

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

+

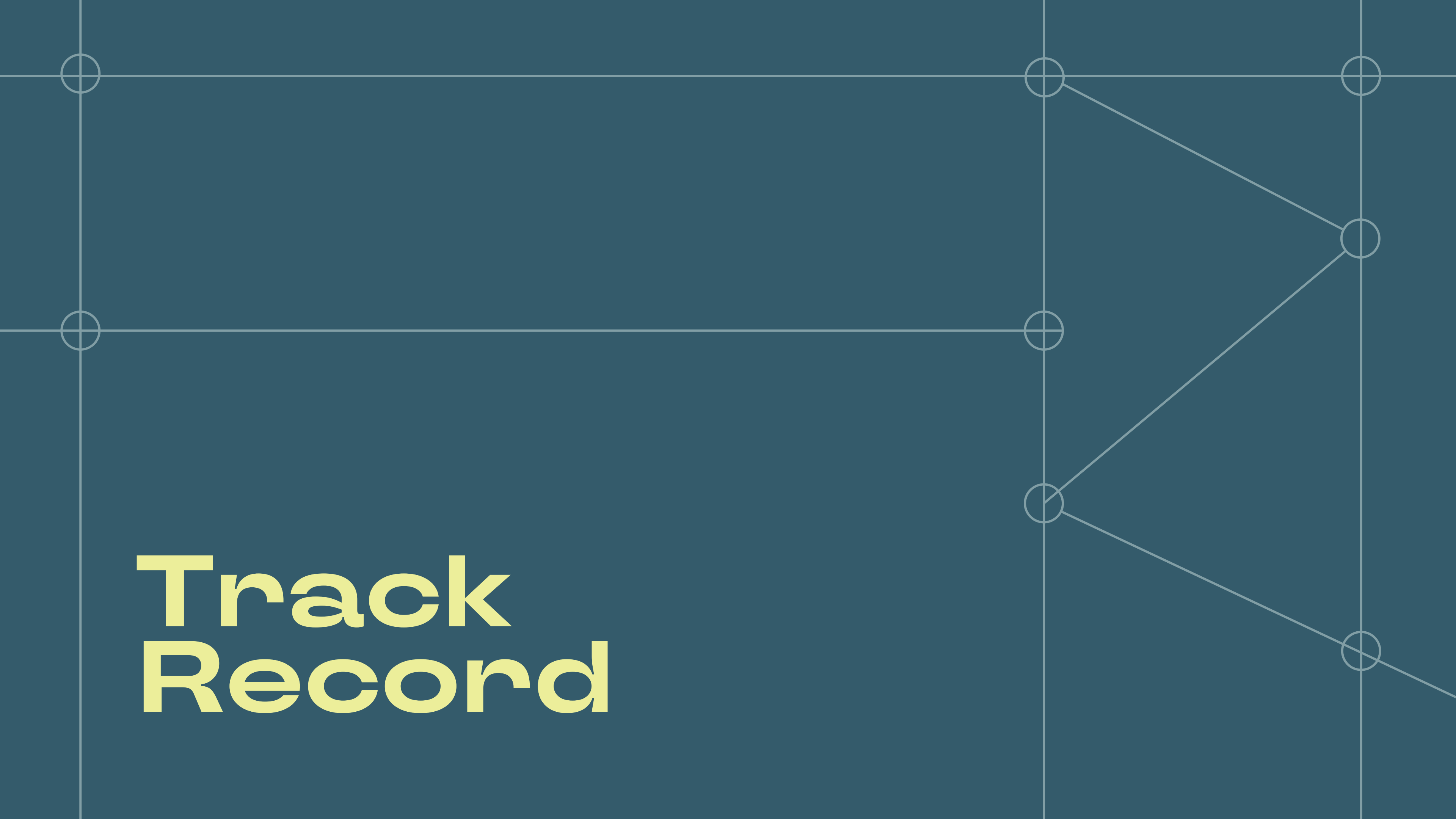
Proven Success

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 250,000+ 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



5x 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
- 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 Driggs
- 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

Verada by the Numbers - Tenant List



BLANK STREET

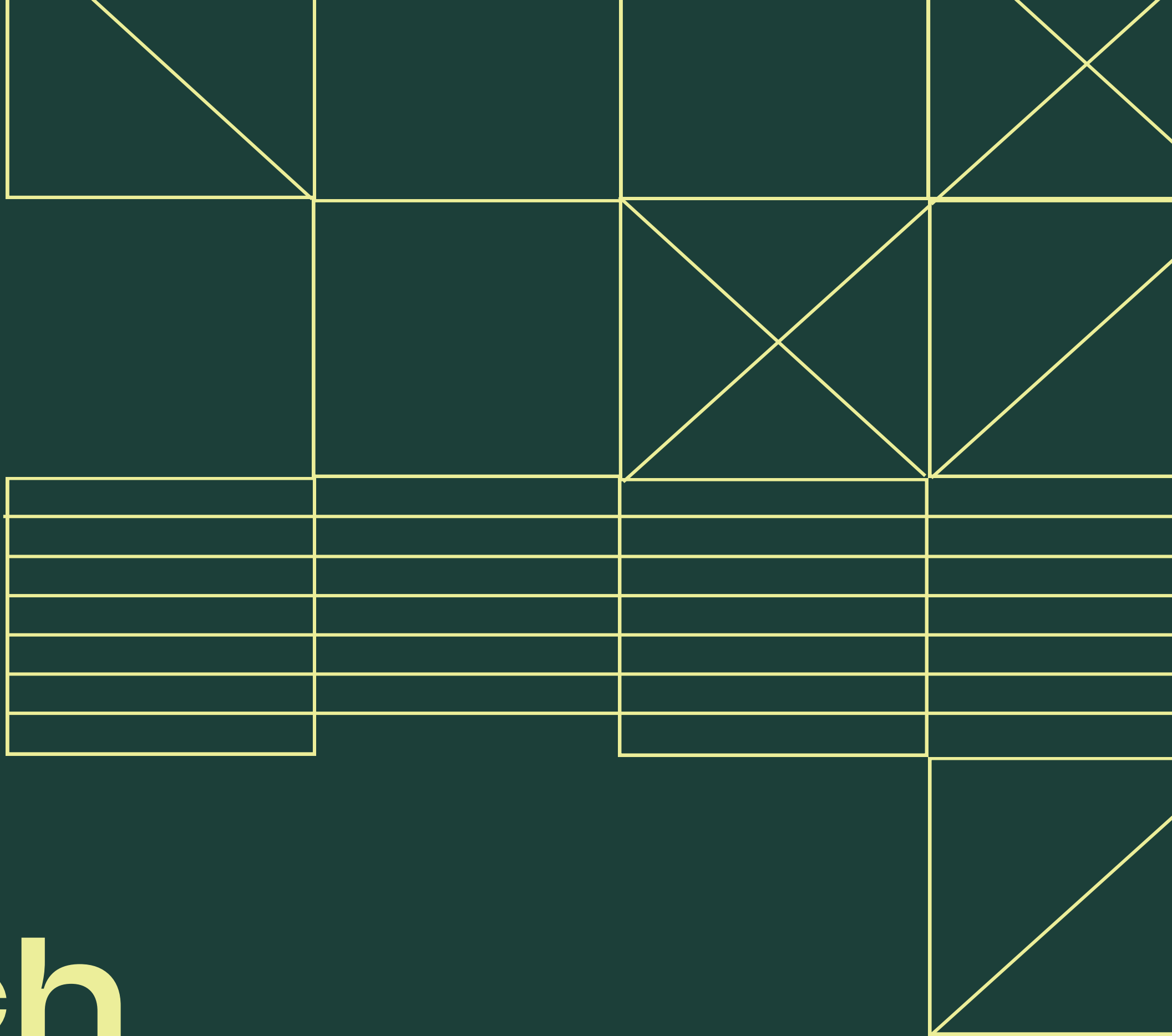


BARRY'S



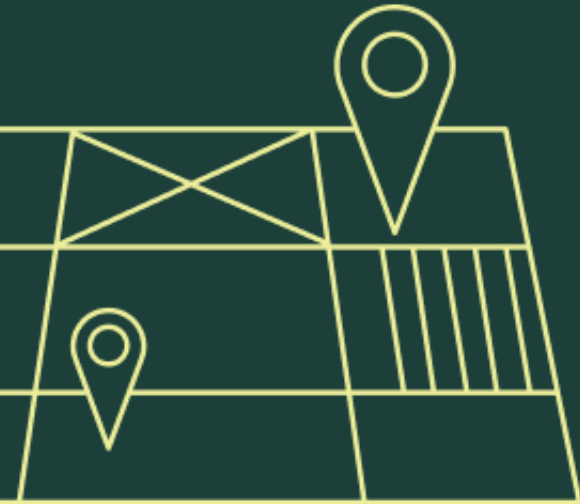




the AM-THAI
~ WILLIAMSBURG ~





Our Approach

Our Services for Landlords

	<div>Pre-development & acquisition advisory</div> <div></div>	<div>Market & financial analysis</div> <div></div>	<div>Customized marketing campaigns</div> <div></div>	<div>Tenant vetting</div> <div></div>	<div>Full-service deal execution</div> <div></div>	
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Path to a Signed Lease





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.

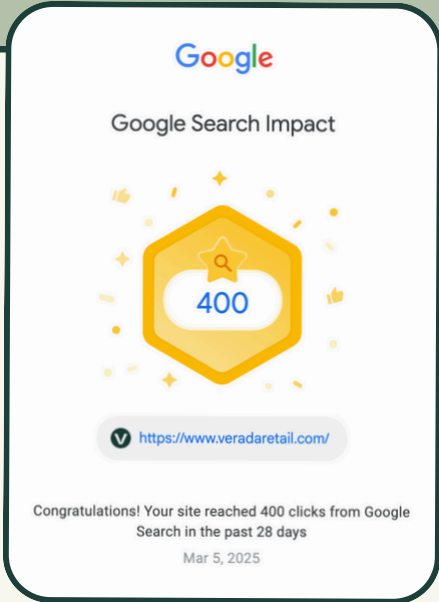


Innovative platforms for modern leasing

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

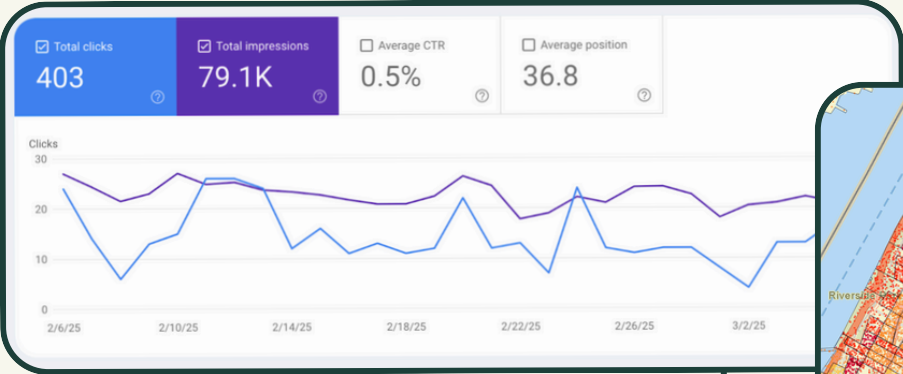
SEO-optimized website, currently #1 on Google for “retail space in Williamsburg.”

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.

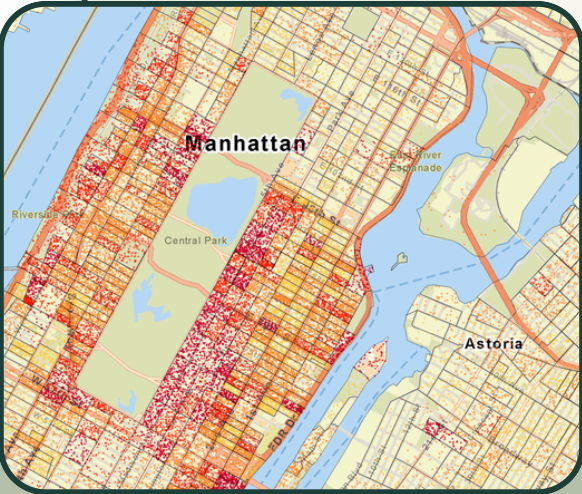
Why It Matters: Streamlines every lead—no tenant inquiry slips through the cracks. This improves conversion rates and shortens vacancy periods.



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.



Social Media Marketing & Engagement

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



VERADA



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.

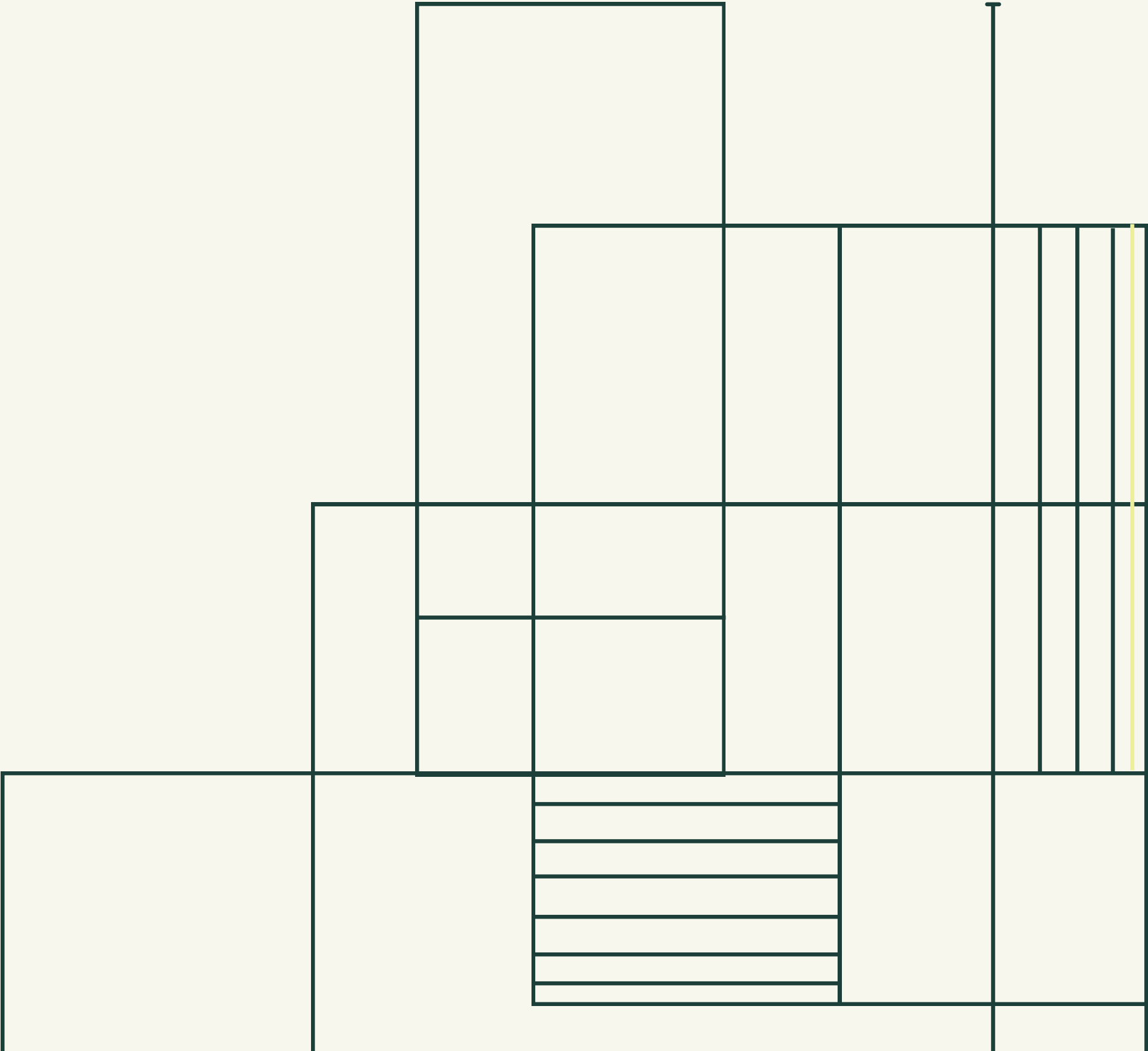
Seamless LOI-to-Lease Execution

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

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

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





“

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

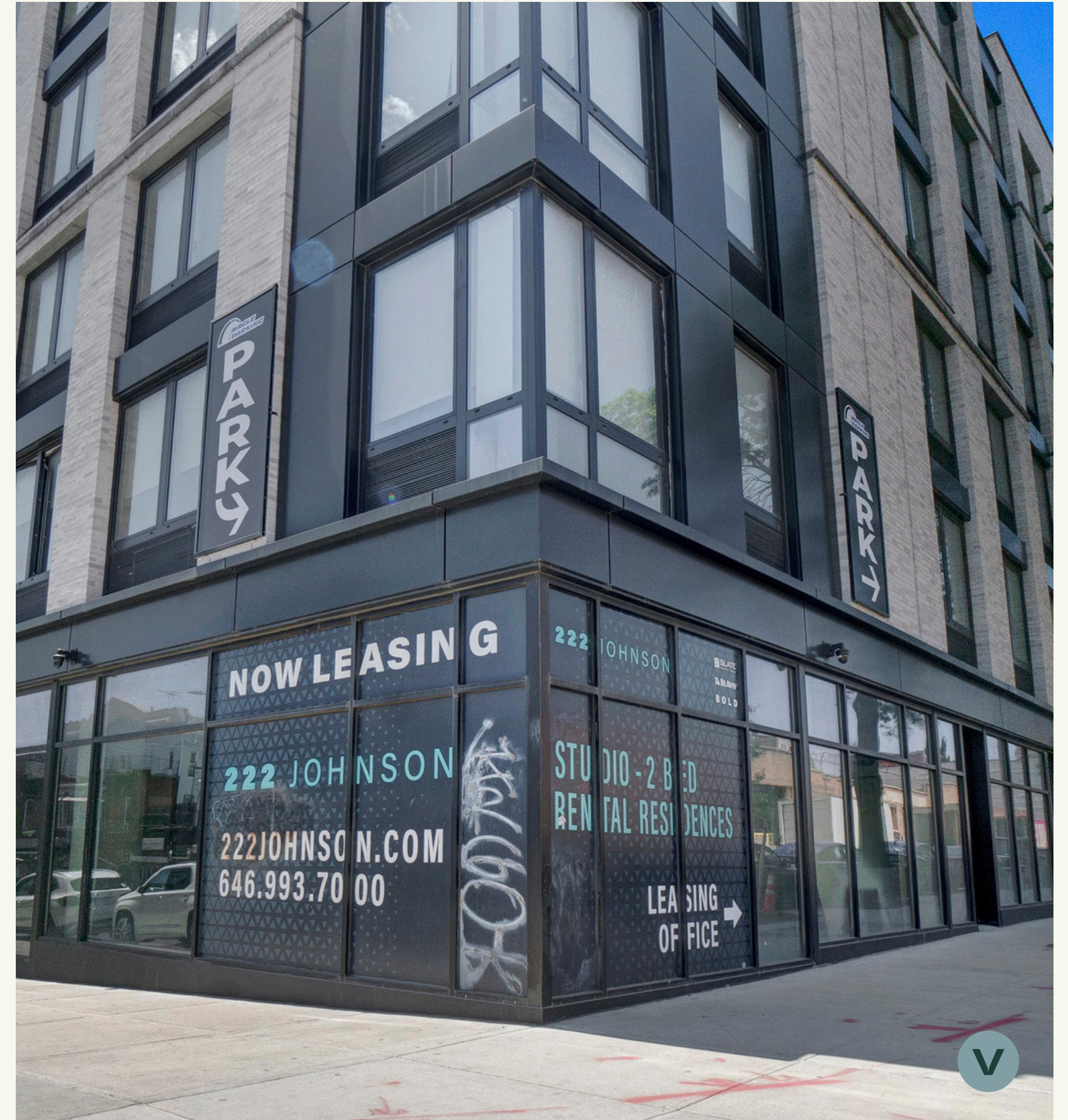
Retail space vacant for 5 years, previously listed with 3 different brokerage firms.

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

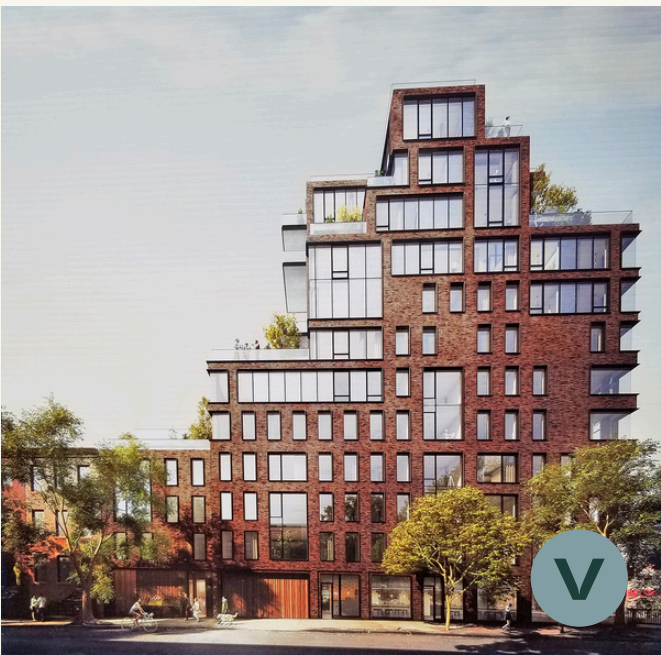
Tenants
Bond Vet Group, Blank
Street Coffee



2505 Broadway

Size
5,000 SF

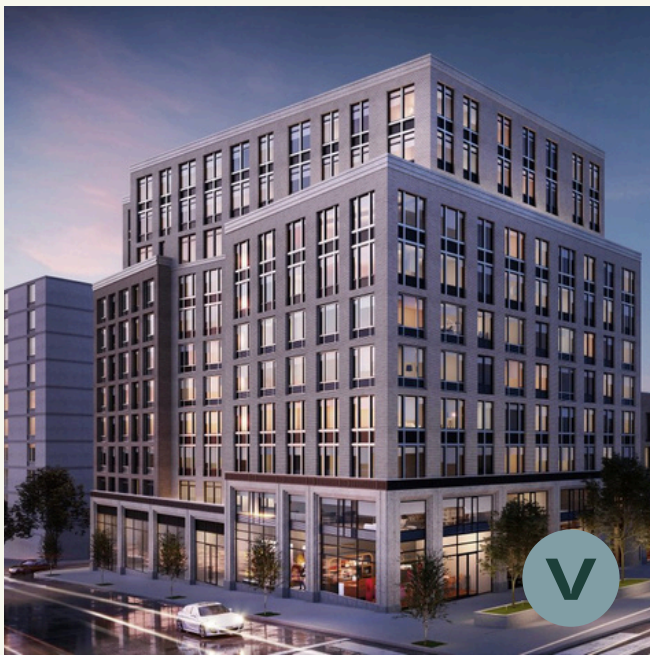
Tenants
Art of Problem Solving
(AoPS)



24 4th Ave

Size
7,034 SF

Tenants
Downtown Organic
Market



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

“

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
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.

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201-787-9679

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Get a custom leasing report for your property!

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transform your retail spaces with Verada



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