

LOA works with communities around the country in support of their retail attraction efforts. What we have found time and again is that many organizations continue to struggle to maintain their retail attraction programs because they face the following common challenges:

- Difficulty maintaining an up-to-date vacancy list (getting investors to find your website is hard enough, but outdated vacancy lists are the quickest way to ensure brokers, retailers and investors never return)
- Keeping track of properties that are publically listed and encouraging property owners to list their available spaces (public listings are more likely to attract more interest and therefore higher quality tenants)
- Tracking brokers in order to remain engaged with them and influence their leasing efforts
- Monitoring market rents and asking rent psf (this information provides both new and existing businesses with the information they need to more effectively negotiate competitive leases)

These systemic challenges led us to seek a practical and affordable solution that will help many of the organizations we work with gain traction with their retail attraction efforts, while also saving them staff time and resources that could be more efficiently allocated elsewhere.

How can LOA help you?

Before we get to that...some background. In 2011, CoStar and LoopNet, the two largest online commercial real estate listing services merged, making LoopNet the #1 online commercial real estate service. Seventy six percent (76%) of LoopNet users are tenants and investors, making it a valuable one-stop shop for tenants looking for retail space. **Unfortunately**, a subscription to download LoopNet listings is a \$3,200-\$4,740 annually, a bit too expensive for many small and mid-sized organizations. Because we maintain a subscription to LoopNet, we can track and maintain retail vacancy information for you on a monthly basis for a fraction of the cost of doing it yourself. The reports we provide can be easily uploaded to your website or distributed via email, ensuring that the real estate community, including property owners, brokers and retailers see timely information and look to the BID as a valuable aggregator of market information.

What will you get?

- **Retail Lease Listing Summary Report:** All retail spaces for lease within the district boundaries. This is appropriate for posting on the website and includes broker listing information.
- **Listing Comparison Report:** Also appropriate for posting on website. Does not include broker information.
- **Six-Month Active Report Link:** A link to the report that is live for 6 months, and that can be distributed in real estate newsletters and other email communication.

What will it cost?

- \$80/monthly installment or \$960 annually. If you pay in a single installment, \$860/year, a savings of \$100 dollars.

LONG ISLAND CITY: Properties for Lease

#	Total Space Avail.	Rental Rate	Min Drivible	Max Configur.	Lease Type	Date Avail.	Description	Sublease
1	4,380 SF	\$2.00/SF/Mo	4,380 SF	4,380 SF	Modified Net	Now	4380sf Covered Retail Warehouse Space Near Vernon Blvd, LIC Hunters Point Shopping District Former industrial machine shop with 17 ceilings roll down garage door in front of building and small office, restrooms and changing area in back of space. Owner will allow up to 10,000 sq ft of office space, gym, restrooms, night club, industrial storage, etc. offering 5 year lease with 2 year option with 25% increase for first 2 years. Lease is a Modified Net. Lease whether tenant is responsible only for 75% of the increase of the Real Estate Taxes over the Base Year OUR EXCLUSIVE, CO-BROKERS WELCOME- YOUR TRAVEL PAYS FOR ITSELF	
2	4,000 SF	4,000 SF	4,000 SF	4,000 SF	Now		4380sf Covered Retail Warehouse Space Near Vernon Blvd, LIC Hunters Point Shopping District Former industrial machine shop with 17 ceilings roll down garage door in front of building and small office, restrooms and changing area in back of space	

Retail Lease Listing Summary example

Address	30-44 Ditmars St Astoria, NY 11102	27-10 21st Ave Astoria, NY 11102	30-50 30th Avenue Astoria, NY 11102	27-10 31 AVENUE Astoria, NY 11102	37-10 31 AVENUE Astoria, NY 11102	30-14 Ditmars Blvd Astoria, NY 11102	
Property Type	Retail	Retail	Retail	Retail	Retail	Retail	
Property Subtype	Street Retail	Retail (Other)	Restaurant	Retail (Other)	Retail (Other)	Retail (Other)	
Zoning	C4-2						
Building Size	4,881 SF Bldg	1,234 SF Bldg	6,430 SF Bldg	8,450 SF Bldg	8,500 SF Bldg	8,500 SF Bldg	
Year Built	1927						
No. Stories	3						
Lot Size	9,04 AC					4,000 SF	
APN/Parcel ID							
Space Available	1,800 SF	1,400 SF	1,400 SF	1,400 SF	1,400 SF	2,400 SF	
Asking Rent	\$59.25 (SF/yr)	\$60 (SF/yr)	\$34.25 (SF/yr)	\$60 (SF/yr)	\$60 (SF/yr)	\$47.50 (SF/yr)	
Spaces	1 Space	1 Space	1 Space	1 Space	1 Space	1 Space	
Property Description	Prime Astoria location that has completed a new renovation and delivered as a viable shell. The unit is vacant of approximately 1,500 sq. ft.	The currently vacant retail space has been converted into a 1,400 sq. ft. unit with ground floor retail space. 1400 sq. ft. unit is vacant of approximately 1,500 sq. ft.	Owner Property is planned to present one of the top 10 Bars in Astoria a fantastic restaurant available for lease, welcome to call for more info.	SUITABLE FOR ANY KIND OF BUSINESS/RETAIL LOCATION/RESTAURANT. SPACIOUSLY RENOVATED. ARGUABLE THE MOST BEAUTIFUL LOCATION IN ASTORIA/AREA.	SUITABLE FOR ANY KIND OF BUSINESS/RETAIL LOCATION/RESTAURANT. SPACIOUSLY RENOVATED. ARGUABLE THE MOST BEAUTIFUL LOCATION IN ASTORIA/AREA.	SUITABLE FOR ANY KIND OF BUSINESS/RETAIL LOCATION/RESTAURANT. SPACIOUSLY RENOVATED. ARGUABLE THE MOST BEAUTIFUL LOCATION IN ASTORIA/AREA.	MID-USE BUILDING APARTMENTS OVER 2 STOR. FRONT AND BACK PORCHES.
Location Description	Heavy pedestrian traffic, surrounded by an abundance of retail stores.	Prime Astoria/33rd Street 1st unit 1 Block from Ditmars street	Lot Size	Located two blocks from 31st and 32nd and various buses in neighborhood. A 500 sq. ft. STEEPED ASTORIA PARKING LOT. SELECTION OF BARS & RESTAURANTS/AREA FROM	Located two blocks from 31st and 32nd and various buses in neighborhood. A 500 sq. ft. STEEPED ASTORIA PARKING LOT. SELECTION OF BARS & RESTAURANTS/AREA FROM	EXTREMELY HIGH TRAFFIC MILES WALK TO THE Q AND IN TOWN	
Notes							

Listing Comparison Report example



Map example

If this offer is of interest, please contact Scott Landfried at Larisa Ortiz Associates at 718-205-5116 or slandfried@larisaortizassociates.com. Our driving mission at LOA is to help you succeed with your retail attraction efforts, and we are confident that this tool will quickly become central to your retail attraction strategy.