

# VERADA

What Neighborhoods are Built On

Transforming Retail Spaces from Liability to Legacy

## The Retail Challenge

**You've invested millions  
in your development.  
The residential units are  
selling, but the retail space  
sits vacant month after month**

Every day without the right tenants means:

Lost revenue that can't be recovered

A building that feels incomplete

“

Verada identified and targeted expanding credit tenants that fit the needs of the neighborhood, securing Bond Vet Group and Blank St Coffee 8 months before the building's completion

Ron Vaksin — Managing Partner, Adam America  
From skepticism to success: The Verada difference

[Read Verada's Case Studies >](#)

”



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Why Do Landlords  
Choose **VERADA** for  
First-Generation  
Commercial Leasing

“

**We understand what keeps developers up at night— we've built our entire approach around solving those challenges.**

**First-Mover Advantage**

Secure top tenants before TCO, reducing vacancy and de-risking your asset

+

**Strategic Tenant Curation**

Handpick operators that align with property goals, creating long-term value

+

**Data-Driven Decisions**

Leverage Placer.ai, Esri, and AlphaMap for pinpoint market insights and tenant matching

+

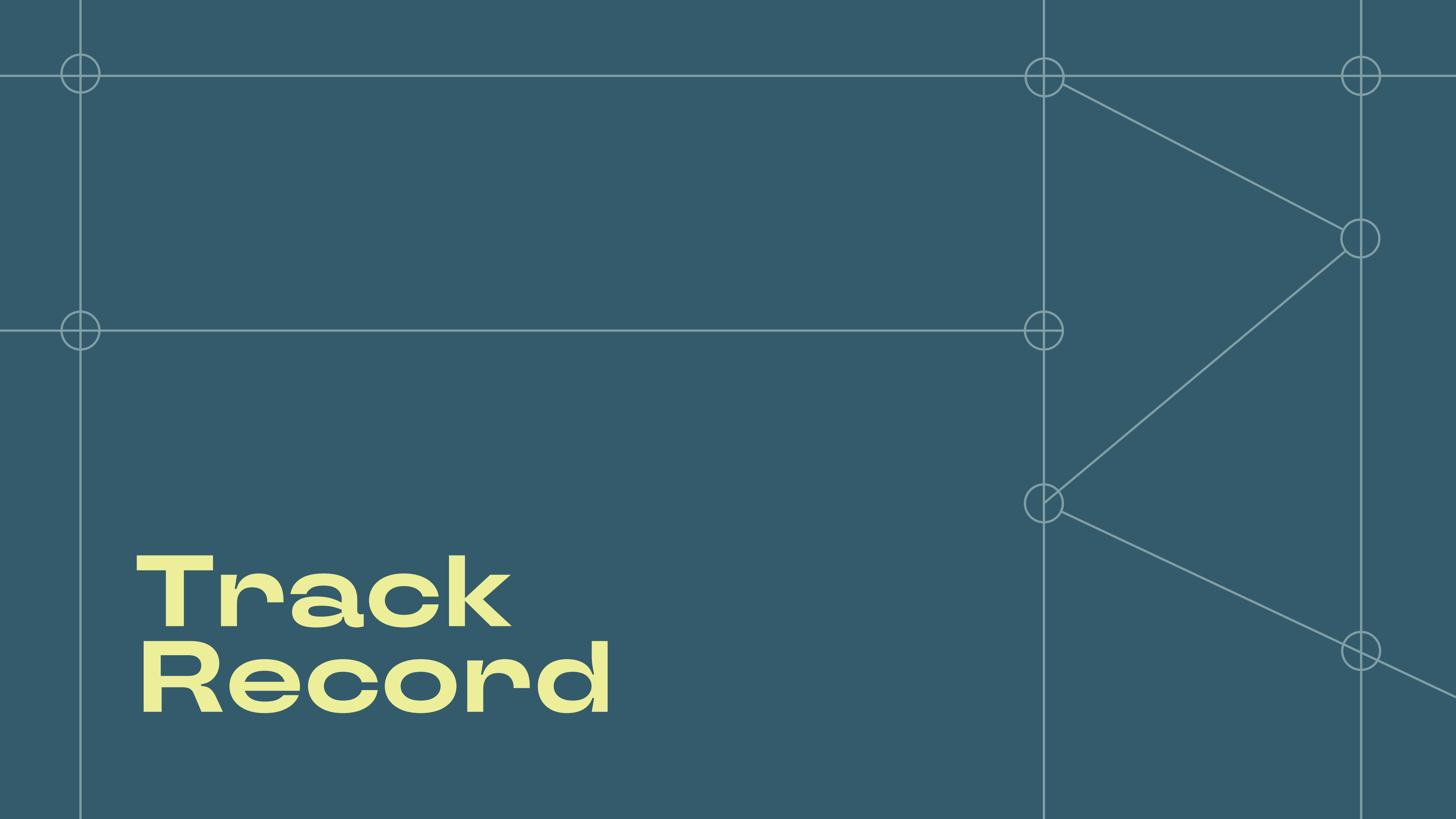
**Proven Success**

Over 250,000 SF leased in first-generation developments since 2022

**We maximize asset value by securing the right tenants faster, through data-driven leasing strategies.**

”

# Track Record



# Results you can feel good about

- v 270,000+ SF**  
leased in first-generation commercial spaces since 2022
- v 60,000+ SF**  
of 1 Wythe Ave leased pre-construction
- v 100,000 SF**  
of prime Williamsburg retail & office [currently available >](#)
- v 35% faster**  
than the average industry lease-up time



**9x** CoStar Quarterly Deal Award Winner

CoStar Power Broker of the Year Award Winner

REBNY Deal of the Year of the Year 2023

## V 2022

- Q2 - VeradaRetail.com Launched
- Q2 - 26,000 SF of Agency Secured at 510 Driggs Ave
- Q3 - Bond Vet Signs at 2461 Broadway
- Q3 - 🏆 CoStar Quarterly Deal Award Winner
- Q4 - The Learning Experience Signs  
12,000 SF at 510 Driggs
- Q4 - Brooklyn Brewery Signs  
41,000 SF at 1 Wythe Ave
- Q4 - 🏆🏆 CoStar Quarterly Deal Award Winner

## V 2024

- Q1 - Sola Salons Signs at Slate Property Group's 222 Johnson
- Q2 - Barry's Lease Signed at 510
- Q2 - 🏆 CoStar Quarterly Deal Award Winner
- Q3 - Acme Smoked Fish Lease Signed
- Q3 - 🏆 CoStar Quarterly Deal Award Winner,  
Completed Leasing Out All 26,000 SF at 510 Driggs
- Q4 - 🏆 CoStar Quarterly Deal Award Winner, 2505 Broadway Lease Signed,  
Moved to New Office at The Fred French Building

## V 2023

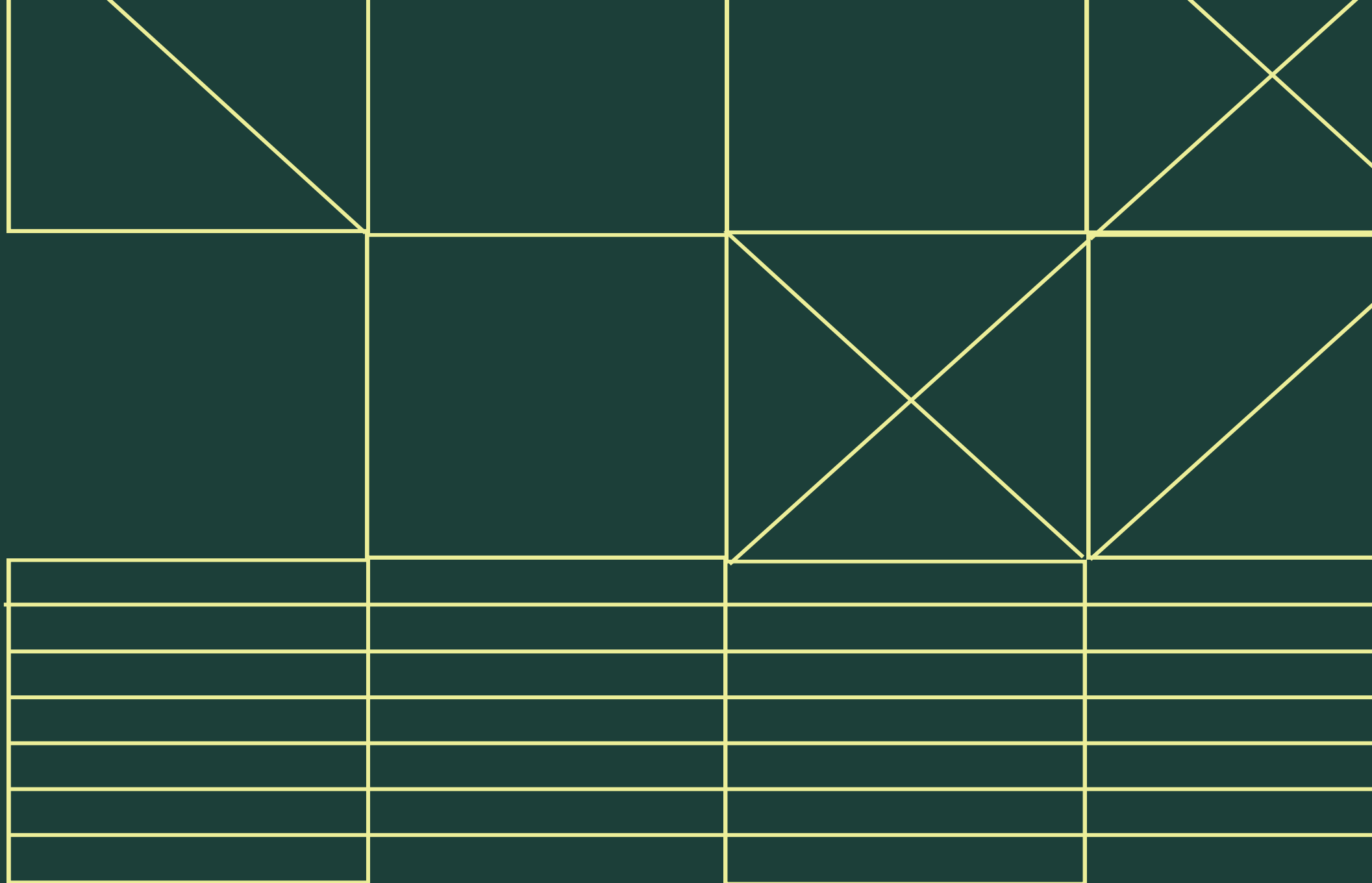
- Q1 - 🏆 Power Broker of the Year
- Q2 - Rock Spot Climbing Leases 8,000 SF
- Q2 - 🏆 CoStar Quarterly Deal Award Winner
- Q3 - 🏆 REBNY Deal of the Year Winner  
Met Fresh Market Leases 12,000 SF
- Q4 - Opened Office in Miami

## V 2025

- Q1 - Union Square Market signs at  
TF Cornerstone's 14th St. 9000 SF
- Q1 - 🏆 CoStar Power Broker of the Year Winner  
for Most Retail Leased in the Outer Borough
- Q2 - 🏆 CoStar Quarterly Deal Award Winner
- Q3 - 🏆 CoStar Quarterly Deal Award Winner
- Q4 - 🏆 CoStar Quarterly Deal Award Winner

# Secured tenant list

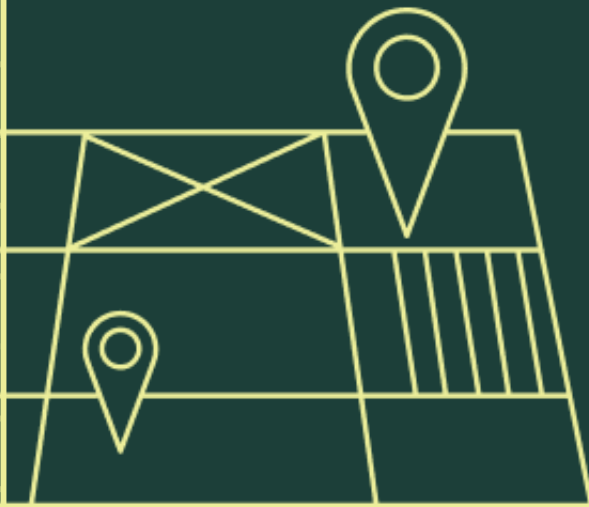




# Our Approach

# Our Services for Landlords

**Pre-development  
& acquisition  
advisory**



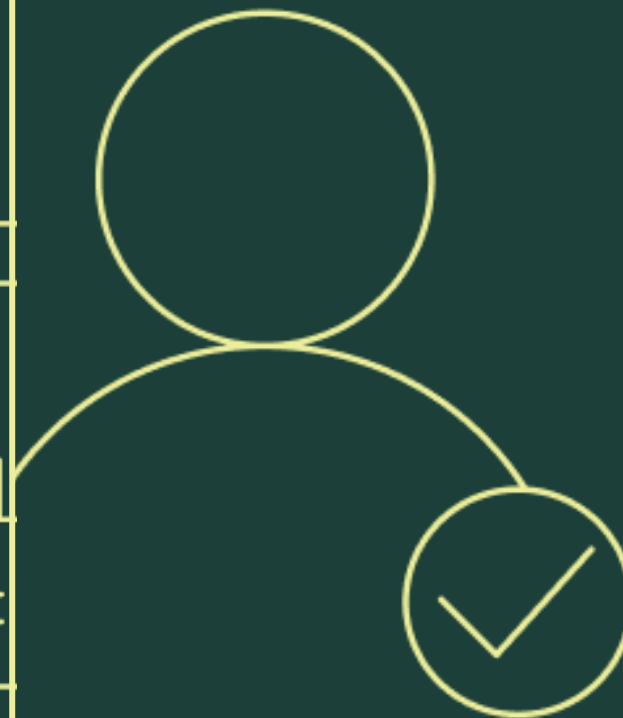
**Market &  
financial analysis**



**Customized  
marketing  
campaigns**



**Tenant vetting**



**Full-service  
deal execution**



# Path to a Signed Lease

## STEP 01

### Collect Collateral

Gather photos, floor plans, co-tenancy map, demographics.

## STEP 02

### Immediate Marketing Launch

List on CoStar, LoopNet, LinkedIn, Website.

## STEP 03

### Daily Outreach

Targeted emails, calls, and DMs to our broker network and private contacts

## STEP 04

### Bi-Weekly Broker Blasts

Re-engage 1,200+ brokers with fresh updates.

## STEP 05

### Property Tours

Schedule and conduct tours as inquiries come in.

## STEP 06

### Reporting & Feedback

Bi-weekly performance reports and landlord check-ins.

## STEP 07

### Negotiations & LOIs

Coordinate discussions, finalize terms, and secure Letters of Intent

## STEP 08

### Deals Closed

Execute lease agreements and complete tenant move-in processes



The background features a light green color with a grid of thin, dark green vertical lines. Two diagonal lines, also in dark green, cross the grid from the top-left towards the bottom-right. The text 'Our Strategy' is positioned in the lower-left area, with 'Our' on the top line and 'Strategy' on the bottom line.

# Our Strategy



## Challenges frequently faced by landlords

Leasing Before TCO

Maximizing Mixed-Use Retail Spaces

Attracting High-Quality, Long-Term Tenants

Creating Tenant Synergy & Vibrant Communities

Adapting to Market Shifts

Navigating Zoning & Compliance



## VERADA's Solutions

### Progressive Leasing Strategies

Secure credit tenants pre-construction, de-risking your asset.

### Data-Driven Insights

Optimize tenant mix and identify opportunities using tools like Placer.ai or Esri.

### Custom Marketing Campaigns

Tailored outreach and branding to attract quality, long-term tenants.

### Market Research & Advisory

Guidance on zoning, compliance, and neighborhood trends to keep you ahead.

### Ongoing Market Analysis

Real-time data to pivot quickly and adapt to evolving retail demands.

### Neighborhood Insights

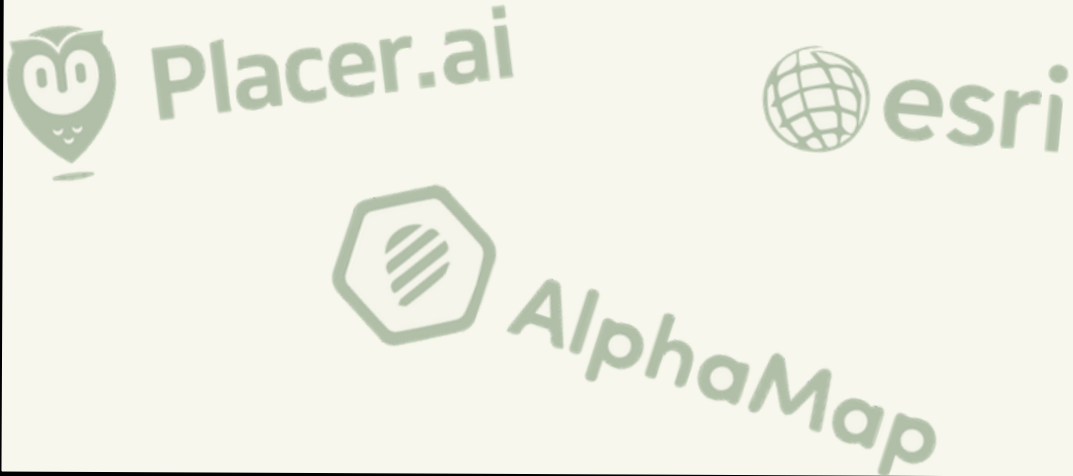
Deep local knowledge to cultivate synergy, ensuring your development becomes a community hub.

# Leveraging **data** to secure the right tenants

01

## Advanced Market Research

Leverage data tools (Placer.ai, Esri, AlphaMap) to deeply understand neighborhood trends and tenant demand.



02

## Tenant Demand Forecasting

Use predictive analytics to pinpoint ideal tenants, optimizing property value and reducing lease-up time.



03

## Neighborhood-Specific Strategies

Tailor leasing strategies based on demographics, competitive inventory, and local economic trends.

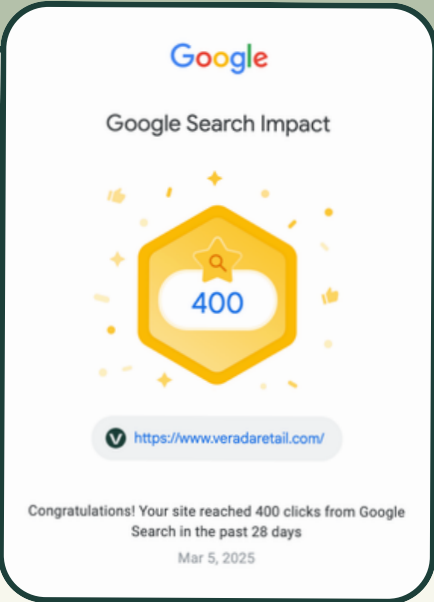


# Innovative platforms for modern leasing

### Verada Marketplace

A proprietary platform providing unparalleled visibility to creditworthy tenants.

Why It Matters: Landlords gain a competitive edge by showcasing their spaces on an exclusive platform designed to attract the right operators quickly.



### VeradaRetail.com

SEO-optimized website, currently #1 on Google for "retail space in Williamsburg."

Why It Matters: High organic search ranking means more qualified traffic and faster lease-up for your property.

### HubSpot CRM

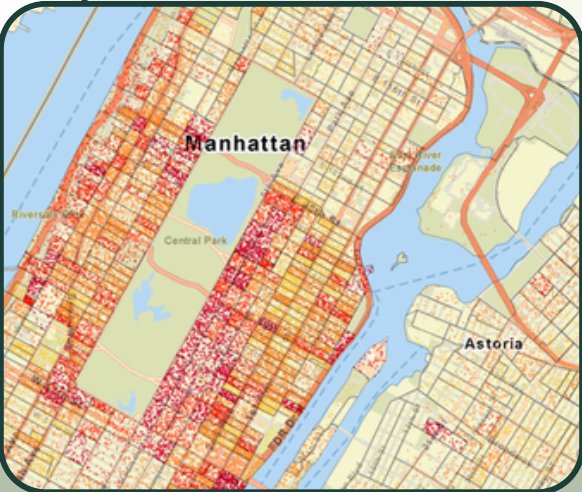
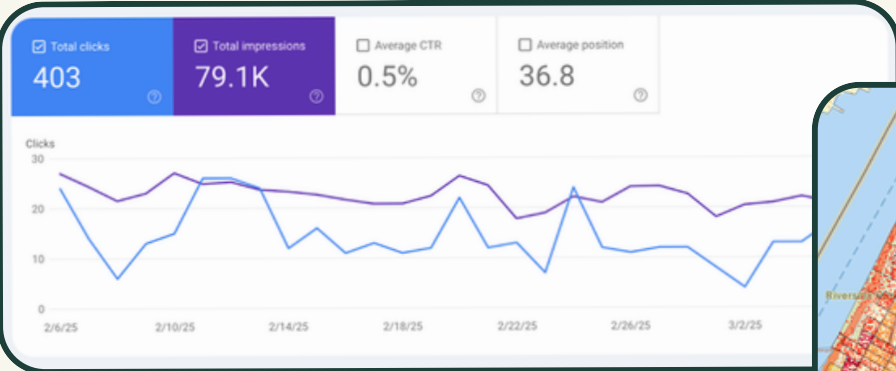
An advanced lead management and inbound/outbound marketing system.

Why It Matters: Streamlines every lead—no tenant inquiry slips through the cracks. This improves conversion rates and shortens vacancy periods.

### AI & Machine Learning

Cutting-edge analytics for tenant profiling and market forecasting.

Why It Matters: By predicting market shifts and identifying top tenants, we secure stable, long-term occupancy and reduce landlord risk.



# Fill your space faster with a multichannel approach

## Direct Outreach & Tailored Engagement

Personalized email and call campaigns that directly reach curated prospects, ensuring a personal touch and higher conversion.



**VERADA**



## Social Media Marketing & Engagement

Leveraging LinkedIn, Instagram, and YouTube to share success stories, case studies, and testimonials that build trust.

## Broker Network Marketing

Tapping into an extensive network of 1,346+ brokers, industry events, and referrals for quality, pre-qualified leads.

## Digital Presence & Website Optimization

An SEO-optimized website that attracts organic traffic and showcases Verada's expertise in first-generation leasing.

## Paid Digital Advertising

Targeted ad campaigns on Google Ads, CoStar, and LoopNet for high visibility and rapid tenant acquisition.

# Attract quality tenants & strengthen your asset value



## Data-Driven Insights

Real-time data on tenant behavior and market trends lets us fine-tune campaigns for even better results.

## Brand Credibility

A robust online presence not only attracts tenants but also reinforces Verada's standing as an industry leader, giving landlords confidence in our process.

## Quality Tenant Pipeline

Inbound marketing ensures well-informed, creditworthy tenants, reducing vacancy time and boosting long-term lease stability

## Success Metrics

Proven Results: Our integrated approach delivered an additional 10,000+ SF leased within 45 days on recent projects.

Key KPIs: Faster time on market and improved tenant quality, translating to higher property value and ROI.

# Transparent and efficient deal management

## Regular Performance Reporting

Clear, bi-weekly updates tracking market interest, tenant inquiries, and tour feedback.

[Link to Example >](#)

## Negotiation Expertise

Skilled negotiation to secure favorable lease terms, ensuring maximum property value.

## Seamless LOI-to-Lease Execution

Efficient management of Letters of Intent, lease finalization, and tenant onboarding.

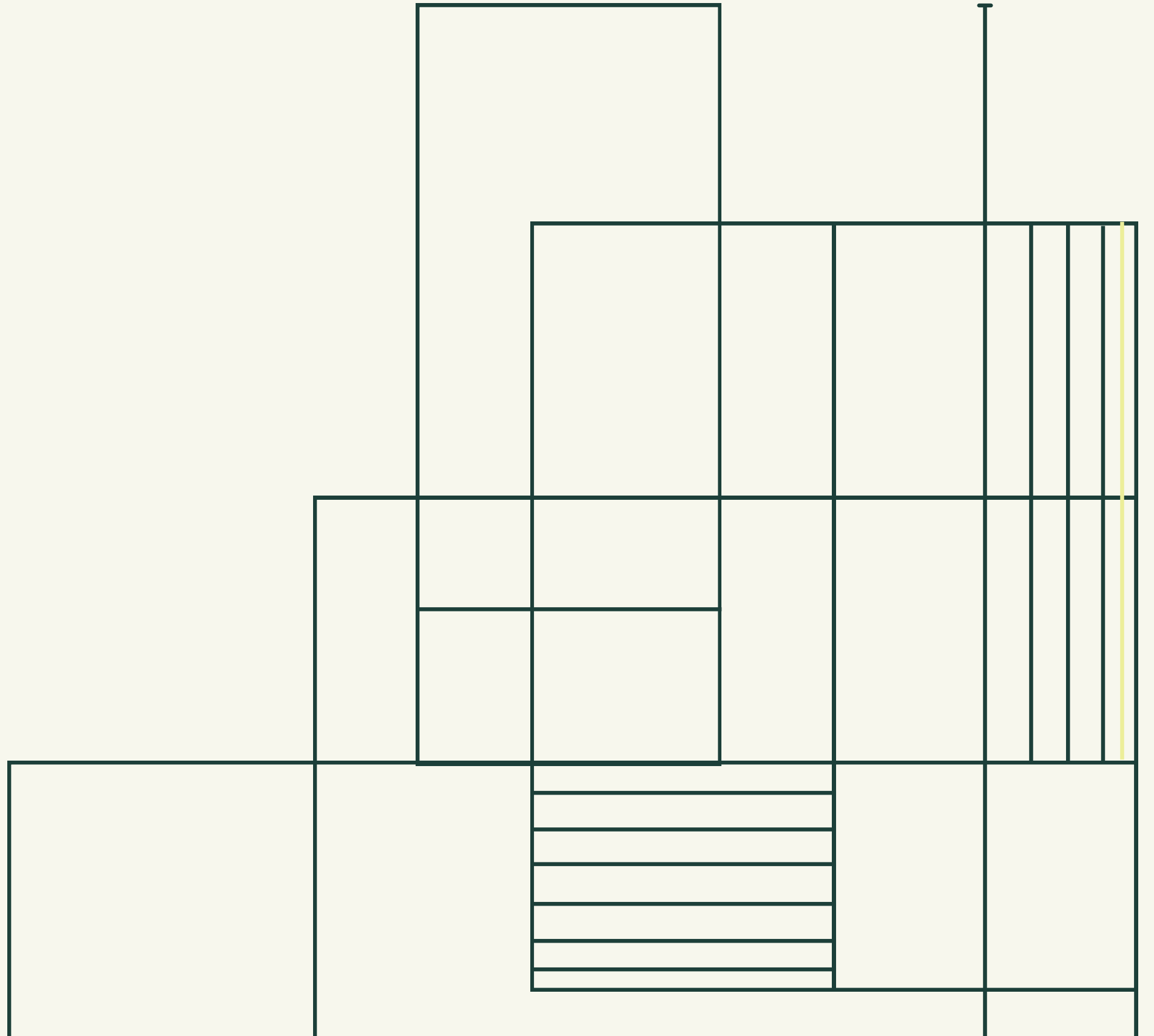
# VERADA

## Other firms

<p><b>Award-Winning Leadership</b></p>	<p>Recognized with <b>REBNY Deal of the Year</b> and <b>CoStar Power Broker</b> honors</p>	<p>Unremarkable leadership lacking industry recognition</p>
<p><b>First-Generation Leasing Experts</b></p>	<p><b>Specialists in new development leasing,</b> with the most first-gen spaces leased in North Brooklyn</p>	<p>Limited expertise in first-generation developments, rarely handling new spaces</p>
<p><b>Proven Track Record</b></p>	<p>Over <b>250,000 SF leased since 2022,</b> demonstrating consistent success</p>	<p>Inconsistent performance with minimal leasing volume and unpredictable results.</p>
<p><b>Data-Driven Strategies</b></p>	<p>Utilizes <b>exclusive tools</b> (Verada Marketplace, advanced analytics) for superior market insights</p>	<p>Rely on outdated, traditional methods without modern analytics</p>
<p><b>Turnover Speed</b></p>	<p>Achieves a <b>35% shorter average time on market</b> than competitors</p>	<p>Properties remain on the market significantly longer than Verada's</p>
<p><b>Personalized Service</b></p>	<p>Delivers a <b>tailored, hands-on approach</b> that creates big impact.</p>	<p>Offer generic, high-volume services with little customization</p>
<p><b>Deep Local Knowledge</b></p>	<p><b>Hyper-focused on Brooklyn &amp; NYC,</b> leveraging in-depth regional expertise</p>	<p>Operate broadly with shallow local focus and generic strategies.</p>

# Success Stories

Delivering Success across Brooklyn



# 1 Wythe Ave

From Complex Challenge to Neighborhood Icon

## Building Overview

A 7-story, multi-use development of 102,000 SF with required light manufacturing use.

## Timeline

Completion set for Summer 2025

## Strategic Tenant Placement

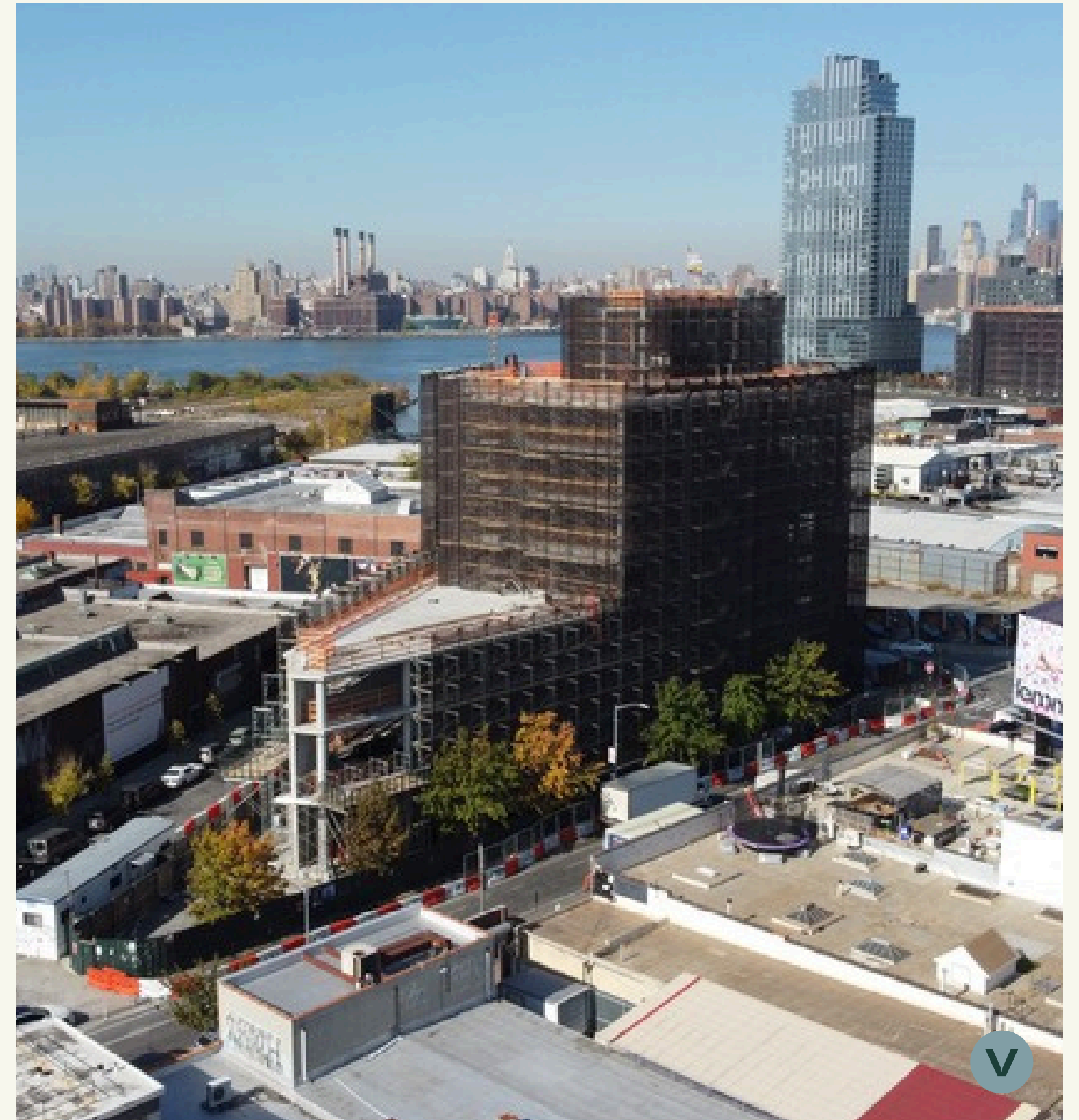
Leased 60% of the building during planning stages by aligning with zoning constraints

## Key Tenants

Brooklyn Brewery (41,000 SF), Acme Smoked Fish (18,000 SF).



A vision complicated by manufacturing requirements transformed into Brooklyn's most anticipated mixed-use destination



“

Securing a pre-construction lease with a credit tenant like Acme Smoked Fish was a pivotal factor in the financial planning and execution of 1 Wythe Avenue. Nate Mallon played a critical role in not only bringing Acme to the table but also in structuring a deal that met the needs of ownership, lenders, and tenants alike. His expertise in navigating complex lease negotiations, combined with his ability to align the interests of Brooklyn Brewery and Acme Smoked Fish early in the process, allowed us to successfully recapitalize the project. Nate's strategic approach ensured that 1 Wythe Avenue would move forward as a premier mixed-use destination in Brooklyn.

Jason Behfarin,  
Co-Managing Partner, G4 Capital Partners

Getting the 1 Wythe transaction done relied upon 4 key factors: understanding our complicated needs (industrial, retail, office, warehouse), understanding the landlord's needs (manufacturing tenant to fulfill zoning requirements, anchor lease to improve financing), navigating the dynamic of negotiating a lease for an unbuilt building still undergoing DCP review, and having the vision to put together two very different parties with a shared challenge (...) Ultimately, his understanding of all the issues and his ability to navigate two very different negotiating and legal styles to construct a deal both parties were happy with says a lot about his ability as a real estate broker.

Eric Ottaway,  
Brooklyn Brewery CEO

[Discover](#) how Verada guided Brooklyn Brewery's relocation, doubling its space and adding tailored office, industrial, hospitality, and retail elements—including a 5,000-square-foot rooftop beer garden.

”

# 510 Driggs Ave

Maximizing Space and Community Value

## Building Overview

A 26,000 sqft, mixed-use development with 12,500 sqft of leasable subgrade space.

## Innovative Leasing Strategy

Adopted a progressive approach to lease 510 Driggs, focusing on maximizing square footage while achieving the highest blended rent for retail spaces exceeding 10,000 square feet in Williamsburg

## Market Benchmarking

Set new standards in leveraging subgrade space in the local market.

## Community Enrichment

Positioned within a high-end residential building, the tenant mix fosters a vibrant and synergistic community.

## Tenants Secured

**BARRY'S**



**BAKER PEDIATRICS**  
PARTNERSHIP WITH FAMILIES



**PERSPIRE™**  
SAUNA STUDIO



“

**Brendan and Nate along with their team at Verada have done tremendous work for me at 510 Driggs. A great mix of quality credit tenants and operators that work for the property and the neighborhood. A perfect example of progressive leasing.**

Robert Rosenthal, Property Owner & CEO of Northlink Capital

”

# 222 Johnson, Slate Property Group

Delivering Results Across Brooklyn

## Challenge

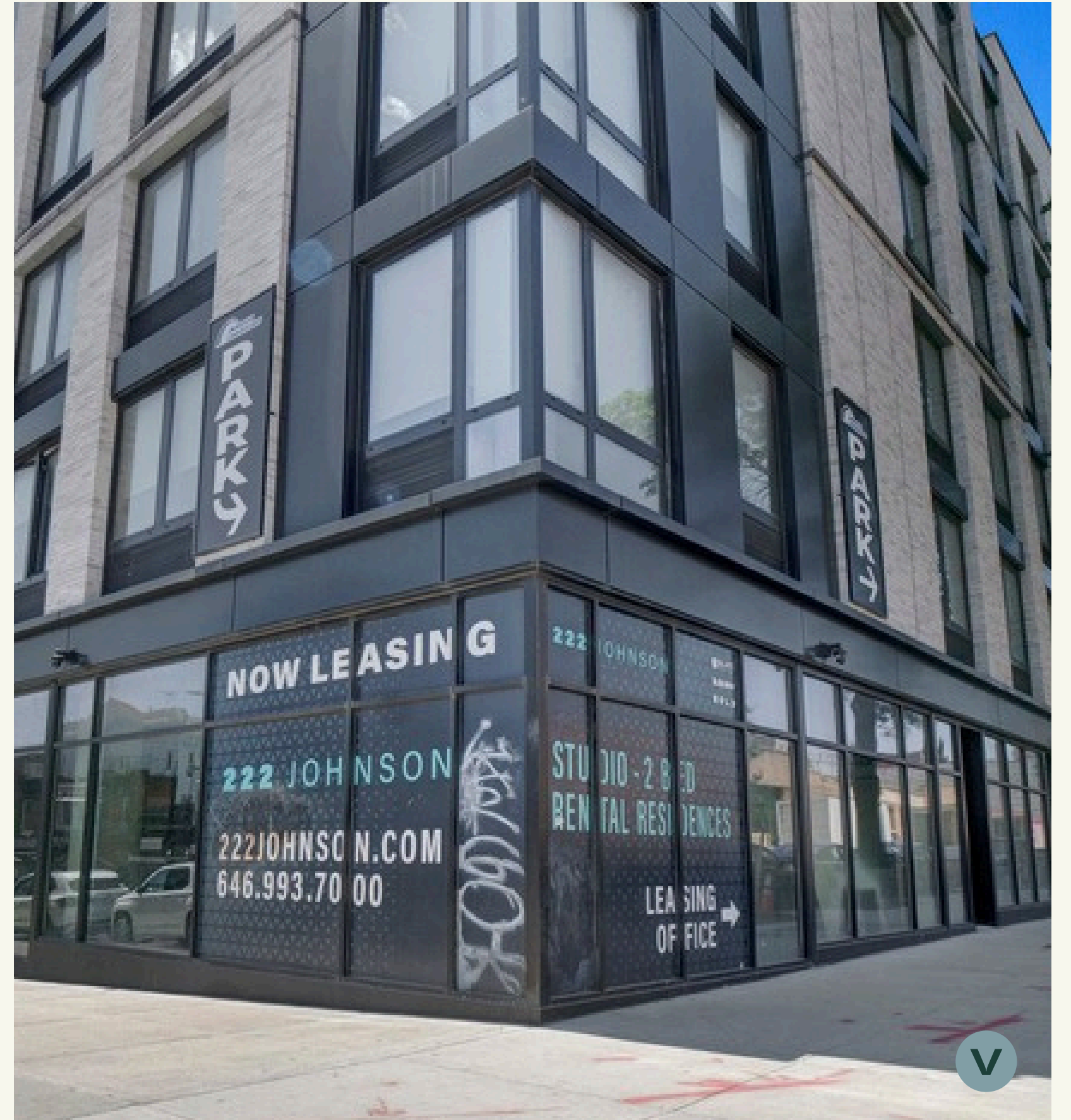
Retail space vacant for 5 years, previously listed with 3 different brokerage firms.

## Verada's Approach

Activated Verada Marketplace to boost visibility. Strategic, targeted tenant outreach.

## Tenants

Lease signed within 6 months (Tenant: Sola Salons)



“

**Verada delivered results we couldn't achieve with prior brokers. Their tailored strategies made all the difference.**

Martin Nussbaum — Slate Property Group

”

# Adam America

Delivering Results Across Brooklyn



## 2461 Broadway

**Size**  
3,000 SF

**Tenants**  
Bond Vet Group, Blank  
Street Coffee



## 2505 Broadway

**Size**  
5,000 SF

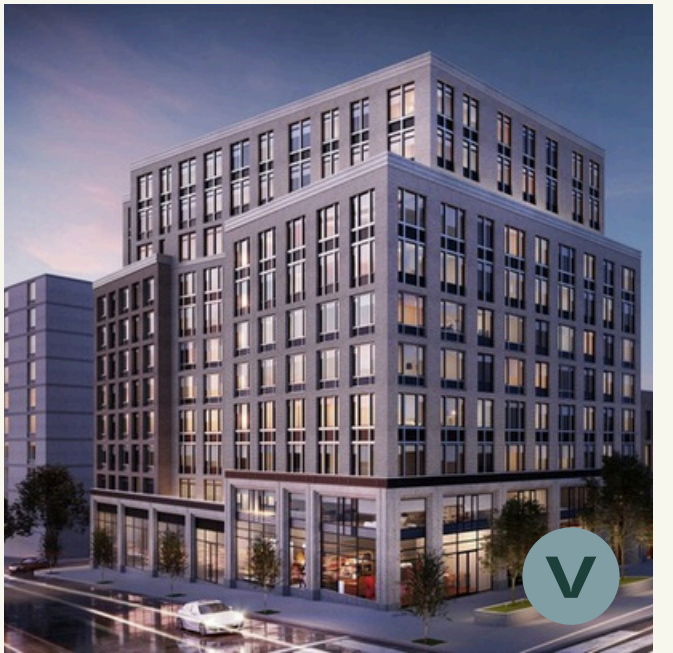
**Tenants**  
Art of Problem Solving  
(AoPS)



## 24 4th Ave

**Size**  
7,034 SF

**Tenants**  
Downtown Organic  
Market, NIOS, Brooklyn  
Mint Dental, Pacific  
Juice



## 409 Eastern Parkway

**Size**  
6,300 SF

**Tenants**  
JAG-ONE, Cornbread



## 275 4th Ave

**Size**  
4,103 SF

**Tenants**  
PhysioRX, Inspira Physical  
Therapy, Inspira Pilates,  
Zeno Nail Salon

“

**Working with Verada was a game-changer for us. They helped us lease our entire commercial portfolio—over 50,000 square feet of first-generation new development space—in New York. We secured top-tier, great credit tenants in both Brooklyn and nationwide, transforming our space into a thriving asset. Their expertise and strategic approach truly set them apart**

Omri Sachs — CEO, Adam America

”



**Nate Mallon**  
**Co-Founder & Managing Partner**

REBNY Deal of the Year Winner, CoStar Power Broker, and leasing expert with a proven track record of success in Brooklyn and beyond.

[nm@veradaretail.com](mailto:nm@veradaretail.com)  
860-416-7288



**Brendan Thrapp**  
**Co-Founder & Principal Broker**

Accomplished broker with over 200 retail transactions, innovative strategies, and a focus on tenant and landlord representation.

[bt@veradaretail.com](mailto:bt@veradaretail.com)  
201-787-9679

# Begin Your Retail Transformation with VERADA

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Get a custom leasing report for your property!

[Request Now >](#)

From vision to reality—  
transform your retail spaces with Verada



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