



REOPENING The World's Retail Environments

Services designed to support retailers as they look to reopen, reconfigure and prosper during the COVID-19 pandemic.

CBRE

REOPENING RETAIL

Integrated Suite of Services

As you start to work through this unprecedented set of challenges required to welcome customers back to your retail spaces, we're here to help. You might face a variety of hurdles: reconfiguring your layouts to accommodate new safety measures; securing access to disinfection supplies and rethinking maintenance scheduling; considering new consumer habits and how evolving dining and shopping patterns might impact your size, supply chain and store formats.

CBRE has a tailored set of services to help you operate in this new retail environment. We can work with you as you plan and execute your reopen strategy: from reconfiguring your spaces, managing your facilities, messaging to your customers and planning for your future supply chain and real estate needs.



SCOPE & SERVICES

Consumer Experience + Consulting

- Capital planning + break-even analysis
- Post-pandemic service strategies
- Marketing + social media + messaging strategies
- Maximizing revenue

Space + Planning Design

- Analyze Floor Plan: Distancing “hot spots,” fixture placement, operational changes
- Shape Customer Journey: Modify customer traffic and queuing patterns
- Analyze Operations: Back-of-house, front-of-house, receiving, cleaning
- Support Path to Opening: Leadership, training, messaging

Project Management + Execution

- Commission HVAC: Increase air changes, redirect airflow, filter, disinfection
- Installations: Plexiglass shields, wayfinding, hand sanitizer, no-touch hardware, signage
- Site: wayfinding, lot reconfigure/restripe, BOPIS
- Exterior: Secondary entrance, pick-up zone
- Sales Area: Fixture layout change/replace, POS relocations
- Back-of-House: Restroom upgrades, breakroom enhancements
- Stock Room: Reconfigure for storage, returns, BOPIS

Facilities Maintenance + Ongoing Management

- Employee training and certification resources that align to clients’ adopted protocols
- Deep Cleaning

Real Estate + Portfolio Analysis

- Dispositions analysis + portfolio assessment
- Property sales
- Rent reductions
- Supply chain network design
- Downsize/right size negotiations
- Predictive analytics
- Consumer profiling + customer journeying
- New store site selection
- Lease abstraction and auditing
- Rent + document management

CONSUMER EXPERIENCE + CONSULTING

CBRE, in partnership with Streetsense, can help analyze the current state of your business and craft a smart and fiscally savvy go-forward strategy for your operations. Applying new business paradigms from some of the top minds in the industry, we will help you develop new revenue streams and strategies to help secure your business against the inevitable changes in consumer behavior.

Top Questions:

- *How will I determine new occupancy plans and layouts?*
- *How will consumers feel confident visiting the business?*
- *What are the best ways to communicate new sanitation, receiving and cleanliness polities and protocols to employees and customers?*
- *How can I keep my brand relevant to my customers in this disruptive time?*



Our services include:

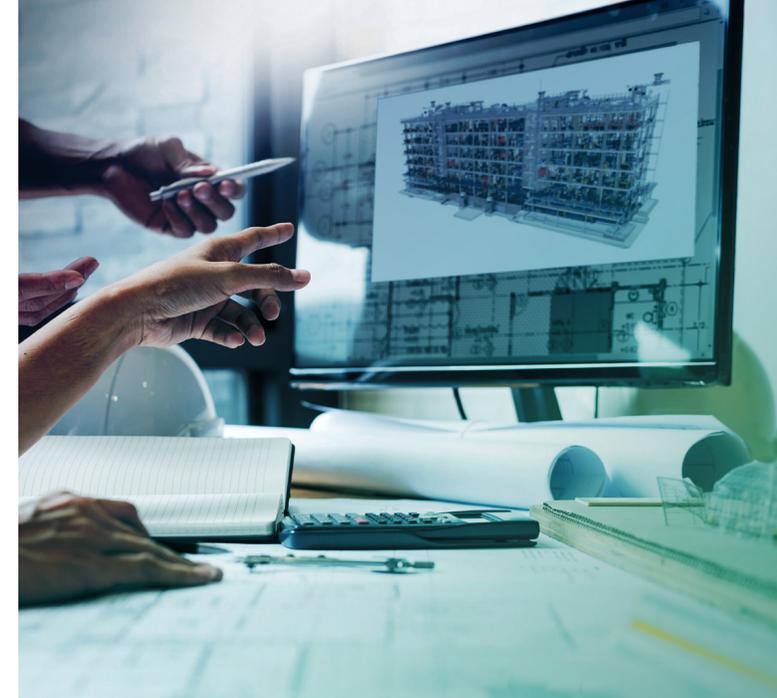
- Capital planning + break-even analysis
- Post-pandemic service strategies
- Social distancing space planning
- Marketing + social media + messaging strategies
- Maximizing revenue

SPACE + PLANNING DESIGN

COVID-19 has forced both short- and long-term modifications to the way consumers move about your retail space. Whether you're looking to increase space dedicated to online pickup orders or reconfigure layouts for new means of product interaction, we can help you analyze your floor plans and re-imagine the way consumers move throughout your space.

Top Questions:

- *How am I addressing social distancing in the space with product display, signage and policies?*
- *How do I facilitate touchless point of sale?*
- *What short-term modifications can I make to my store to allow for temporary increase in online order fulfillment and pickup?*



Our services include:

- Analyze Floor Plan: Distancing "hot spots," fixture placement, operational changes
- Shape Customer Journey: Modify customer traffic and queuing patterns
- Analyze Operations: Back-of-house, front-of-house, receiving, cleaning
- Support Path to Opening: Change management leadership, training, messaging

EXECUTION + PROJECT MANAGEMENT

Once you've determined the modifications needed to your space, CBRE can quickly move to execute these enhancements. Our network of project managers oversee the budget, schedule and scope, working on your behalf to manage vendors to execute your adaptations on time and on budget.

Top Questions:

- *What are the short- and long-term impacts to our retail environment?*
- *How do I determine the demand for reoccupying and reopening?*
- *How does fulfillment of online orders impact my layout?*
- *What technology changes should I be considering?*



Our services include:

- Commission HVAC: Increase air changes, redirect airflow, filter, disinfection
- Installations: Plexiglass shields, wayfinding, hand sanitizer, no-touch hardware, signage
- Site: Wayfinding, lot reconfigure/restripe, BOPIS
- Exterior: Secondary entrance, pick-up zone
- Sales Area: Fixture layout change/replace, POS relocations
- Back-of-House: Restroom upgrades, breakroom enhancements
- Stock Room: Reconfigure for storage, returns, BOPIS

FACILITIES MAINTENANCE + ONGOING MANAGEMENT

CBRE | facilitysource, CBRE's on-demand facility management solution, can provide access to services and related supplies needed to align with increased safety standards and consumer confidence—both on a one-time and ongoing basis. Our teams will assist in procurement of services and supplies, as well as installations and frequency adjustments.

Top Questions:

- *How can I improve my mechanical, electrical and plumbing systems to account for COVID-19, and how will it impact my utility spend?*
- *What products should I install and services should I provide to my stores?*
- *How do I prepare my people for the return?*



Our services include:

- Five-Star Cleaning Program, addressing:
 - Enhanced cleaning
 - Visible cleaning
 - Self cleaning
 - Communication and branding
 - Emergency disinfection
- Hygiene: Employee training and certification resources that align to clients' adopted protocols
- Dark store reopening checklist
- Indoor Air Quality Review

REAL ESTATE + PORTFOLIO ANALYSIS

COVID-19 has created disruption, whether on your immediate ability to pay rent or on your long-term strategy for portfolio management, expansion and supply chain design. CBRE's experts can help you analyze your existing portfolio, as well as plan for the future.

Top Questions:

- *Has COVID-19 brought up a need to evaluate my portfolio and overall footprint?*
- *Should I consider modifications to my typical size or format?*
- *How can I analyze the impact of online and mobile ordering to my business?*
- *What retail areas have changes in activity or closures that may impact my business?*
- *How do I handle workflow of evaluating and adjusting my leases?*



Our services include:

- Dispositions analysis + portfolio assessment
- Lease restructuring + rent reductions
- Property sales
- Downsize/right size negotiations
- Predictive analytics
- Consumer profiling + customer journeying
- New store site selection
- Lease abstraction and auditing
- Rent + document management

WE ARE READY TO ENGAGE WITH YOU

WHEN CAN WE START?

Our team can begin virtual assessments, interviews, surveys and existing base building infrastructure reviews and floor plan reviews immediately. On-site activities and field verifications will be determined by state and local government protocols and company policy. Our goal is to deliver efficient process and provide recommendations within a short timeframe.

WHAT WILL IT COST?

Our services are available as a menu of options to address your key priorities. Additionally, there is flexibility within the scope of each area that our team would be happy to discuss and customize. Fees vary and will be based on scope and selected services.

Contact Us

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