

SIMON SAYS

SNOWMEN MELT WHEN SITTING NEXT TO A FIRE

SIMONSAYS

6.25.2014

...What happened at ICSC... should not only Stay at ICSC!

Snowmen Melt When Sitting Next to a Fire
Our Vegas road show touched on another common theme: Clicks versus Bricks. Headlines encompassing store closures of Staples, Radio Shack, and Family Dollar were spurring dialogue. I asked a repeat question to some notable national developers: How the E-commerce juggernaut took a heavy toll on a host of users such as bookstores, electronic outlets, video stores, and clothiers? Then subsequently questioned, have they noticed transcendence from recession resistance pre-crisis to web resistance present day? The Clicks versus Bricks argument has elicited consideration for radical changes to improve our shopping experience. Retailers need to meet the threats from E-commerce yet still tap into such enormous potential. Stores have to become more of a visiting pleasure like Apple or Disney who offer fun products, beautiful design, and helpful staff. Shoppers will then feel it is worth the trip to the mall.



What This Means to You:

To survive the new landscape shops will need large amounts of imagination—and money, to compete with the near \$200 million a year Online business. Then E-Commerce will take note of how to sustain it's own market share, enabling both E-commerce and traditional retail to further integrate. Even as web shopping grows we are still seeing Online retailers go Brick and Mortar. The biggest winners will be you. The customer.

Welcome to Simon Says. While being in the day to day trenches I continue to realize we all share one common thread: we seek to learn daily and evolve our practice. Simon Says will share the latest on the pulse of the market from clients, developers, property managers, and all industry participants from REITS to Underwriters to private investors. The end objective is to better understand the market and what to expect from the market moving forward. The goal of Simon Says is to share knowledge.



SIMON JONNA
Executive Vice President

“An organization’s ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”

-Jack Welch



401 S Old Woodward, Suite 425, Birmingham, MI
248 226 1610
simon@thejonnagroup.com

This information has been secured from sources we believe to be reliable, but we will make no representations or warranties, expressed or implied, as to the accuracy of the information. References to square footage or age are appropriate. Readers must verify the information and bears all risk for any inaccuracies.