

VERADA

www.veradaretail.com

**Every vacant
retail space
is a missed
opportunity.**

BAGELS

**At Verada, we believe
neighborhoods deserve
vibrant communities
filled with thriving
tenants. We're
committed to turning
your empty spaces into
lasting legacies.**

Award winning results

- ✓ Recognized by REBNY for the industry's "Most Ingenious Deal of the Year"
- ✓ 8x CoStar Quarterly Deal Award Winner
- ✓ CoStar Power Broker of the Year (Outer Borough Retail)



Secured tenant list



Why do Landlords choose VERADA?

- 01 **Speed** Lease brand-new retail spaces 35% faster than the market average.
- 02 **Precision** Attract qualified tenants quickly with advanced analytics.
- 03 **Impact** 60,000+ SF pre-leased at 1 Wythe Ave, accelerating project success.

Our Path to Leasing Success

01



Immediate Marketing Launch

Instantly list your retail spaces on top platforms (CoStar, LoopNet, LinkedIn, Website).

02



Targeted Outreach & Tours

Daily personalized outreach (emails, calls, broker blasts), and rapid scheduling of tenant tours

03



Expert Negotiations & LOIs

Negotiate optimal lease terms, swiftly secure Letters of Intent from qualified tenants

04



Efficient Lease Execution

Rapidly finalize leases, manage tenant onboarding, and ensure smooth occupancy.

The Data-Driven Advantage

01



Predictive Tenant Analytics

Identify ideal tenants quickly using advanced predictive analytics (Placer.ai, Esri).

02



Market Optimization

Tailor your tenant mix precisely to neighborhood demographics (AlphaMap).

03



Proprietary Marketplace

“Top-ranked on Google for ‘Williamsburg Retail.’”
Direct access to qualified, creditworthy tenants through Verada Marketplace.

04

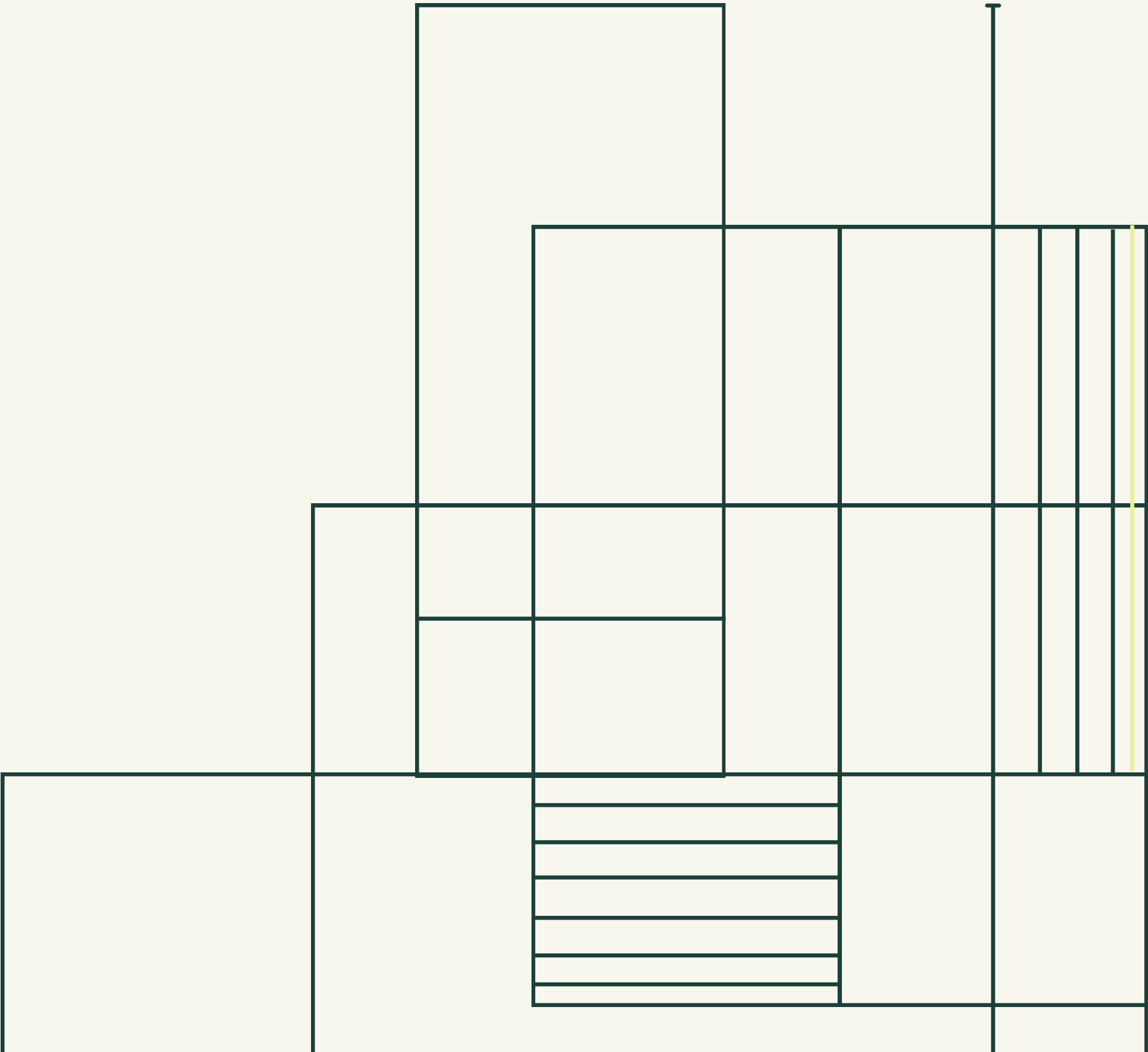


Advanced Lead Management

Seamless lead tracking and conversion using industry-leading CRM (HubSpot).

Success Stories

Delivering Success across Brooklyn



1 Wythe Ave

Challenge

Complex zoning required manufacturing tenant before financing approval

Solution

Secured Brooklyn Brewery (41,000 SF) and Acme Smoked Fish (18,000 SF) pre-construction.

Results

60% leased pre-construction

Enabled financing and accelerated construction
Established iconic mixed-use destination

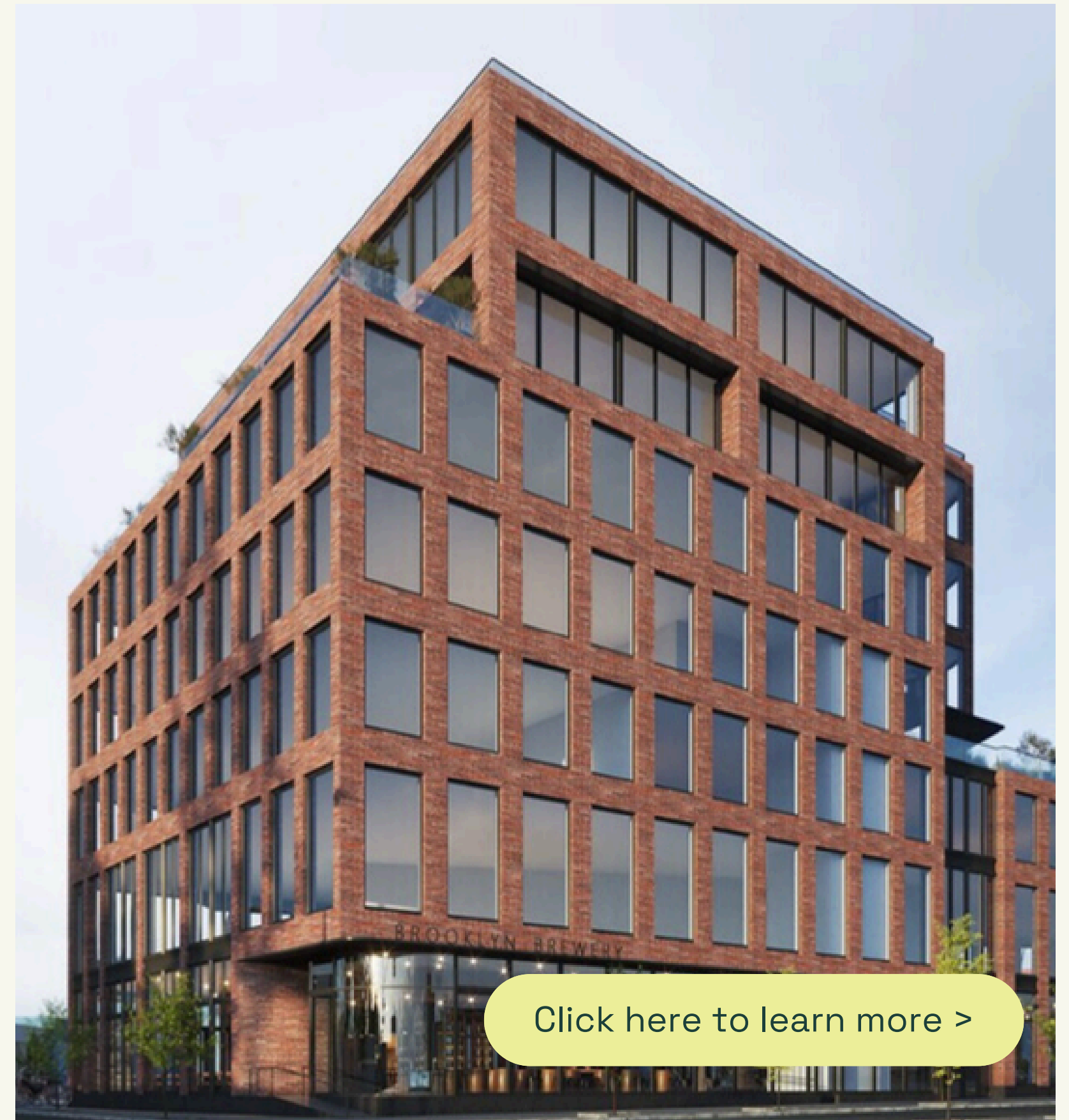
Tenants Secured



Testimonial

“Verada expertly navigated zoning and leasing complexities, delivering exceptional tenants early and securing financing.”

– Jason Behfarin, Co-Managing Partner, G4 Capital Partners



[Click here to learn more >](#)

510 Driggs Ave

Challenge

Leverage difficult subgrade space and large-scale mixed-use retail in Williamsburg.

Solution

Data-driven leasing secured ideal health and wellness tenants quickly.

Results

Fully leased (26,000 SF) ahead of competitors

Achieved market-leading blended rents

Maximized asset value and community engagement

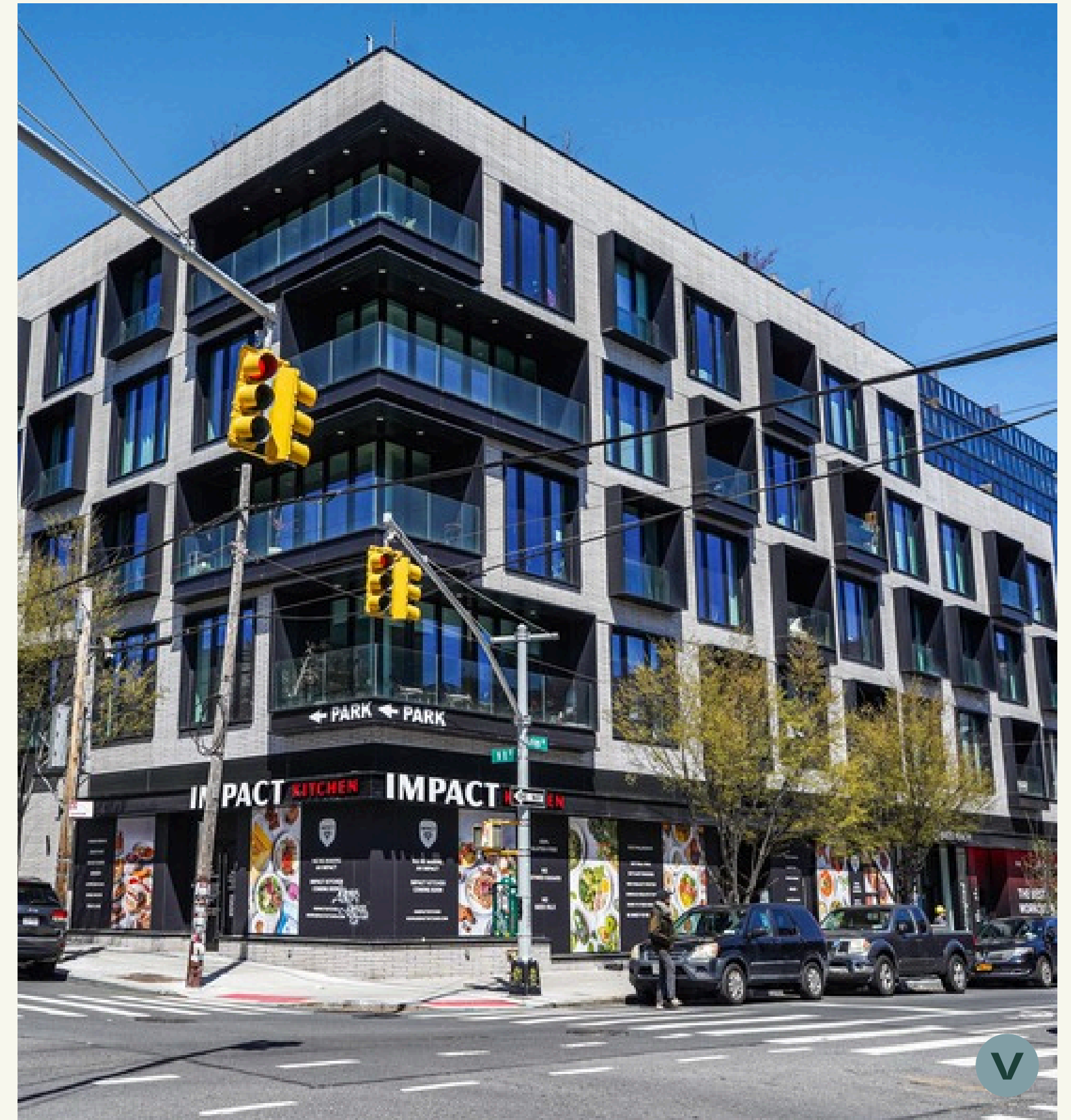
Tenants Secured



Testimonial

"Verada delivered a perfect tenant mix fast, making 510 Driggs an immediate neighborhood destination."

– Robert Rosenthal, CEO Northlink Capital



Adam America

Challenge

Adam America had multiple first-generation retail spaces sitting vacant, impacting overall asset performance

Solution

Verada implemented targeted, data-driven leasing strategies, quickly securing ideal tenants well before construction completion.

Results

50,000+ SF successfully leased across multiple Adam America projects.

Tenants Secured

Bond Vet Group, Blank Street Coffee, Art of Problem Solving (AoPS), Downtown Organic Market, JAG-ONE, Cornbread, PhysioRX, Inspira Physical Therapy, Inspira Pilates

Testimonial

“Working with Verada was a game-changer. They leased our entire 50K SF retail portfolio quickly, securing exceptional tenants & significantly enhancing our asset values.” – Omri Sachs, CEO, Adam America



Adam America



2461 Broadway

Size
3,000 SF

Tenants



2505 Broadway

Size
5,000 SF

Tenants



24 4th Ave

Size
7,034 SF

Tenants



409 Eastern
Parkway

Size
6,300 SF

Tenants



275 4th Ave

Size
4,103 SF

Tenants



Meet the Team Behind VERADA

Nate Mallon

Co-Founder & Managing Partner

Nate isn't just a broker—he's a community builder. Driven by the belief that exceptional retail spaces shape vibrant neighborhoods, Nate has crafted landmark deals across Brooklyn, earning prestigious recognition including REBNY's Deal of the Year and CoStar Power Broker of the Year

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Brendan Thrapp

Co-Founder & Principal Broker

Brendan combines deep market expertise with a relentless drive to create lasting value. Known for his ability to strategically match the right tenants with the perfect spaces, Brendan has successfully completed over 200 retail transactions, consistently enhancing asset value for landlords.

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Stop Losing Money on Vacant Space

Schedule your personalized leasing strategy
session with Verada today!

[Click here to schedule now >](#)