

# VERADA

Your Premier Real Estate Partner

We lease and sell retail space

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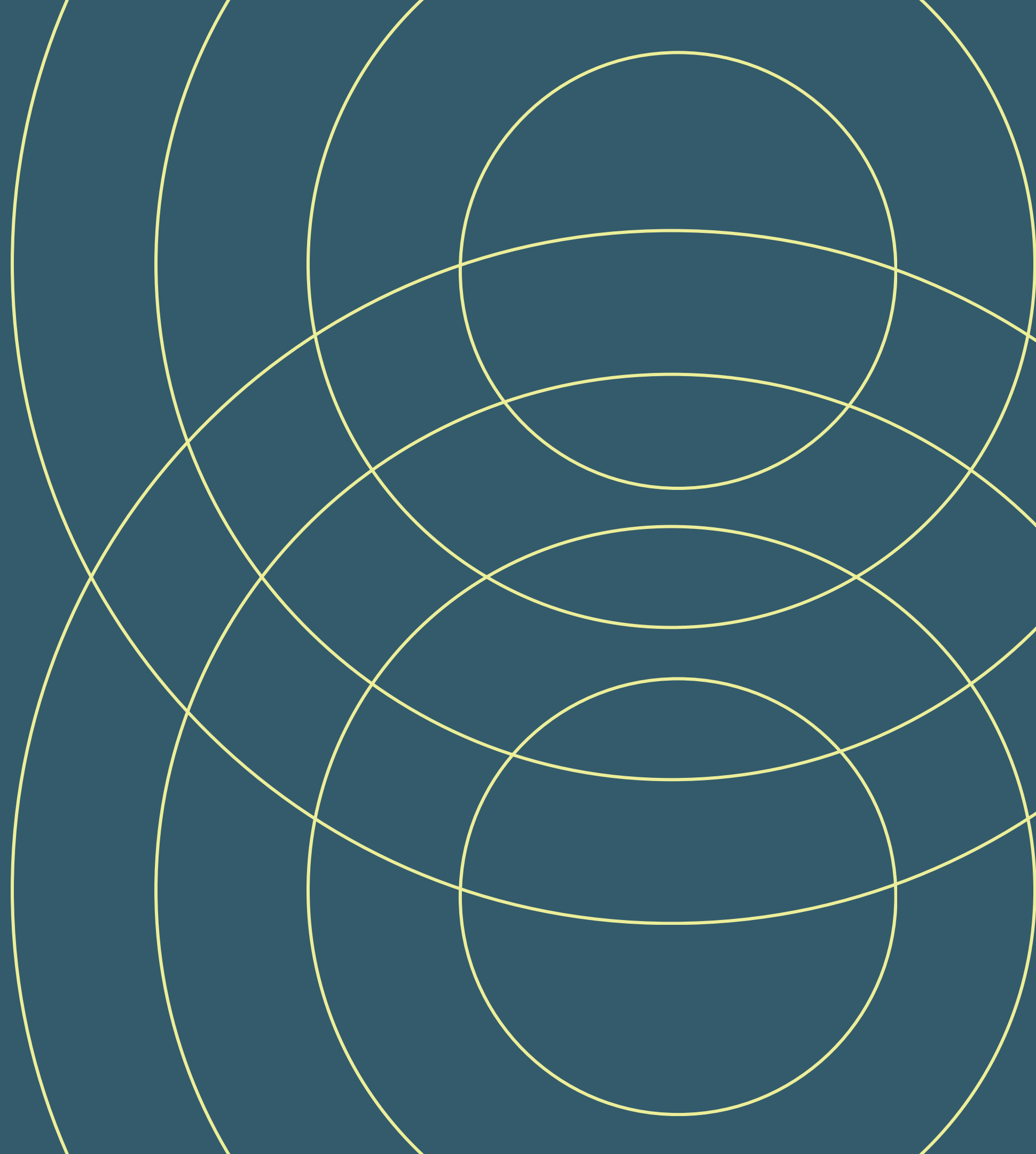
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# Verada's Mission & Vision

Verada's mission is to empower property developers and owners with strategic real estate solutions, maximizing the value of their retail spaces and fostering prosperous, long-term tenant relationships. Our vision is to be the premier partner for landlords, ensuring their properties thrive in the competitive real estate landscape by leveraging our market expertise, innovative technology, and commitment to excellence.

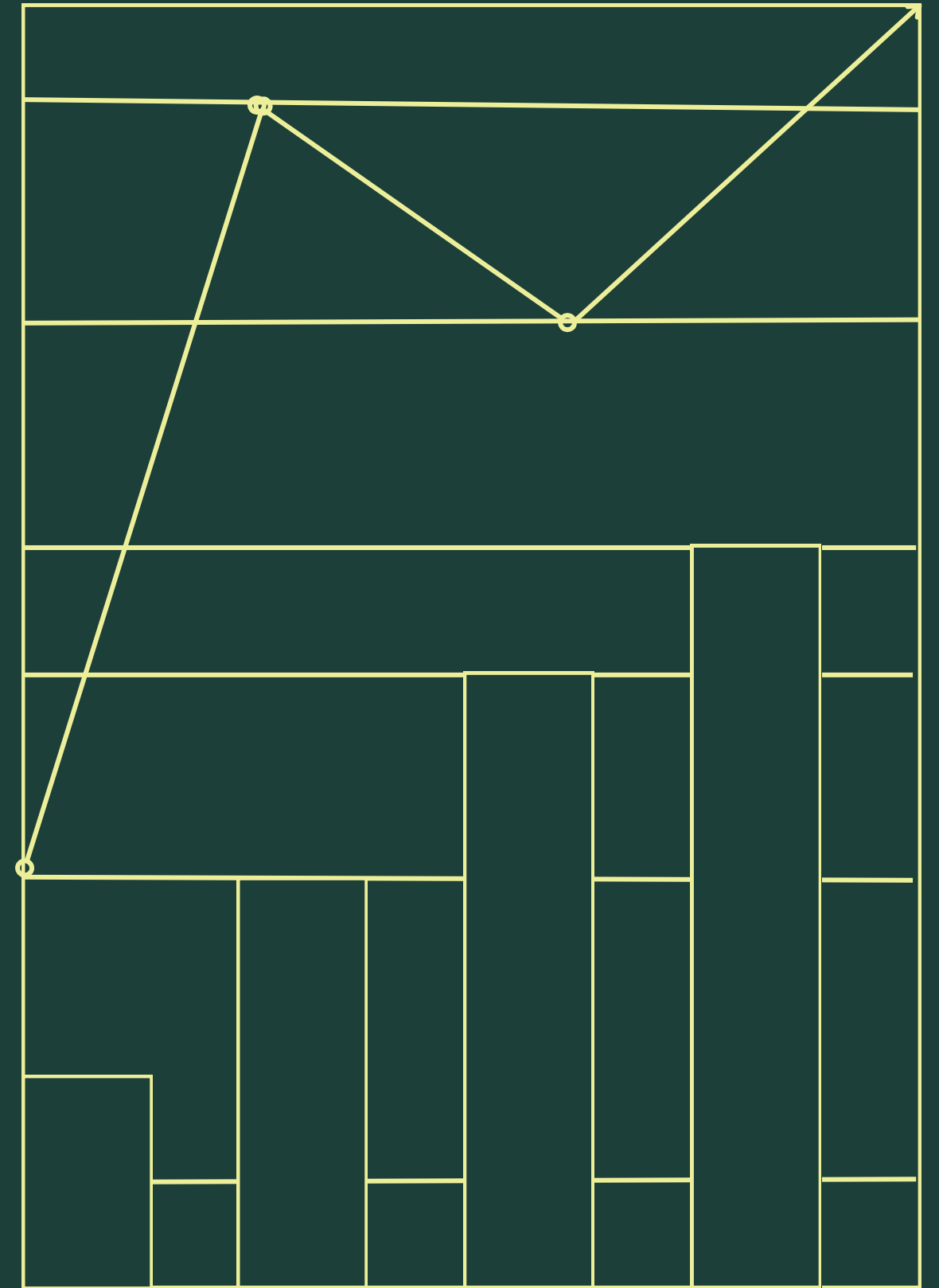
[Visit Website >](#)

**Expertise**



# Navigating Real Estate Dynamics Across Every Development Stage

At Verada, our expertise in the real estate realm extends across all development stages – from planning and ongoing development to completed projects. We recognize the distinctive challenges and opportunities inherent in each phase. Our comprehensive comprehension of the real estate landscape empowers landlords with critical market insights, aiding informed decisions on market conditions, pricing strategies, and property positioning.



## **Navigating Real Estate Dynamics Across Every Development Stage**

**(cont.)**

### **Local Market Knowledge**

Our extensive understanding of local markets encompasses demographics, foot traffic patterns, consumer behavior, prevailing trends, and competitive landscapes.

### **Zoning and Regulations Expertise**

We possess profound knowledge of zoning laws, building codes, and regulatory requisites governing retail spaces. This expertise facilitates strategic tenant placement within zoning constraints, ensuring regulatory compliance.

### **Tenant Profiling and Matching**

We specialize in profiling potential tenants, comprehending their distinct needs, and aligning them with suitable spaces. This involves evaluating a tenant's business model, space requirements, target demographics, and growth projections.

### **Pricing Strategy and Lease Negotiation**

Our competence lies in crafting effective pricing strategies based on market demand, property valuation, and skillful lease negotiations. This includes optimizing rental income and securing favorable lease terms beneficial for both landlords and tenants.

# Leveraging Data for Informed Decisions

## **Tenant Selection Matching Market Trends**

Bond Vet's selection aligns with the local market's evolving demand for pet services, given the surge in pet ownership during the COVID-19 pandemic. Verada anticipated this trend and secured Bond Vet as a tenant, demonstrating their understanding of the area's changing consumer behavior.

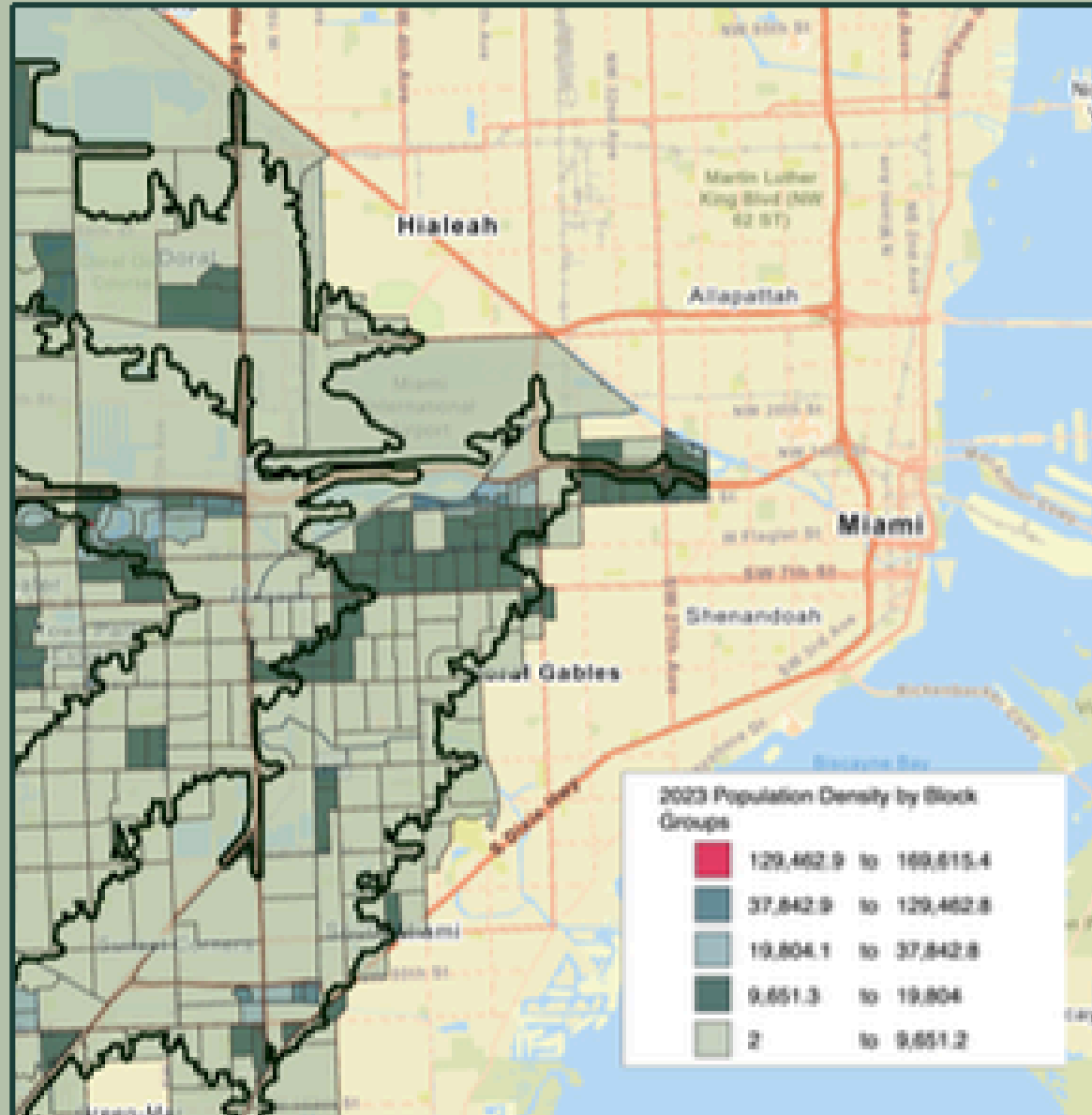
## **Understanding Foot Traffic and Consumer Preferences**

Black Street Coffee's occupancy emphasizes Verada's grasp of consumer preferences in the locality. By recognizing the demand for premium yet affordable coffee in the area, Verada successfully identified and secured a suitable tenant that resonates with the local consumer base.

## **Data-Driven Decision Making**

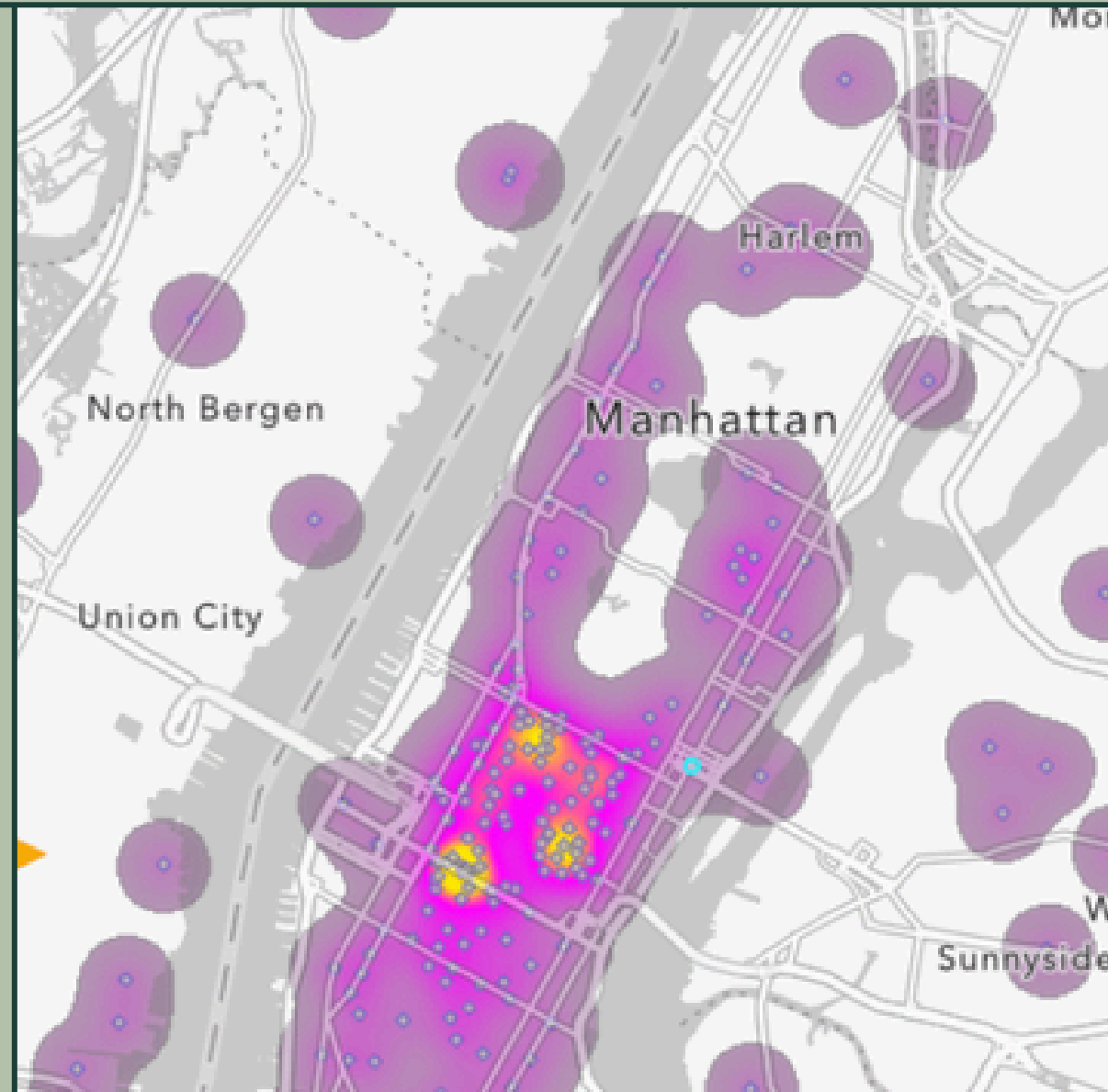
Verada's ability to select tenants like Bond Vet and Black Street Coffee showcases their reliance on data-driven insights about demographics, consumer behaviors, and prevailing trends. This aligns with the Local Market Knowledge expertise as mentioned in the slide content.

## Market Expertise - Our Tech Tools



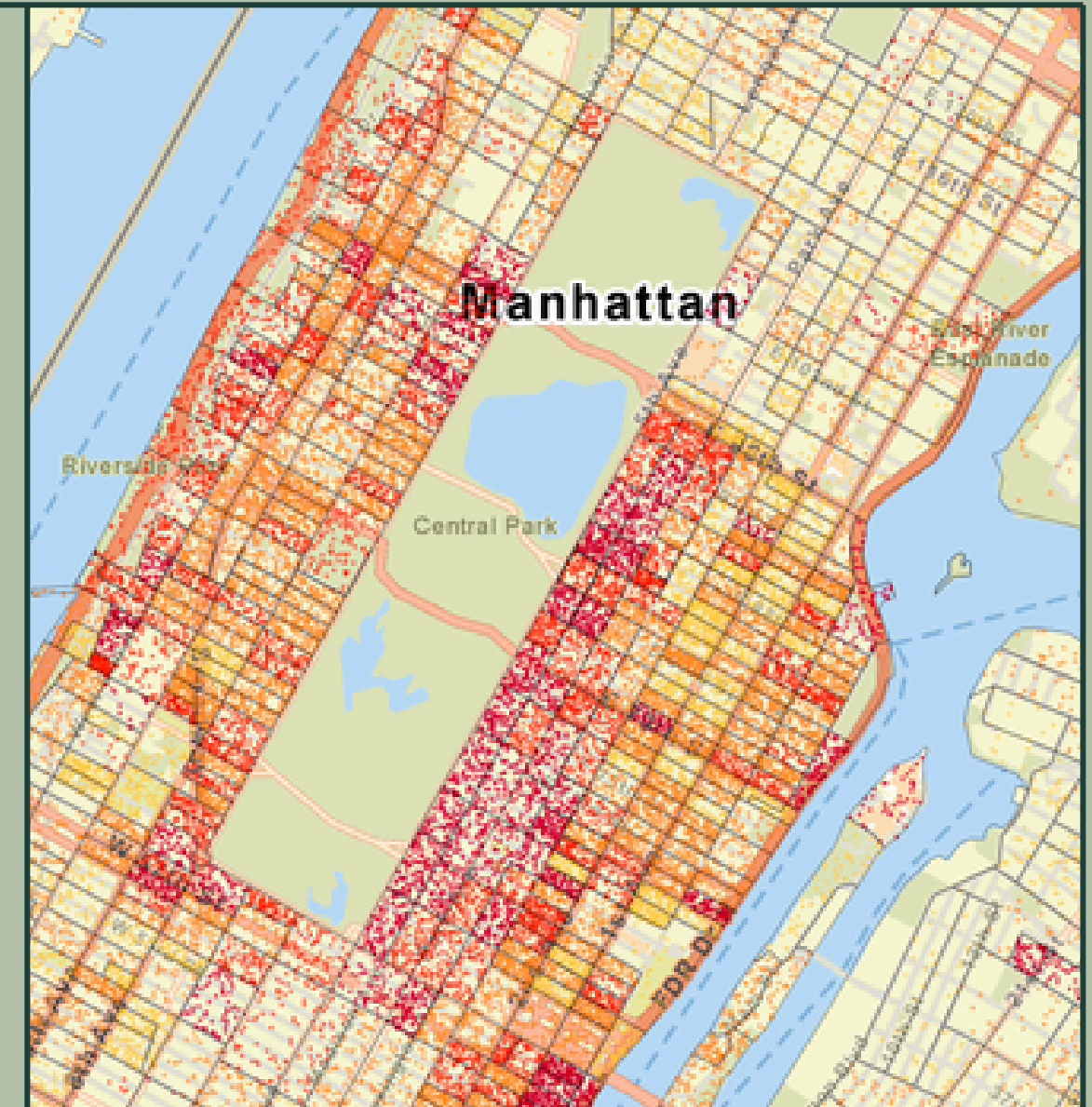
A detailed map of Miami showcasing population density by block groups, with varying shades indicating the concentration of residents in each area, from sparsely populated regions to highly dense urban centers.

Powered by  AlphaMap



A heat map of NYC showing the distribution of Starbucks locations, with colors ranging to indicate areas of lower to higher Starbucks density.

Powered by  Placer.ai



A detailed color-coded map of Manhattan depicting diverse consumer behavior patterns within different neighborhoods with indications of distinct shopping habits, expenditure trends, and product popularity.

Powered by  esri

## Case Study - In-Depth Market Analysis

Verada's strength lies in data-driven market analysis. We utilize cutting-edge software like Esri Demographics, AlpaMap and Placer.ai to gain profound insights into the local real estate landscape. Our data-driven approach played a pivotal role in identifying the right tenants for The Westly located at 2461 Broadway in NYC.

### Development Stage

Early Construction

### Asking Rent

\$200 PSF

### Tenants

Bond Vet,  
Blank Street Coffee

### Total Size

4,400 SF

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



Testimonial

“

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

”

Ron Vaksin, Managing Partner at Adam America

# Strategic Zoning and Compliance

## **Navigating Complex Zoning Requirements**

Expertise in understanding and maneuvering through intricate zoning regulations to secure retail spaces that comply with specific zoning requirements while meeting the needs of both private entities and public stakeholders.

## **Strategic Tenant Placement within Zoning Constraints**

Proven ability to strategically match tenant requirements with available spaces within zoning limitations, ensuring alignment with regulatory mandates while meeting tenant needs.

## **Compliance Assurance and Regulatory Expertise**

Profound understanding of building codes, zoning laws, and other regulatory prerequisites influencing retail and mixed-use properties. This knowledge guarantees compliance adherence and successful navigation of regulatory complexities for both landlords and tenants.



## Case Study - Zoning & Regulation

Brooklyn Brewery's Expansion at 1 Wythe Ave. Profound knowledge of zoning laws, building codes, and regulatory requirements affecting retail and mixed-use spaces. This expertise allows for strategic tenant placement within zoning constraints and ensures compliance. We navigated Brooklyn Brewery's relocation process, which doubled its current footprint and will feature unique office, industrial, hospitality, and retail components designed specifically for the tenant, including a 5,000-square-foot outdoor rooftop beer garden.

### Development Stage

Planning

### Asking Rent

\$75 PSF

### Tenants

Brooklyn Brewery

### Total Size

41,000 SF

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



Testimonial

“

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, CEO Brooklyn Brewery

Award

## Nate Mallon wins REBNY's Most Ingenious Deal of the Year

Verada's own Nate Mallon recently won the **1st place Henry Hart Rice Achievement Award at REBNY's 79th annual Commercial Sales Brokers Most Ingenious Deal of the Year Awards event**. Nate was honored for helping to ink **Brooklyn Brewery's** new headquarters lease at 1 Wythe Ave. in Brooklyn's Greenpoint neighborhood. The deal came together after the brewery was having trouble finding a location. The "nuanced transaction" that nearly doubled Brooklyn Brewery's current footprint navigated "the complex needs of private parties and public entities" and considered Brooklyn Brewery's "complicated multi-use requirements," REBNY said in a statement, adding there were nearly 20 submissions. Says Nate, "Besides marrying my wife, this is the hardest and most rewarding deal I have pulled off to date."

Read Nate Mallon's complete winning  
REBNY submission [here](#)



# Trend Spotting and Strategic Retail Placement

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## **Emerging Market Trends**

Demonstrated ability in identifying and leveraging emerging market trends within the Boerum Hill neighborhood, placing Food Garden Market strategically within a burgeoning residential development phase.

## **Early-Lease Commitment**

Recognized the importance of an early commitment, securing a 20-year lease 18 months before the building's completion, showcasing Verada Retail's forward-thinking approach.

## **Community-Centric Vision**

Leveraged deep market knowledge to position Food Garden Market in a prime location within a luxury mixed-use condo building, ensuring community engagement and enhancing the neighborhood's appeal.

## Case Study - Trend Spotting

This strategic lease transaction exemplifies Verada Retail's acumen in recognizing market trends and strategically placing clients for long-term success. You can read more on Case Study: Food Garden Market at 58 Saint Marks Place - A model of strategic vision in a changing landscape.

### Development Stage

Early construction

### Asking Rent

\$65 PSF

### Tenants

Food Garden Market

### Total Size

11,800 SF

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



Testimonial

“

**Brendan and Nate are fantastic to work with. They were able to secure a quality tenant for us in the early stages of construction of a new development, creating tremendous value and aiding us in achieving our targeted returns and exceeding projected timelines.**

”

Krystyn Gatoo, principle at Avdoo & Partners Development

# Expertise in Pricing Strategy

## **Innovative Leasing Approach**

Verada adopted an innovative approach to lease the mixed-use development at 510 Driggs Avenue, focusing on maximizing square footage while achieving the highest blended rent for retail spaces exceeding 10,000 square feet in Williamsburg Brooklyn. This progressive leasing strategy aimed to set new benchmarks in the local real estate market, particularly leveraging over 12,500 square feet of subgrade space.

## **Progressive Techniques**

Verada utilized the Verada Approach, an unconventional method that involved an omnichannel marketing strategy to identify and vet potential tenants based on consumer demographics and demand. By employing data-driven decisions, Verada secured top-tier tenants, diversifying the space with credit rated businesses.

## **Community Enrichment**

The successful leasing of premium retail space at 510 Driggs Avenue resulted in a synergistic community environment. The diverse mix of businesses, ranging from an educational institution and healthcare services to pet-friendly spaces and wellness concepts, contribute to a vibrant, community-friendly retail environment at the base of a luxury condo development, adding long-term value to the neighborhood.

## Case Study - Pricing Strategy

Our approach to leasing at 510 Driggs Avenue highlights a forward-thinking strategy aimed at maximizing space, securing top-tier tenants, and cultivating a vibrant community hub. A testament to our success is the early leasing of the multi-level retail portion before construction was even completed, demonstrating our ability to deliver results and set new standards in the Williamsburg market.

### Development Stage

Early Construction

### Asking Rent

\$165 PSF

### Tenants

The Learning Experience

Baker Pediatrics

Barry's

Perspire Sauna Studio

Impact Kitchen

### Total Size

26,500 SF

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



Testimonial

“

**Brendan and Nate along with their team at Verada has 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, CEO of Northlink Capital

# Expansion into South Florida



# Verada's Expansion: Why South Florida

At Verada, our expansion into South Florida is not just a move into a new region; it's a strategic decision rooted in market insight and growth potential. As we extend our reach to one of the most dynamic retail landscapes in the U.S., we bring our signature blend of innovation and excellence to meet unique market demands.

[Learn More >](#)

700 Sw 7th Terrace. Also include sq: 15,442 SF



Sweetwater Project: New Development Success

At Verada, we turn real estate challenges into success stories. Our strategic approach at Terrazul Sweetwater exemplifies our mission to maximize value and foster lasting tenant relationships through expert solutions.

### **Identifying Ideal Tenants**

Faced with the task of leasing 15,442 square feet in a new student housing development, our challenge was to identify tenants who could thrive in this unique, high-traffic environment near FIU.”

### **Market Expertise and Technology**

Leveraging our deep market knowledge and cutting-edge technology, we precisely targeted potential tenants. Our direct outreach and skilled agents were instrumental in attracting suitable businesses for this vibrant student community.”

### **Rapid and Effective Leasing**

This strategic approach led to securing a Letter of Intent from a national credit tenant within just three weeks of launching the marketing campaign, showcasing our efficiency and expertise in tenant placement.

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



Testimonial

“

**I've had a great experience working with Verada in multiple markets; Brooklyn, Manhattan, and New Haven CT. When I heard they were opening a South Florida office, we signed them up for Sweetwater immediately**

”

Ron Vaksin, COO of Adam America Real Estate

**Proven Track  
Record**



# Proven Track Record

Verada boasts a rich history of successfully leasing commercial properties. Our track record showcases our exceptional ability to secure high-quality tenants, negotiate favorable lease terms, and optimize rental income, ultimately increasing profitability for landlords.

In the past year, Verada, led by Nate Mallon and Brendan Thrapp, has demonstrated remarkable expertise by leasing a substantial 100,000 SF of retail space.

[Learn More >](#)



Square 10 and include the square footage: 12,082 SF

# Proven Track Record

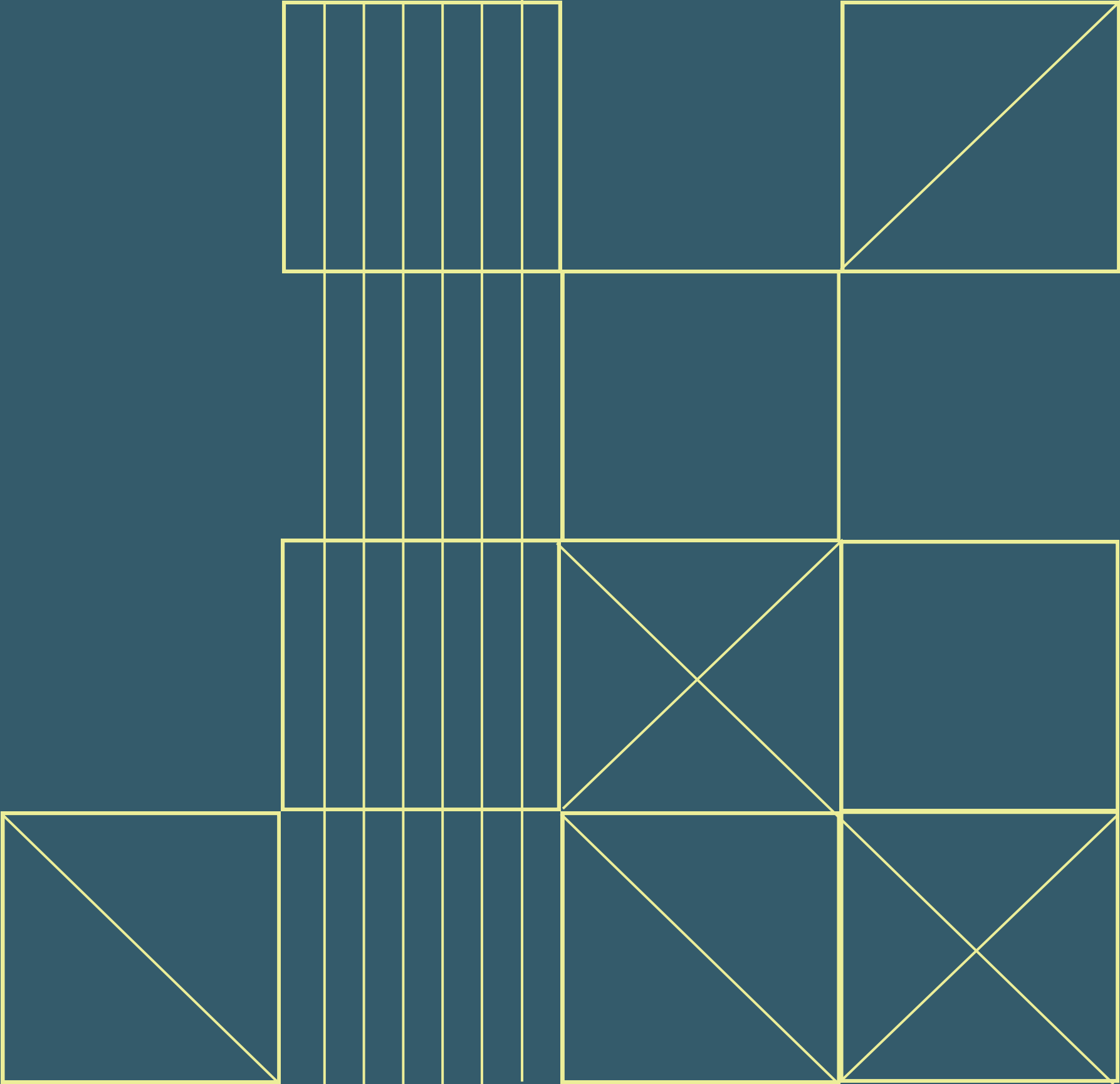
- ✓ Recognized by REBNY for the industry's "Most Ingenious Deal of the Year"
- ✓ 9x CoStar Quarterly Deal Award Winner
- ✓ CoStar Power Broker of the Year (Outer Borough Retail)



**REBNY**  
Real Estate Board of New York

REBNY Deal of the Year Winner – Nate Mallon

# Leadership



Verada's Leadership

# Nate Mallon's Industry Recognition

Co-Founder & Managing Partner, Verada

- Recipient of CoStar's Power Broker Award for leasing most NYC outer borough retail space (2022)
- Winner of REBNY's Henry Hart Rice Achievement Award for ingenious deal-making (2022)
- Orchestrated Brooklyn Brewery's innovative 30-year lease with a 5,000 sq ft rooftop garden
- Led leasing of 300,000+ sq ft of retail space in North Brooklyn
- Expanded Verada's operations into Connecticut and Miami markets
- Active contributor on REBNY's Retail and Brooklyn committees
- Committed family man - devoted husband and father of two
- Passionate about giving back to the community - a living organ donor



Verada's Leadership

# Brendan Thrapp's Industry Recognition

Brendan Thrapp, Co-Founder and Principal Broker

- Commercial Observer 30 under 30 Top Young Leasing and Sales Professionals (2018).
- NYREJ Ones to Watch Award (2018).
- Responsible for over 200 retail transactions (~750,000 SF) with an aggregate value of more than \$700m.
- Former Managing Director of EXR commercial division which was previously ranked #3 in Brooklyn retail.
- Graduated from Penn State University in 2012 with dual bachelor's degrees in economics and marketing.
- Father to Albee (most amazing mini aussie alive).



# Connect with Verada for Your Real Estate Need

Many of our clients, who are in the process of developing mixed use property, face the challenge of maximizing retail space value and attracting ideal tenants prior to TCO or Completing the project. We, as a seasoned Retail Leasing Specialist, leverage our market expertise, track record of proven results, and unwavering commitment with the best technology so that your property reaches its full potential quickly, maximizing value, and ensuring a successful, hassle-free leasing experience.

For any inquiries:

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