



Shopping Centers Group merges with Northwest Atlantic Real Estate Services

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The Shopping Center Group has merged with Northwest Atlantic Real Estate Services, one of New York's top 10 retail brokerage firms, marking the retail real estate advisory firm's entry into the northeast market. Now operating as The Shopping Center Group, Northwest Atlantic expands its tenant representation focus adding third-party leasing and property management, and investment sales expertise to its services. Finalized on December 31st, the merger adds one office and 13 employees to The Shopping Center Group.

"It took only 10 months to finalize a deal that joins two culturally matched and operationally compatible firms that results in a formidable, full-service real estate enterprise that stretches from Florida's southernmost beach to the financial and cultural epicenter of the United States - New York," said David Birnbrey, co-CEO, The Shopping Center Group. "Now, our proven approach to third-party leasing and management and investment sales is available in the northeast and delivered by a team with integrity and capability ... one of the truly best firms in the country."

Established in 1989, Northwest Atlantic is a real estate services firm specializing in exclusive tenant representation in urban and suburban retail markets. Headquartered in White Plains, NY, the company represents some of the most notable names in retail including Starbucks Coffee Company, Whole Foods Market, Staples and Costco. The firm also represents tenants such as Guitar Center and Bobby Flay Restaurants throughout the United States. In 2011, the firm completed transactions totaling over a half-million square feet throughout the New York metro region and beyond including several REI locations in Westchester County and New Jersey. Last year, Northwest Atlantic finalized its 253rd Starbucks transaction with the Times Square location, the company's most high profile storefront outside of Seattle, Wash. The firm also recently completed two leases for Bobby Flay in Washington, D.C and two for Guitar Center leases in Seattle and Florida.

"We are joining a retail real estate powerhouse to not only deliver exponentially more value to our existing clients, but also attract new clients that seek a formidable, full-service platform," said David Firestein, president, Northwest Atlantic Real Estate Services. "Our success is grounded in a focus on our clients' overall business objectives and strategy - not on a specific deal. So, the infusion of third-party leasing and management and investment sales acumen into our team undoubtedly enables us to better service our clients' comprehensive needs. We've definitely arrived at the penthouse level of our industry with The Shopping Center Group."

"New York is the undisputed gateway to the United States," concludes Sam Latone, co-CEO, The Shopping Center Group. "The merger is a launching pad for our continued expansion as we pursue our goal of being the number one retail real estate service provider in the country. This client-driven goal enables us to provide seamless and consistent service on a national platform to retailers and

retail property owners." The Shopping Center Group plans to open a Manhattan office in 2012.

About The Shopping Center Group

Founded in 1983, The Shopping Center Group, with approximately 120 licensed professionals in 15 states, is a retail real estate advisory firm respected for its analytical approach, wide-ranging resources and industry leading results. The firm provides services to owners, retailers, landlords, developers, investors and financial institutions throughout the United States. The Shopping Center Group manages exclusive leasing assignments for over 800 retail centers totaling 60 million square feet and manages eight million square feet of retail throughout the Eastern footprint. The firm also represents over 400 national, regional and local retailers and restaurants. The team delivers "best in class" service in tenant representation, leasing, investment sales, property management, surplus property disposition, finance, investment advisory services and REO advisory services. For more information, visit www.theshoppingcentergroup.com.

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