



# Reemergence

NewMark Merrill  
COMPANIES

## NewMark Merrill Companies

Throughout the United States, phased reopenings are beginning which vary state by state and in many cases, county by county. We are grateful and excited to have more of our centers open for business and in turn, serving our communities, albeit in ways that will, at first, take some adjustments.

As we prepare to operate in modified ways and welcome back more stores, employees and customers, we have identified essential elements that will help us bolster customer confidence in a time when many are concerned. Stores and our communities will be introduced to new ways of conducting business to achieve social distancing and reduce the spread of COVID-19.

We are expecting that some customers returning will be very cautious and others may not entirely want to follow new guidelines. Accordingly, customer service, empathy and employee training are more important than ever.



## Wellness Practices

Following best practices for hygiene and social distancing is important to maintain wellness. Accordingly, NewMark Merrill Companies shopping centers will be continuing the following:

- Increased health and safety signage throughout the property to encourage hand washing, social distancing and staying home if currently sick. Similar messaging is included on all digital channels.
- Handwashing reminders will be provided in public common area restrooms. The number of available stalls/sinks will be reduced to ensure fewer people enter at one time.
- Increased custodial servicing with frequent disinfecting of high touch point areas including common area door handles, trash can lids and common area seating.
- Hand sanitizing stations will be placed in common area locations.
- Spacing of common area furniture to encourage social distancing.
- Security and Custodial teams will wear masks to help assist shoppers and will remain visible throughout centers.





# Engage

NewMark Merrill Companies created **ENGAGE**, a program where onsite staff enhance the customer experience with friendly touchpoints. In this new time, we have reimagined the program to attain the same results but with sensitivities in mind as we keep social distance, adorn face masks and create a safe environment for all.



## *Eye Contact*

Make Eye Contact.

## *Notice*

Look around and notice customers. Do they need help?

## *Greet*

Acknowledge customers with a distinctive wave, head nod and say hello. Be approachable but remain 6 ft. from customers.

## *Assist*

Offer directions to a store, provide information, etc. but approach slowly with a safe distance. Keep in mind that it will take time to adjust to the look of face masks. As people make their way out of their homes, we want customers to feel safe shopping and that our staff is exemplary in practicing social distancing.

## *Go Above & Beyond*

While assisting a customer with directions, ask the customer if they would like you to walk them to their destination. If so, continue to walk the customer to their destination with a 6 ft. separation.

## *Experience*

It is important more now than ever, that we create a safe feeling environment for our shopping centers. Continue to seek opportunities to make the customers' visit very pleasant, easy and memorable.



# Retailer Suggestions

As reopening guidelines are issued by the state and local governments – we encourage you to stay up to date with the information that pertains to the location of your store. Below are some suggestions for you to start working on now. . . . .



## Follow Guidelines

- Follow guidelines in your county for mask requirements. Consider providing face masks and gloves to employees. If a mask is required to enter your store, post appropriate signage and have extra disposable masks on hand to accommodate customers who are without one.

## Social Distancing

- Ask employees to maintain social distancing whenever possible.
- Create methods of promoting social distancing in store, for example, with signage, floor decals for queuing, one-way aisles where possible and closures of every other sink/stall/urinal in restrooms.
- Limit the number of customers inside the store, with an employee posted at the front to ensure maximum capacity is not exceeded. Work with property management to create a queuing system outside of your store if necessary. We are able to assist you with these plans. At a minimum, lines outside your store should maintain social distancing and not block views or access to another's store.
- If you are in the personal services, beauty or medical business, consider having customers wait for their appointments in their vehicles rather than gathered in a lobby. Text or call the customer when the last customer has left, stations have been cleaned and your business is ready to service them.
- Rearrange/remove furniture and fixtures to encourage social distancing.

## Mask Wearing

- Encourage customer mask wearing if necessary and remind customers with signage and prompts.

## Go Touchless

- Leverage chip cards and contactless payment systems like Apple Pay and Google Wallet. Sanitize all POS systems regularly. Consider adding plexiglass shields at POS areas separating employees and guests.
- Purchase a non-contact thermometer for employees and/or guests.
- Have touchless hand sanitizers available on sales counters or in other high touchpoint areas.
- Consider propping open doors so handles are not touched as frequently and frequently sanitize door handles throughout the day.

## Disinfect

- Frequently disinfect touchpoints including door handles, changing room doors, fixtures, etc.
- Ensure you have plenty of soap and restroom supplies and encourage employees to wash their hands frequently.
- Clean and disinfect restrooms and breakrooms often. Discourage employees from gathering in groups in breakrooms.





# Food Service Retailers

- Eliminate any self-serve options for food, condiments or drinks.
- Discontinue food sampling.
- Create curbside/parking lot pick up where customers text or call upon arrival and order is brought to the car.
- Seek online ordering and payment.
- Reorganize table seating for social distancing measures.
- Have all food items placed in containers with lids.
- If curbside service in the common areas is part of your reopening plan, coordinate with property management so that we can assist you with the best set up for traffic flow and coordination.

## Marketing *and* Creativity

Now more than ever, leverage your marketing platforms, communicate to customers what you are doing to work on servicing them while helping prevent the spread of COVID-19. Offer them incentives, communicate with all of your email, phone or other lists. Most importantly, thank them and provide them with reasons to keep coming back.

Select shopping center event programs are being reimaged to follow guidelines and requirements when permissible.

As always, please share your marketing communications and programs with us so we can help amplify.



# Marketing Action Items

- Determine your reopening date and social distancing procedures.
- Update public facing messaging to reflect your reopening date and social distancing procedures.
  - Social Media
  - Website
  - Google My Business
  - On premise signage
- Share with shopping center marketing team to take advantage of center marketing assets
- Create a short term reopening marketing plan.
  - What is your customer communications plan?  
Social media, email, text messaging, in-store signage.
  - How will you attract new customers?
  - Create a formal or informal survey to gauge customer comfort levels with your plan?
  - Determine incentives for customers to visit for the first time and return again?
  - Develop standard operations to handle certain scenarios which are likely to come up?  
For example, customers not adhering to your guidelines in store.
  - Train your employees on the new procedures.
  - Be creative in elevating customer service during this time.
  - Will you partner with any groups or organizations that may be mutually benefitted by a relationship with your business?
  - How will you work with your fellow merchants to help? All boats rise!
- Reiterate to employees the importance of customer service and any modified service procedures to maintain social distancing.



# Our Ongoing Support

Our shopping centers will continue to provide merchants with unparalleled marketing resources. In addition to the assets you utilize regularly, see increased efforts related to reemergence that we will deploy:

- Shopping centers will provide easy curbside pick up locations for tenants to utilize in their ongoing operations.
- We will add inspiring signage in the common areas encouraging visitors to wash hands, keep social distance and follow guidelines.
- Shopping center assets are readily available for tenant's free usage. Contact your marketing manager for more information.
- Shopping centers will leverage local business organizations and community relationships to share your reopening messaging.
- We will continue to share your information on social, in weekly email blasts, digital and website platforms. Please continue to send information to your marketing manager.
- Shopping centers will solicit community feedback on center reopening elements and share information.

