

# When you Love Shopping Centers, it Shows

Dedicated to Our Communities,  
Our Tenants and Our Customers



December 30th, 2020

Dear Merchant,

I hope you are having a joyous holiday season and staying safe surrounded by loved ones.

I am happy to deliver another positive update on the next round of the government provided stimulus package. President Trump has officially signed the \$2.3 trillion coronavirus relief and government funding bill into law Sunday night. This includes \$285 million for the 2nd run of the Paycheck Protection Program to support small businesses. This means that you will be eligible to apply for another round of government funding if you have less than 300 employees, used or will use the entirety of the funds from the first round, and can show at least a 25% reduction in revenue in any quarter of 2020 relative to the same 2019 quarter.

Now is the time for you to reach back out to your bank to inquire about your application for this new round and put together the necessary documentation required to submit. We are happy to refer you to [A10 Capital](#) if you need a lending partner. You can fill out their pre-application inquiry [HERE](#) and priority processing will be given to those in the order of filling out this inquiry form.

As we have shared in the past, we have worked with Retail Smart Guys to provide guidance and resources to our tenants in these trying times. They recently sent out their latest communication with some trend analysis and recommendations for the coming year and we wanted to share it with you below. We hope you can find something to help you plan effectively to be successful moving forward into the new year.

We remain available to you to guide you through the process, provide further information and/or insight, and to work as a team to get through this trying time. Your property manager, marketing team, and leasing teams are all available to assist. If you do not know who that is, please feel free to write me at my e-mail below and I will forward your information to the appropriate person.

Wishing you all the best this holiday season,

A handwritten signature in black ink, appearing to be 'S. J. ...' with a stylized flourish at the end.



Hello!

First of all, from all of us at Retail Smart Guys, we want to wish you the happiest of holidays!

Here's some info that we think will help you for this month, and into next year!

#### MERCHANDISE INFO:

Private Label continues to do well for our clients: We've had several that have developed their own label during the pandemic, and it has produced great results. It's easier now than you think, and could be a great driver of success for your store. Ask us about it.

In Apparel, casual and athleisure still rule: Next year, we do think that dressier looks will explode as the vaccine gets out there and things loosen up. For now, casual apparel and athleisure continue to sell well.

Gift and Home Decor also doing well: If we're going to have to stay closer to home for a little while longer, I guess we need to decorate. That's working well at retail, so sprinkle in some great new gift and home decor merchandise.

#### MARKETING - What is working!

If you are not great at social media, either study it or get someone to help. I don't mean, "are you good?", I mean "are you GREAT?!" If not, talk to us about some great resources. Now is the time to really perfect your posts, your strategy, and your online events. We've seen how people have developed incredible marketing here, and we see how it drives business.

After Christmas Sale: This year, more than any other year, gift cards are the most popular gift, especially since people are not traveling to spend time with friends and family. That means there will be a lot of cash on the street, and you want to get your share of it. We highly recommend an after Christmas "Get What You Really Wanted" sale.

Charity events still doing well: We see many stores that have had great sales if the sale

and the event are linked to local charities (has to be local to be effective!). It's even more effective than discounting. Partner with some local charities and create meaningful events!

## GETTING READY FOR 2021

First quarter vs. the rest of the year: We are a little concerned about January sales, because there won't be a holiday to drive business. Make sure that you are watching your inventory right now, and planning where you'll end the season.

Plan for faster turns, faster markdowns: If the first quarter is slow, the best answer is to keep your inventories as lean and mean as you can. We are planning faster turns, quicker markdowns to get out of non-performers, and 100% focused on cash flow. Planning your business is our signature product, so let us help you do that.

There will be pent up demand: Who do you know who isn't itching to get back to a more normal way of life? We anticipate that late first quarter, or early second quarter, things will get back to normal. At that moment, people are going to be racing back out to shop, dine in restaurants, and attend events. So you need to plan for that, too! Start thinking about what your merchandise mix should be for March and April now, and line up the vendors!

And while we're talking about vendors: Many of our clients are telling us that the vendors that they were working with are having trouble shipping, and still others are telling us that some of the vendors have changed their model and are going 100% direct to consumer. This is a time to reconsider your vendor mix, look for new ones, and write to the ones that you have always wanted in your store. Your vendor mix is likely to change in 2021.

## RETAIL SMART GUYS WILL HAVE NEW SERVICES TO HELP YOU IN 2021!

We are working on some new services that will help you do the things you are already doing, but we'll offer them at lower fees than what you are paying for today. Watch for our announcements after the first of the year.

## LAST WORDS

We are looking forward to a much better 2021, just like everyone else. We think there are great opportunities ahead for those that plan for it, and partner with us to make miracles happen. No matter what, we are always here, and always ready to help, so please reach out.

Until then, we hope that you and you families, friends, co-workers, and everyone in your life has a safe, happy, healthy, and wonderful holiday, and a truly remarkable 2021!

For more information from Retail Smart Guys, visit their website at [retailsmartguys.com](http://retailsmartguys.com).



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