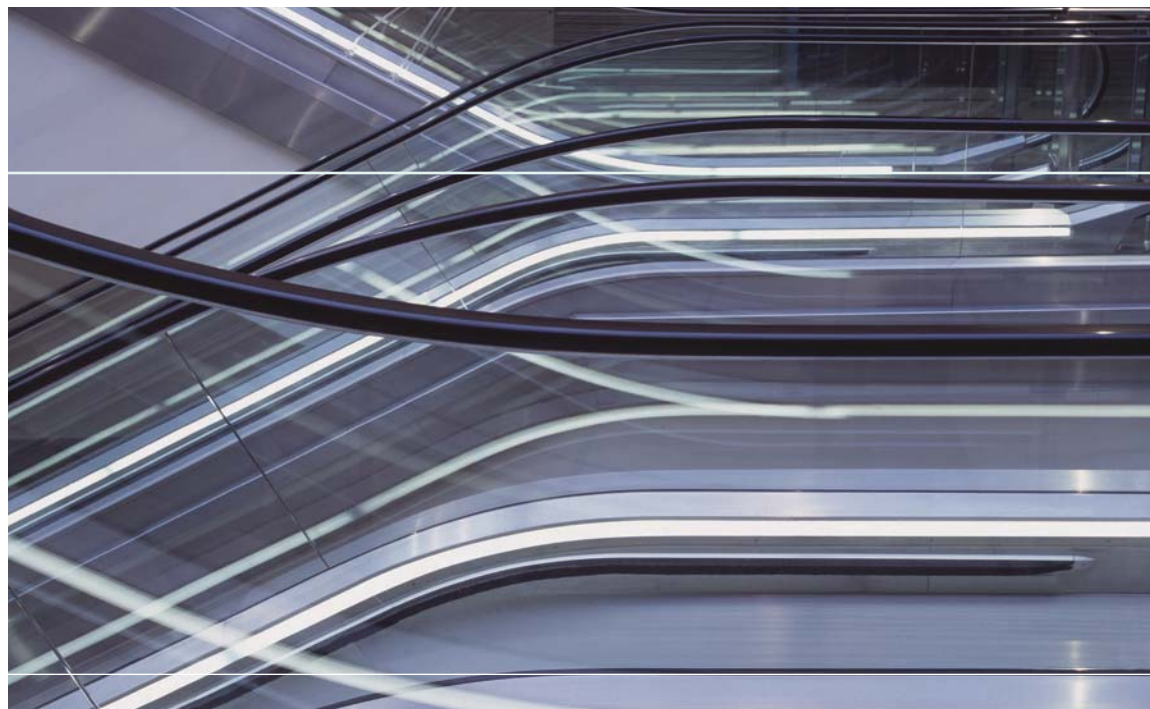


Our unique perspective

Becoming the preeminent firm in our industry didn't happen overnight, and it didn't happen by accident. Our success is based on a unique perspective toward what we do and how we do it.

RCS Real Estate Advisors was founded in 1981 as a real estate advisory firm. Along the way, we have built an extensive portfolio of practical real estate experience that is complemented and enhanced by our close and extensive working relationships with landlords. Our principals, with the benefit of decades of experience in executive retail positions, have applied their retail industry expertise to generate valuable insights, looking beyond cost reductions to identify comprehensive approaches that realize the maximum financial potential of retail real estate.

Throughout our history, we have reaffirmed something else essential to our perspective: a professional approach that prioritizes client service above all else. By making our clients' interests our interests, we have become the partner of choice for leading names across the retail industry—the resourceful, client-focused team they can rely on for results. Whether solving difficult problems with distressed assets or devising new approaches for making real estate assets live up to their financial potential, we continue to set industry standards for excellence while achieving measurable results.



Proven track record

Firms in our business don't survive—or become leaders—with words alone. RCS Real Estate Advisors understands that results are the key to developing long-term relationships.

That results-oriented perspective has helped us create satisfied clients in the retail industry and the financial and investment communities as well as among others looking for the best possible business performance and higher value from their retail real estate.

Trusted relationships

We think and act like a partner, not just a provider. We build our business relationships on a foundation of dedicated professionalism and structure our individualized strategic approach around a thorough understanding of each client's individual situation and needs.

Our creativity and resourcefulness are matched by our commitment to our clients' best interests. We not only determine how best to optimize real estate assets to get the most from a business, we back that proven expertise with exceptional service and personal attention. Firms rely on us for an efficient, hassle-free experience—and for the peace of mind that comes from working alongside a trusted and experienced partner.

Value focus

Containing costs and minimizing risks are fundamental requirements in retail real estate. While others limit their effectiveness by focusing only on a cost-cutting function, we achieve success by seeing the bigger picture and identifying value as the ultimate goal. We provide our clients with powerful insights that address all factors needed to unlock their potential.



What we offer

RCS Real Estate Advisors' proven real estate expertise and comprehensive understanding of the retail industry have enabled us to develop three distinct but complementary practice areas, each designed to add significant value for clients.

Growth and Development

Our Growth and Development practice optimizes the value of a business by building a professional footprint with high-performing real estate assets. We look beyond any single facet of service to recognize and secure the right locations with the right rent and lease terms for each client's unique situation.

Restructuring and Portfolio Optimization

Our Restructuring and Portfolio Optimization practice maximizes the value within current real estate assets. For healthy retailers looking to boost results at lower performing locations, or for distressed companies in need of a complete turnaround, our ability to leverage our understanding of the challenges posed in these situations and call upon our strong relationships with landlords helps us do what is needed to transform underperforming real estate into high-performing assets.

Investment Advisory and Participation

Our Investment Advisory and Participation practice opens the door to realizing attractive financial returns from the untapped value within distressed real estate. By thinking and acting opportunistically, we create new avenues for value creation. As trusted advisors or as equity participants, we identify and execute strategies that transform liabilities into true assets.

Our principals

Ivan L. Friedman, President and CEO

Mr. Friedman has decades of experience in retail management, the ability to see where markets are headed and unmatched negotiation skills. Mr. Friedman remains the driving force behind our track record of delivering results.

Eileen F. Mitchell, Executive Vice President

Ms. Mitchell's background as a senior retail executive allows her to direct the processes and systems that harness the collective experience and insights of our entire team for our clients' individual needs and circumstances.

Spence J. Mehl, Senior Vice President

Mr. Mehl's experience and demonstrated skills across all facets of our business have made him a trusted partner for many national clients. His abilities as an effective negotiator and expert in property dispositions are recognized throughout our industry.

Mitchel S. Friedman, Senior Vice President

As a former investment banker for JPMorgan, Mr. Friedman identifies opportunities to capture more of the value in our clients' real estate assets for better results in retail locations and their firms' bottom line.

Roger D. Burghdorf, Senior Vice President

As a senior executive for some of the biggest developers, Mr. Burghdorf has guided the largest names in retailing in the growth and development of their high-performing retail locations and real estate portfolios. He now works to find more value for our clients.

Warren Kiersh, Vice President

Recognized negotiating skills and extensive real estate knowledge have made Mr. Kiersh a trusted partner for clients in extracting maximum value from distressed assets and securing high-performing retail locations.



**RCS
Real Estate
Advisors**

Innovative Solutions for the Retail Industry

T 877 728 3736

www.rcsrealestate.com