



SRS

Real Estate Partners



Founded on the premise that the world of retail provides a unique and vital service opportunity, SRS Real Estate Partners provides comprehensive retail space solutions worldwide.

We remain dedicated to adding value to every real estate transaction, while consistently providing the highest level of service integrity. We have a remarkable record of long-term relationships with our clients and seek to inspire confidence through our performance and commitment.

In January 2009, Staubach Retail Services evolved into SRS Real Estate Services.

Through the years, SRS Real Estate Partners has experienced a steady growth pattern, tripling in size in the past 3 years alone. With 19 retail offices coast-to-coast and over 250 skilled retail professionals, we strive to provide the highest quality of service to our clients.

QUICK FACTS

- Over 600 clients
- 19 offices with over 250 professionals – most senior brokers with over 20 years experience in the industry, ALL specializing in retail real estate – with access to more than 300 additional retail brokers through our National Broker Network
- In 2008, served 600+ retailers, completed over 2,300 transactions, managed more than 18,000 leases, saved \$4.5M in desktop audits, delivered \$12M in rent reduction, and put \$300M of capital back to work for our clients.
- 94% of our business is repeat business
- Distinctive national platform

OUR OPERATING PRINCIPLES

QUALITY

Pursue excellence in all of our professional endeavors and remain above the conflicts that prevail in our industry. Inform our clients of any potential conflicts, whether real or perceived. Always choose the harder right over the easier wrong.

CLIENTS

We will adopt the objectives of our clients and dedicate ourselves to the achievement of their goals. We strive to understand our clients' long-term operational objectives and to align our efforts with those objectives, rather than simply fulfill a short-term real estate need.

VALUE-ADDED SERVICE

Deliver value every day. Exceed our client's expectations by consistently providing value-added services well above the norms of our industry. If at any time our clients are not completely satisfied with the services we have provided, they have the unilateral right to adjust our fee.

1977 - After a career in the NFL, Roger Staubach defined a new world of real estate services, dedicating The Staubach Company exclusively to the users of office, retail and industrial space.

1986 - Staubach Retail Services founded as an arm of The Staubach Company to focus exclusively on user representation of retail customers. Chris Maguire selected to lead the new division as president and chief executive officer. Offices opened in Dallas and Boca Raton.

1987 - Newport Beach retail office opens.

1989 - San Francisco retail office opens.

1990 - Chicago retail office opens.

1993 - Atlanta retail office opens.

1995 - New York retail office opens. Cypress Equities founded as the development affiliate of Staubach Retail Services to serve retailers requiring development assistance, specifically land development, build-to-suit and portfolio acquisition.

1998 - Philadelphia retail offices open.

1999 - Phoenix retail office opens.

2001 - Staubach Retail Services adds project leasing services to offer clients access to the most exciting real estate developments in the United States.

2002 - Orlando, Denver, Houston, Portland and Minneapolis retail offices open. Staubach Retail Services refines its strategy to focus on retail sector specialization.

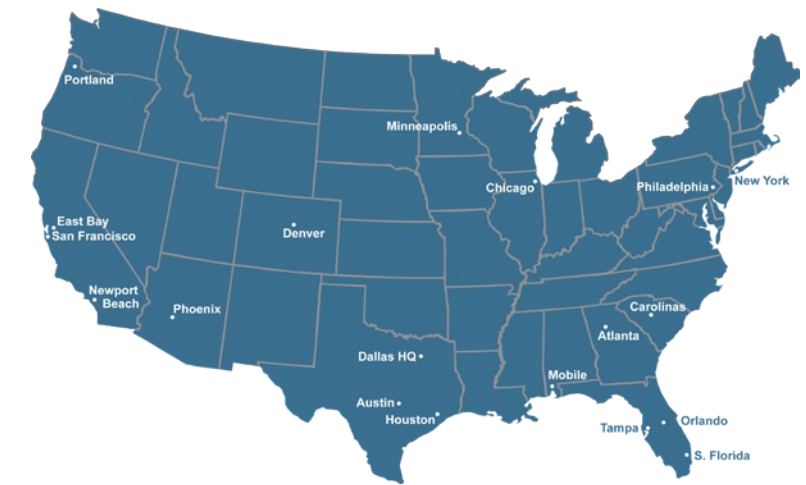
2003 - Land brokerage services are added. Cypress Equities launches three real estate initiatives: a joint venture with The Carlyle Group, an acquisition fund, and an automotive dealership real estate initiative.

2004 - Mobile and Austin retail offices open.

2006 - Riverside (Inland Empire), Salt Lake City, San Jose, East Bay and Boston retail offices open.

2008 - The Staubach Company merges with Jones Lang LaSalle. Staubach Retail Services continues as an independent operating company.

2009 - Staubach Retail Services becomes SRS Real Estate Partners, with Roger Staubach serving on Board of Directors and as an equity partner.



OUR BROKERS SPEAK

CLAY SMITH (2001)

"Having had my own small company for many years, I was well aware of the Staubach platform. Since coming to Staubach, I have worked with the finest people in the industry and have been exposed to more business opportunities than I had imagined. Working with and for a man of Roger's reputation and integrity today makes me wish I had come on board 15 years ago."

TOM POWER (1998)

"One of the key advantages SRS has over the competition is our high-level of professionalism throughout the company. When I refer a client to an SRS professional in another part of the country, I have every confidence that the client will receive superior real estate representation."

JIM MULLIN (2002)

"What would your life be like if all of the people you worked with and surrounded yourself with were like the two or three top producers at your current employer? Think about that when you are interviewing with Staubach, because I can tell you from experience the people are phenomenal."

RICHARD BROWN (2001)

"Having been in the Dallas real estate industry for 25-years and knowing the quality and reputation of The Staubach Company I jumped at the opportunity to come on board. The formation of my current division is a perfect example of how Staubach grows to meet the needs of their clients and why Staubach is a leader in the industry."



OUR MISSION

Provide extraordinary real estate services to corporate, industrial and retail clients. Our success is measured in the achievement of our clients' objectives, satisfaction and trust.

OUR VALUES

INTEGRITY

We will not compromise our individual or corporate integrity for any reason. Everyone will be held to the highest ethical standards of honesty and fairness in all business dealings, both internal and external to the company. Every individual pledges to preserve the corporate integrity.

RESPECT

Respect builds a work environment that is positive for all regardless of race, age, gender, religion or sexual orientation. We encourage and embrace the inclusion of diverse perspectives and cultural backgrounds.

TEAMWORK

Teams work. The collective efforts of varied specialists will produce extraordinary results. Fidelity to the team ethic will result in personal achievements beyond one's own capabilities.

BALANCE

Balanced lives will make for a healthier and consistently productive organization. While hard work and devotion to our profession are desired qualities, all employees are encouraged to balance the priorities of their faith, family, community and self with those of their vocation.

LEADERSHIP

Our continued success relies on our ability to attract and motivate leaders of character throughout the organization. If we invest in people who demonstrate integrity and achievement, we will achieve success. Principled leadership and technical competence will never become obsolete.

SRS Real Estate Partners
366 Madison Avenue, 5th Floor
New York, NY 10017
T 212.710.5250 F 212.710.5251
www.srsre.com

