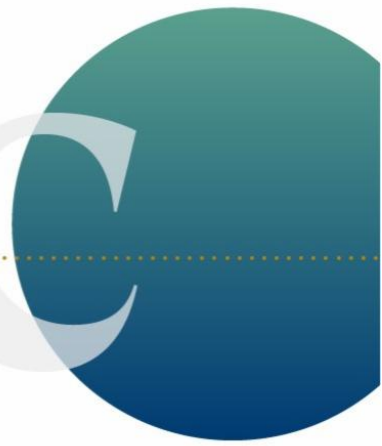


When you Love Shopping Centers, it Shows

Dedicated to Our Communities,
Our Tenants and Our Customers



Dear Merchant,

After a year most of us would like to forget, our community is re-opening, our traffic is returning and our customers want to shop, visit, buy and hopefully reconnect.

We have learned a lot about ourselves, our priorities, and the power of human interaction. We have survived something none of us could have anticipated and we have adapted. The power of the entrepreneurial spirit is stronger than ever. When people ask me what is the one biggest lesson I have learned from this experience, the answer is clear to me: The strong bond that exists between our communities and our local businesses, and the creativity both have to connect. In fact, in one of our recent surveys, 94% of your customers said that supporting local business & restaurants is important and 97% have made 1-6 purchases at locally owned businesses in the last month.

So, what do we need to do to make sure we don't just survive but thrive coming out of this period? How can we ensure OUR businesses not only get our traffic and visitors back but KEEP them?

We think the key to everything is, "**Don't Miss Your Second Opportunity to Make a First Impression.**" How often in life can we reset, step back and start back up, and have people remember what they missed, and give them a fresh look?

A few thoughts to share –

1. When they shut down your indoor space – you provided outdoor pick-up, delivery, and other ways that the customer could connect with you. – Please don't close down those channels. We understand you went from no one coming in, to a lot of traffic, and you are struggling to keep up. But your customers got used to getting their food and goods from multiple channels – indoor, pick-up, delivery. Nothing is more frustrating than calling a place that offered delivery and be told they are too busy to do so, or can't fulfill a take-out order. I have run into this, and it feels like the business is turning their back on you, after surviving together. Keep all your channels open.

2. Make sure you have more than adequate staff to provide great service. – We got used to limiting our expenses and conserving cash to get through the last year, but now is the time to invest in our long-term future. Your customers have been very appreciative of the limits of service during COVID, but now that things are reopening, people are leaving their homes and evaluating how in-person experiences compare to the on-line and delivery operations and choosing which works for them. Don't give them a reason to stay away, welcome them back and invest in customer service. The attached study on the costs of long-lines and service delays highlights this issue:

<https://chainstoragee.com/survey-long-wait-lines-stores-amid-pandemic-may-cost-retailers-100-billion>

3. Your customers are not a transaction. – More than ever, these next few months will cement your long-term relationship with them. We have proven over the last year what we mean to our neighbors and our neighbors have done what they can to support us. Please thank them for coming back. Thank them for their business. Find different ways to stay connected. We will do the same. We are working on elevating the number of events,

outreach, and other ways to let our neighbors know they matter to us.

4. Work on your image: Your physical and virtual image. – Some of your customers haven't been in your space for some time. Clean your windows, make sure your signs are professional, keep your stock well organized, your tables and seating areas attractive. Make sure your website tells your story, and make sure to use all the virtual channels available to you.


5. Stay Healthy – Make sure you and your customers stay safe. Wear a mask, and make sure people who shop in your spaces do too. Now is not the time for people to draw the conclusion visiting you is not safe.

We have put together [Exceeding Expectations](#), a document for you containing some recent data we obtained through our customer surveys as well as ideas for successfully making a second impression and re-opening. We are here to help. We will get through this together, we will welcome back our customers, and in these next few months we will redefine our relationship with our communities and our customers.

Please reach out to me if we can support your efforts, and our property operations and marketing teams will be reaching out to you to share how we can work together.

Thanks again and much appreciation for what you do every day to make a difference.

Sincerely,



Sandy Sigal
President & Chief Operating Officer
NewMark Merrill Companies, Inc.



Another Shopping Center Managed by NewMark Merrill Companies

www.newmarkmerrill.com