

**VERADA**

[www.veradaretail.com](http://www.veradaretail.com)

**We help businesses  
find the right space  
to grow — with expert  
guidance, real data,  
and personal attention.**

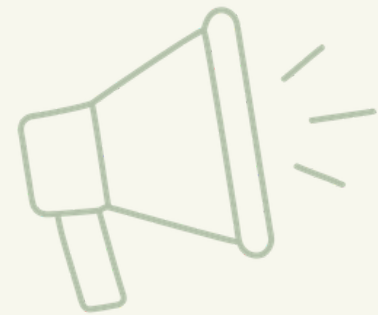
# We understand your business.

- 01 We take time to understand your brand, your budget, and your customers
- 02 We've worked with all types of retail — from wellness to home goods to coffee.
- 03 Develop a deep understanding of your business strategy and criteria, including key customer demographics and attributes, desired co-tenancy, and space/layout requirements
- 04 Analyze the major objectives and criteria of the strategy, as well as the results of any in-house research



# We find the right location

Backed by Real Tools, Real Knowledge, and Real Experience.



We represent **hundreds of landlords** in your market—and dominate the off-market space too. Your journey starts with a relentless search and continues through strategic deal structuring, tough negotiations, local approvals, and a seamless close.

We deliver clear reports and curated surveys—covering both on- and off-market options—so you can **tour strategically and make smart, confident decisions for your next location**. Our insights include detailed demographic breakdowns to ensure your business is set up for long-term success.

# From tour to opening day

We got you!



**01** We scout ideal locations and guide you through strategic property tours.



**02** We provide strategic lease negotiation paired with expert support through the permitting and approval process.



**03** Our support continues through build-out and launch—right up to ribbon cutting and welcoming your first customer



**04** Let's find your space!

# Secured tenant list



# 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

[nm@veradaretail.com](mailto:nm@veradaretail.com)

860-416-7288



**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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201-787-9679



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Estate Partner**

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