

You can earn a \$1,000. Referral Fee* by helping us find a Children's Retailer to open a store in Blowing Rock, NC!

Happy New Year!

January 10, 2012

My name is Karyn Herterich and I own both a high end specialty tabletop and gift store and a small, upscale retail shopping center in Blowing Rock, North Carolina, a mountain resort in Western North Carolina.

I have been in retail for almost 40 years (crazy me) and in 1991 I built a small shopping area in the seasonal resort where my family vacationed. I was a Florida resident and had spent my childhood, as so many other Floridians did, in the cool mountains.

When SouthMarke opened in 1992, it was the first new, state of the art retail facility on Main Street, Blowing Rock in 40 years. We also mandated that our tenants sign year round leases which began the process of converting our town from a six month retail environment to a year round one.

SouthMarke has had a fine children's store for 17 of our 20 year existence. Although have enjoyed a 95% occupancy rate since our opening, we are aggressively pursuing another children's store to replace the one that will be vacating this spring. Our current tenant has two other children's stores (one of which is 15 miles from her Blowing Rock operation- the other in Ft. Lauderdale, FL where she lives in the Winter) and has discovered that trying to operate three stores is too much for her.

Although we have had serious weekly inquiries for this only space available, they either have duplicate merchandise which would conflict with our existing tenants (we only allow one of a kind concepts in our center). We do have a fine, art gallery with serious interest but *our first priority is leasing space to another children's store.*

Please visit our web site at SouthMarke.com and click on leasing for additional information on this available unit!

These quick facts may help you to think of a customer you feel might be suitable to refer to us for Follow up. Please feel free to contact me by phone or e-mail with any questions.

- The optimum profile for a children's retailer is upscale, specialty, gifts and apparel with high impulse appeal to Grandparents and seasonal residents and visitors.
- Traditional styles are the most successful
- Current store is in "move in" condition. For a children's tenant. New carpeting and children's themed hand painted walls and ceiling, slat wall, HP sales desk, etc.
- Optimum distance range for a customer who currently has another store is 1 ½ -2 hours from Blowing Rock. Markets with excellent potential are: Charlotte, the Triad area (Winston-Greensboro) Asheville, and Eastern Tennessee. The Raleigh/Chapel Hill area also has merit.
- Blowing Rock's high season is May-October with decent business in April and Nov. And Dec.
- Currently there are no other children's specialty shops in Blowing Rock.
- Leases are usually for a minimum of three years but in this economy we are offering a two year lease with an option for a three year renewal (not negotiable)
- Rent for Year One is \$2,800. Per month. This includes the usual CAM assessments of taxes, building insurance and basic maintenance. Annual increases average 3%.

For additional information contact: Karyn Herterich- 828-265-7065 (cellular)- herterich@att.net or visit our website at: Southmarke.com

\$1,000. Referral Fee paid upon a signed lease from your client.

Retail Space For Children's Store Available

Upscale Mountain Resort In Western North Carolina (1 ½ hours from Charlotte and 6 miles from Boone)
SouthMarke Specialty Center on Main Street

Available April 1st, 2012

For Additional Information Please Call: (828) 265-7065



- ❖ 1,000 square foot, (24' wide x 42' deep, 10' high ceilings) Move in condition just bring floor fixtures and inventory!
- ❖ Minimum: Two Year Lease, Merchandise category protected
- ❖ For additional details regarding this space please see our website : www.southmarke.com