

# RETAIL OVERVIEW



*Bringing the world's retail and more to Boston*





# OUR PHILOSOPHY

Bostonians have always known that we live in one of the world's great cities. Now, the rest of the world is seeing it, too, and we at Boston Realty Advisors are uniquely positioned to help retailers find their place here, and anywhere else they want to do business.





*We know Boston's neighborhoods  
and the world's great retailers,  
and bring them together.*

We're Boston-born and bred, with a visionary team experienced in local, national and international real estate, in leasing, capital markets, management and full project consulting. We've worked with the city's leading developers, on their iconic projects, combining uses to make a project whole. Our experts in all sectors — retail, office, residential and more — understand our markets intimately, and collaborate uniquely to enhance assets now and for the long term.





# Retail Leadership



**Whitney E. Gallivan**  
*Managing Director & Partner*

As Head of Retail Leasing and Capital Markets, Whitney Gallivan brings vast experience and in-depth knowledge of global, national and local retailers — and Boston's greatest properties. After spending 10 years with WS Development, she has been a leading consultant in the city working on A-list projects including Shops at Prudential Center, Newbury Collection, Mandarin Oriental Boston, Faneuil Hall Marketplace, Boston South Station, The Castle at Park Plaza, High Street Place Food Hall and Boynton Yards. Her corporate clients have included Rockpoint Group, Boston Properties and Regency Centers.

*"I've always believed that retail is the most dynamic sector in real estate; always evolving as customers' needs change. Finding the newest and best uses to enhance and unite a community especially the one I work and live in, is why I love what I do."*



**Joe Wagner**  
*Director*

A specialist in retail leasing and sales, Joe Wagner has worked on both sides of transactions for Boston's premier retail projects such as The Newbury Collection for Jamestown, Boynton Yards for DLJ Real Estate Capital Partners and Leggatt McCall Properties, and High Street Place for Rockpoint Group. His roster of tenant clients includes Anoush'ella, Broadway Restaurant Group, gorjana, Jaho Coffee, Moose Knuckles, Needham Bank, Semper Laser, The Shade Store, and Urban Axes. All of these relationships are enhanced by his strong background in technology, data analytics and business intelligence.

*"While nothing replaces personal knowledge and relationships in retail real estate, data has opened up new avenues of thinking about the connections between retail centers and their users. Properties succeed when you balance it all."*



## OUR RESULTS

Boston Realty Advisors is the largest Boston-based boutique firm. What sets us apart is our ability to adapt our approach based on the unique needs of each client; leveraging our fluid structure, creativity and resourcefulness, to service our clients in a more responsive and effective way.

# \$75,000,000+

IN RETAIL LEASING AND SALES VOLUME OVER THE LAST 12 MONTHS

## 300+

TRANSACTIONS IN  
THE BACK BAY

## 94%

SUCCESS RATE ON LANDLORD  
LEASE ASSIGNMENTS

## 80+

LEASES SIGNED OVER  
THE LAST 24 MONTHS



# Our Process

We understand your business and our markets — we know what works, what doesn't and what's missing, and bring specialized teams in all sectors together to share their expertise to fill in those blanks.

**The results** are holistic projects that work for their investors and communities, now and for the long term.







A city, a neighborhood or a project don't become great by doing just one thing well. Various property types come together to create a place where people want to be. Retail, in particular, must work with office, which supports a residential community and more. We bring that same integrated philosophy to every client and every assignment, here at home in Boston and around the country.





# Our Projects





# PRUDENTIAL CENTER

BOSTON, MA

The greatest of properties remain great because they evolve with their communities. The iconic Prudential Center, home to 3 million square feet of office space, more than 1,100 rental and condominium residences, and nearly 600,000 square feet in retail is no exception.



ARITZIA

Mackage

Madewell

OLIVER PEOPLES

  
CANADA GOOSE



As the exclusive retail consultant for Boston Properties, Whitney Gallivan brought such A-list retailers and dining options to the property including Eataly, Tesla, Nespresso, Warby Parker, Del Frisco’s, and Under Armour, with more than half of the stores ranking in the top 10% of their chains.

97% committed/leased

\$1,000 psf for average mall sales



# HIGH STREET PLACE

FOOD HALL | BOSTON, MA

A great financial district needs great food offerings, and Boston is no exception. Situated in an atrium adjacent to Boston’s first skyscraper at 160 Federal Street, the location became a unique opportunity to create a food hall to serve the entire area.



Over 50%  
of vendors are woman and/or minority owned

Utilizing our intimate knowledge of the neighborhood’s needs and relationships with award-winning chefs, restaurateurs and food concepts, we brought together a now-flourishing collection of morning to night options including: Mamaleh’s Delicatessen, Fuji at HSP, Daiquiris & Daisies, and Alewives Taproom.



## 2 NEWBURY

BOSTON, MA

2 Newbury, a trophy retail property on Newbury Street in Boston's Back Bay, sold for \$26,750,000 to Stonegate Group. Following the execution of the sale, BRA's leasing team has been retained to offer the 13,500 SF luxury asset for lease, which is available to retail and office tenants for the first time since the 1980's. The luxury apparel company Burberry was in business in the 2 Newbury building beginning in 1984. The iconic asset is at the corner of Newbury and Arlington streets.



*Sitting at the highest profile corner on  
Boston's highest trafficked shopping street*

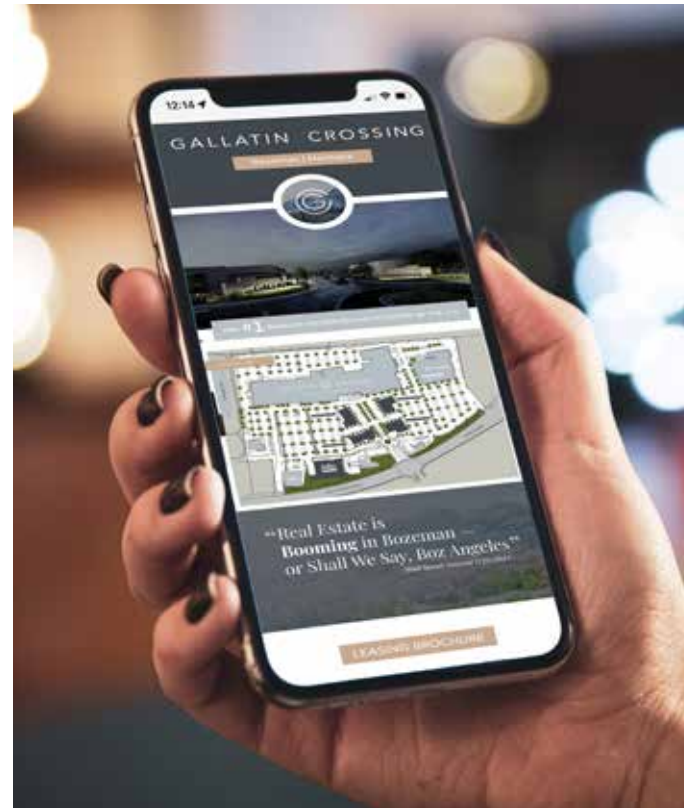




*First Whole Foods  
in Montana*

## GALLATIN CROSSING BOZEMAN, MT

Drawn by a quality of life often ranked as the best in the United States, Bozeman, Montana has seen rapid population growth in its vast trade area (75-mile radius). To accommodate this growth, Gallatin Crossing, its commercial heart, is in the midst of a massive redevelopment into a mixed-use project. Using our knowledge of the highest and best uses for an affluent, educated population, we pursued and signed Whole Foods Market for its first location in the state and other luxury retail, food, entertainment, and amenities, including medical providers and housing.





Boston is a unique city, with unique challenges, but also extraordinary opportunity. Finding the right tenants, locations, landlords or financing requires finding a partner that understands your business, the intricacies of this market, and how to help you expand nationwide. Then, we negotiate the best possible deals for our clients, to ensure that everyone succeeds. We combine vast experience in all real estate sectors, intimate market knowledge, strong analytical capabilities and a commitment to collaboration to find the best solution for your needs, here at home and around the country.



*That's how we help bring the world's business to Boston - and beyond.*





For more information about how the Retail Team at Boston Realty Advisors can help optimize your properties for the future, contact:

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