



Experts in factory outlet leasing, with a proven track record



Factory Outlet Leasing.  
Real Estate Solutions for landlords and retailers

Call (862) 203 4352  
[was-group.com](http://was-group.com)



# Our Philosophy

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The Was Group is committed to maintaining a culture of diversity, integrity and strong business principles. Because of this we adhere to the following principles as it relates to our business:

- Our clients' interest always comes first.
- To flourish as a company, we must provide a work environment in which people are inspired to be the best they can be.
- Our assets are our People, Expertise, and Reputation.
- We must adhere to our Social Mission and constantly strive to make a difference in the world through donating our time and money to important causes.



# Welcome to The Was Group

Welcome to The WAS Group. We are the largest third party leasing firm in the outlet industry today, for independent developers. The WAS Group proudly holds the distinction of having successfully leased up numerous highly productive developmental centers that have opened in recent years. Our portfolio today consists of over 12 outlet centers across the country, with a GLA of over 3 million square feet.

We help our Landlord Clients in all phases of property management, including leasing, marketing, negotiating deal terms, lease renewals, etc.

We help our Retailer Clients in all phases of portfolio management, including formulating strategies, site selection, negotiating deal terms, lease renewals, etc.

Our Executive Team includes former CEO's and Leasing Executives that have experience from both the Landlord and Retailer sides of the business. This provides us with numerous strategic advantages in that we are able to understand the nuances involved from all perspectives on any given deal. Our Executive Team has been actively involved in the retail industry for over 75 years. During this time, we have established a reputation that is built on **INTEGRITY** and **RESULTS FOR OUR CLIENTS**.

Our Roadmap starts with our Mission, which is enduring. It declares our purpose as a firm and serves as the standard against which we weigh our actions and decisions. Our Mission is to run a company based on integrity that focuses on the best interests of our clients, employees, community and owners.

The Was Group takes pride in operating as a Social Entrepreneurial Firm. We are actively involved in efforts to improve our community and we donate our time and money to causes that are important to our firm.

# Service We Provide

There are several ways in which The Was Group is able to effectively serve our clients. Our services include: Landlord Representation, Feasibility Studies, Retailer Representation and Property Sales & Acquisitions. Below is a description of each of our services.

## Landlord Representation

In this capacity, The Was Group serves as an outsourced leasing agent for our Landlord clients. We handle all facets of our client's property management, including formulating strategy, prospecting new tenants, marketing, deal negotiations and renewals. Our Executive Team has leased some of the premier outlet centers in the country. We have a long-term track record of increasing center productivity and occupancy rates for our Landlord clients. Our Executive Team has negotiated deals with virtually every retailer in the outlet industry, including premier brands such as Coach, Polo, Calvin Klein, Tommy Hilfiger, Banana Republic, Guess, Under Armour, Brooks Brothers, Chico's, and many others.

## Feasibility Studies

In this capacity, we assist our Landlord clients in determining the viability of a proposed outlet center. The outlet industry has experienced a tremendous amount of growth over the last decade, and as a result, many new outlet centers have been built. However, because the industry has matured, and the economy has slowed, retailers are much more selective when choosing new projects for expansion. The Feasibility Study is a comprehensive analysis that involves detailed market analysis, assessing the retailer's level of interest in the project, setting up financial models to ascertain the economic viability of the center, and a number of other critical criteria. In the end, the Feasibility Study provides our Landlord clients with quick answers on the viability of their proposed center, and does so with a minimal cost.

## Retailer Representation

In this capacity, we serve as an outsourced real estate department for our Retail clients. We handle all facets of our client's portfolio management, including formulating strategy, site selection, deal negotiations, and renewals. Our Executive Team has represented some of the premier retailers in the outlet industry, and our services offer a significant savings to our clients in need of this service.

## Property Sales & Acquisitions

In this capacity, we represent both Buyers and Sellers of retail properties. We analyze a number of important criteria in determining proper valuations of properties, including valuations and length of term of leases, retailer feedback, and future potential of the property.



# Our Team



**Frank J. Was, Chairman**

[frank@was-group.com](mailto:frank@was-group.com)

Frank Was has an extensive retail background spanning over 50 years. Prior to co-founding The Was Group, Frank was a Partner at Felenstein Was & Associates, a retail consulting firm in New York. Prior to that, Frank served as President and Chief Executive Officer at Perry Ellis. In addition, Frank was an owner of Old Farmer's Almanac, a successful chain of retail stores in the US. Frank has also held a series of senior positions at Gap, Sears Roebuck & Company and Korvettes.

Frank is a member of the Value Retail News Advisory Board, ICSC, and is a frequent guest lecturer on many retail industry topics. He is a graduate of Wagner College.



**Jeffrey T. Was, President**

[jeff@was-group.com](mailto:jeff@was-group.com)

Jeffrey Was has an extensive retail background that spans over 15 years. Prior to co-founding The Was Group, Jeffrey served as Director of Leasing at Felenstein Was & Associates, a retail consulting firm in New York. Under Jeffrey's leadership, the Leasing Division grew from a

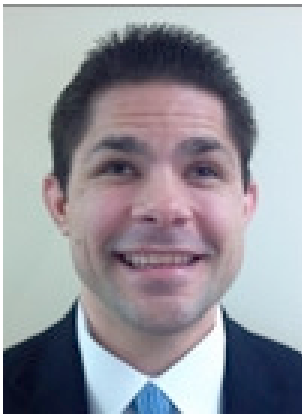
portfolio of 3 outlet centers to 8 outlet centers, with a combined GLA of over 2 million square feet. Jeffrey was also instrumental in the development of The Outlet Shops of Grand River, AL and The Outlets at Sands, Bethlehem, PA – two independent developmental outlets centers that opened over the last several years. Over the years, Jeffrey has negotiated deals with virtually every retailer in the outlet industry, including Polo, Nike, Gap, Banana republic,

Tommy Hilfiger, Calvin Klein, Under Armour, and many others.

Prior to his real estate career, Jeffrey worked at Yamner & Company, a Wall Street brokerage firm, where he eventually rose to the position of Executive Trader.

Jeffrey is a frequent contributor to Value Retail News, Shopping Center Business, and a member of ICSC.

Jeff is a graduate of William Paterson University



### Darren Was, Senior Vice President

[darren@was-group.com](mailto:darren@was-group.com)

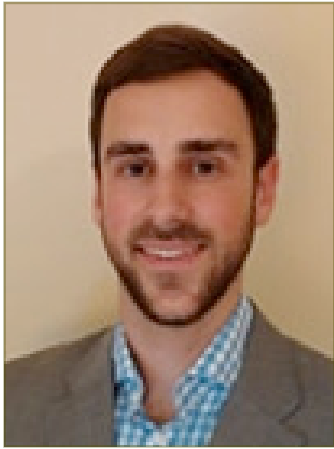
Prior to co-founding The Was Group, Darren served as Leasing Representative at Felenstein Was & Associates, a retail consulting firm in New York. Darren has enjoyed a highly successful tenure in his leasing role, having completed many deals with top tier retailers in the outlet

industry, including Brooks Brothers, Coach, Nine West, Jones NY, Chico's, and many others. Darren also played a vital role in the leasing assignments for The Outlet Shops of Grand River, AL and The Outlets at Sands, Bethlehem, PA. Darren is also actively involved in the firm's Retailer Representation Division, where he oversees the firms retail clients. Prior to Felenstein Was & Associates, Darren served as an Account Executive at Dial America, a marketing firm in New Jersey.

Darren is a member of ICSC and a graduate of Albright College.

# Our Team

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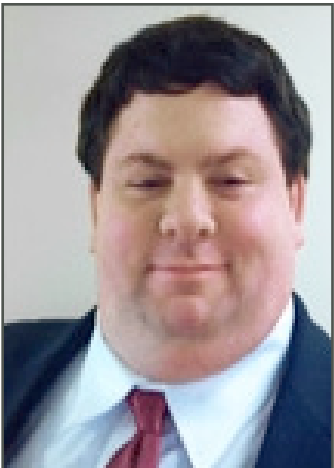


**Brian A. Mainardi, Leasing Representative**  
[brian@was-group.com](mailto:brian@was-group.com)

Brian serves as Leasing Representative for The Was Group. Prior to joining the firm, Brian was a leasing intern at Pyramid Management Group, in New York. In this role Brian had numerous responsibilities, including gathering tenant information, pro forma preparation, and generating new leads.

Brian is a member of ICSC and a graduate of Syracuse University with a BS in Real Estate and Finance.

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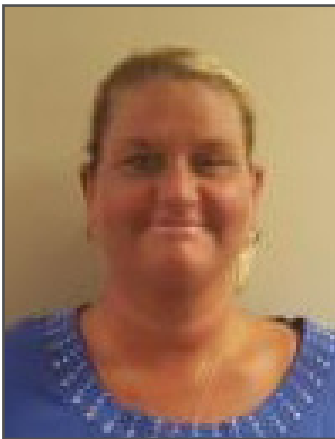
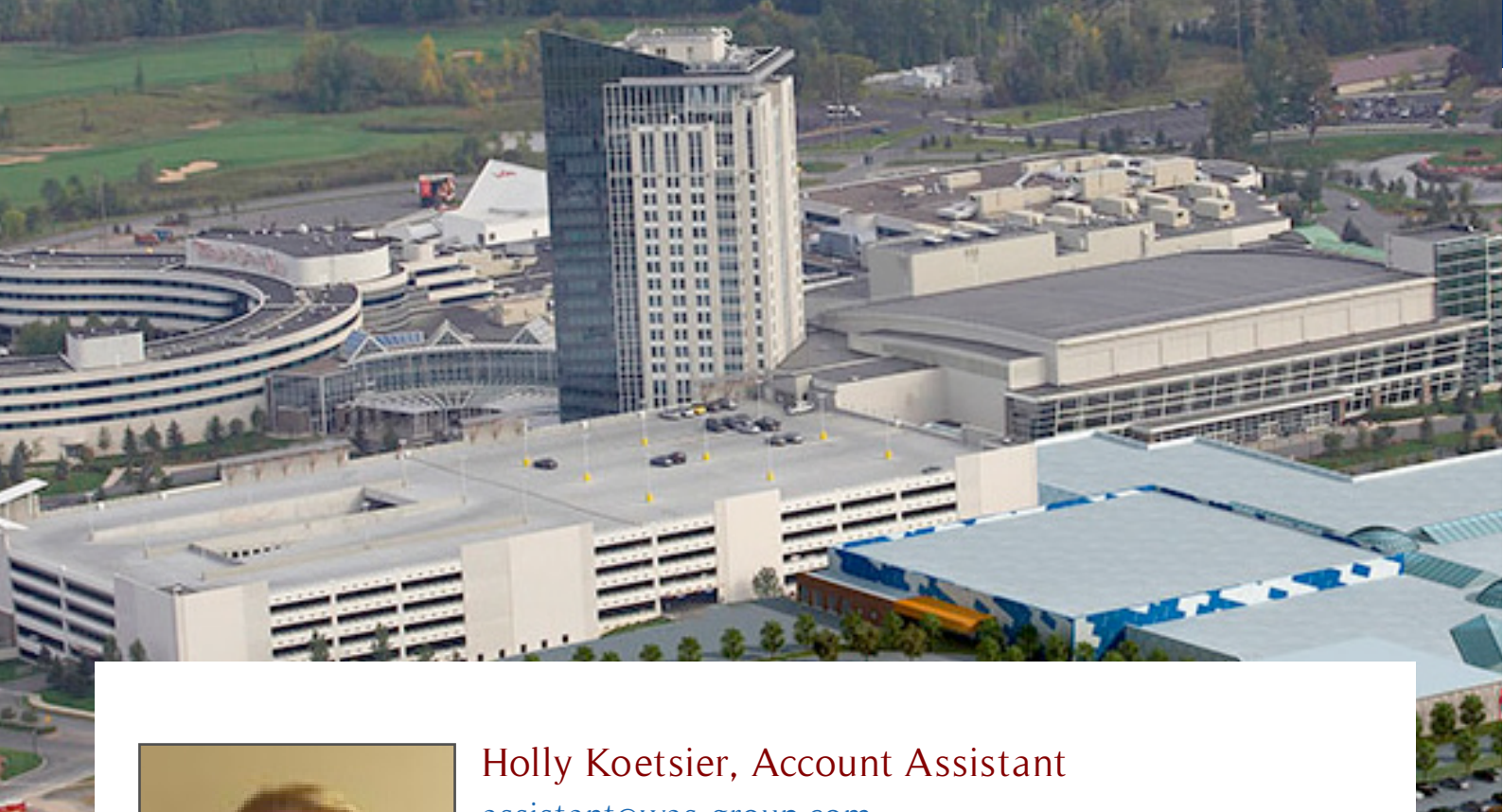


**David Silberman, Administrative Assistant**  
[office@was-group.com](mailto:office@was-group.com)

David Silberman serves as Administrative Assistant at The Was Group. Prior to joining the firm, David was a Telesales Agent for The Walnut Street Theatre in Philadelphia, and has also held a series of positions in the digital media industry.

David is a graduate of Temple University.





**Holly Koetsier, Account Assistant**  
[assistant@was-group.com](mailto:assistant@was-group.com)

Holly Koetsier serves as an Account Assistant at The WAS Group, where she plays an intricate role in assisting the firm's clients. Holly is also responsible for facilitating the daily operations at the firm. Prior to joining the firm, Holly worked at The Valley Hospital, where she held the position of office coordinator.

Holly has a B.A. in Business Management from Thomas State College in Trenton, NJ.

**Visit us on the web!**  
[was-group.com](http://was-group.com)



# Connected to the World's Top Retailers



# Project Portfolio



The Outlets of  
Turning Stone



Merle Hay Mall



Lake Buena Vista  
Factory Stores



Outlet Shoppes of Lake George



Rockvale Outlets



The Viejas  
Outlet Center

# Project Portfolio



Woodbury Centre



The Outlets at  
Sands Bethlehem



# Work We Have Done

- Aeropostale
- Allen Edmonds
- American Eagle
- Banana Republic
- Bass
- Black & Decker
- Bon Worth
- Book Warehouse
- Bose
- Brooks Brothers
- California Sunshine
- Calvin Klein
- Camp Coleman
- Carter's
- Charming Charlie
- Chico's
- Children's Place
- Claire's
- Coach
- Converse
- Corning
- DKNY
- Danskin
- Delia's
- Dooney & Bourke
- Dress Barn
- Easy Spirit
- Eddie Bauer
- Express
- Factory Brand Shoes
- Forever 21
- Fossil
- Fragrance Outlet
- GNC
- Gant
- Gap
- Ghirardelli
- Gold Toe
- Guess?
- Gymboree
- Izod
- J Crew
- Jockey
- Jones NY
- Jos A Bank
- Juicy Couture
- Kasper
- Kate Spade
- Kenneth Cole
- Kitchen Collection
- Lane Bryant
- Learning Express
- Le Creuset
- L'eggs
- Lids
- Liz Claiborne
- Loft Outlet
- Lucky Brand Jeans
- Maurice's
- Michael Kors
- Nike
- Nine West
- Naturalizer
- Oneida
- Oshkosh
- Perry Ellis
- Polo
- Puma
- Rawlings
- Rockvale Outlets
- Rue 21
- Samsonite
- Sigrid Olsen
- Skechers
- Sterling Jewelers
- Stride Rite
- Sunglass Warehouse
- Talbots
- Tommy Hilfiger
- Toys R Us
- Ultra Jewelers
- Under Armour
- Uniform Outlet
- Van Heusen
- Vitamin World
- Wilsons Leather
- West Elm

# Testimonials

The Was Group has been an established leader in the outlet industry for many years. During this time we have had the pleasure of negotiating deals with virtually every retailer in the outlet industry on behalf of our clients. We pride ourselves as being known not only for achieving superior results for our clients--but also as being known as a firm with high integrity. Below are several testimonials for The Was Group, as provided by some of the premier retailers in the outlet industry as well as some of our valued clients.

“ The Was Group has been instrumental in transforming our average performing outlet center into a high-volume, premier tenanted project through their excellent contacts and deep knowledge of the outlet industry.

Sam Sutton, Owner of Lake Buena Vista Outlets, FL

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“ I have had the pleasure of dealing with The Was Group for many years and find them to be extremely smart and efficient. They are responsive to any requests that my clients have, regardless of the amount of work required. The Was Group turns around LOI's quickly on behalf of their clients and my clients always feel that they were treated fairly and with the utmost respect. It is very difficult for non-REIT developers and most small consulting firms to get leases signed in the outlet industry, but The Was Group has earned their reputation that they always get the job done.

Charlie Devine, Devine Realty Consultants  
(Dress Barn, Justice, Maurices, etc)

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# Testimonials

“ I have always found working with The Was Group to be a great experience. Their immediate responses and follow up to questions and details is extraordinary. Honest, hard-working and detail-oriented is how I would describe this organization.

Brenda Wurtz, BW Retail Real Estate (Gymboree, Nike, etc).

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“ I have worked with The Was Group for over three years. Everyone at their firm is a consummate professional and their depth of leasing knowledge is unmatched. They helped my company get through a very difficult period in retail in the last few years by maintaining ongoing retailer relations and sourcing new retailers for our center in a very competitive market. It is very difficult to find a group of professionals that all have the same vision of honesty and integrity in a business that can certainly test those values. They have long standing relationships with every quality outlet retailer which is crucial for a center to flourish. As a developer, I would highly recommend The Was Group for any existing or developmental project if your goal is to have a vibrant and successful outlet center.

Peter M. Cortese, General Manager Viejas Outlets

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“ I have worked with The Was Group on numerous deals over the years. They are a highly respected group in the outlet industry and they are both honest and knowledgeable. They are dedicated to working with the retailers and they have tremendous follow up. When it comes to leasing an independent outlet center, there is nobody better in our business.

Roger Kehm, Vice President Real Estate, Brooks Brothers

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# Testimonials

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As developers of large, innovative retail projects across the country, Gordon Group turned to The Was Group for their outlet knowledge and leasing experience. We have always been very pleased with their disciplined approach to project management and rely on them as a trusted partner for many of our projects. We could not be happier with the relationship.

Matt Armstrong, President, Gordon Group.

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## Social Mission

The Was Group takes pride in operating as a Social Entrepreneurial Firm. One of our core values is to make a greater impact around the world by being responsive to the citizenship needs of the communities where we live and work. We are committed to donating our financial support, volunteer endeavors and other partnerships as necessary.

The Was Group is honored to be actively engaged in supporting Schepens Eye Research Institute. Schepens fights blindness by developing new technologies, therapies and knowledge to retain and restore vision. Through a continuum of discovery, the Institute works toward a future in which blindness is prevented, alleviated and ultimately, cured. To learn more about Schepens Eye Research Institute, please visit their website at: [www.schepens.harvard.edu](http://www.schepens.harvard.edu)

In addition to our philanthropic efforts with Schepens Eye Research Institute, The Was Group is also actively involved in supporting numerous other causes that are important to our firm, including: Susan G Komen for the Cure, American Red Cross, Juvenile Diabetes Research Foundation, Curly Tail Rescue, as well as local schools and animal shelters.

Each year The Was Group commits to donating a fixed percentage of its annual revenues to supporting these charities. We will not waiver on our commitment to supporting these causes.

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