

# The Staubach Retail Constitution



Barnes & Noble    Circuit City    CVS    Dave & Busters  
Dick's Sporting Goods    Dollar Tree    Fry's Electronics    Golf Galaxy  
Hollywood Theaters    Sears    Staples    Stop & Shop    Stein Mart  
Verizon Wireless    Wal-Mart    Walgreens    Whole Foods    Target

## What is the Staubach Advantage?

### 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.

### Guarantee of Value

"If Staubach does not provide value, in terms of time, money, and qualitative issues, in excess of cost in connection with performing its duties, Staubach will waive all or part of its fees at the reasonable discretion of our client. "



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**Staubach Retail**  
*Focused on Extraordinary Results*

Founded on the premise that the world of retail provides a unique and vital service opportunity, Staubach Retail 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.

Through the years, Staubach Retail has experienced a steady growth pattern, tripling in size in the past 3 years alone. With 21 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
- In 2007, served 600+ retailers, completed over 2300 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
- In the past decade...
- Annual sales have quadrupled
- Our client list has grown nearly 400

### 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.

### Milestones

**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 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.

**1987-1993** - Newport Beach, San Francisco, Chicago and Atlanta retail offices open.

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

**1996** - Design and Construction Consulting Services formed as a value-added service for Staubach Retail clients.

**1998-1999** - Philadelphia and Phoenix retail offices open.

**2000** - Portfolio Services launched to assist owners and tenants of retail real estate portfolios with dispositions and lease renewal, renegotiation and restructuring services. The Investment Sales Group is formed to maximize the value of clients' real estate assets.

**2001** - Staubach Retail 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 refines its strategy to focus on retail sector specialization. Staubach AutoGroup is formed.

**2003** - Land brokerage services are added. Portfolio Services expands services to include facilities management. 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. AutoStar, a company established to provide the auto dealership industry with a full-service real estate capital team, is formed.

**2005** - Staubach Retail's portfolio services arm along with the company's real estate administration group and design and construction management group were merged into a single entity, Staubach Consulting & Managed Services, to provide retailers with advisory consulting and managed services strategies, allowing clients to maintain focus on their core business.

**2006** - Salt Lake City, San Jose, Walnut Creek, and Boston retail offices open.



### 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."*