



A next generation commercial  
platform and brokerage  
specializing in servicing  
premium neighborhood retail.



# Our achievements

Verada is committed to providing reliable, fast, and focused real estate services to tenants and landlords alike in NYC and beyond. Since May 2022, we have leased 100,000+ square feet of retail space in Brooklyn and have earned two CoStar Power Broker Awards in Q3 and Q4 of 2022. Our managing partner, Nate Mallon, is a renowned industry leader and has published articles in multiple national industry publications, and was recently recognized as one of 10 NYC executives to watch in 2023 by Business Journal.

In late 2022, Verada made headlines by brokering a deal to build Brooklyn Brewery's new home at 1 Wythe Avenue in Williamsburg, NY, leasing a total of 41,000 SF which made us come in at #1 with the largest retail lease in Brooklyn, and the 10th on The Real Deal's Top 10 Largest Retail Deal list for 2022!

**100K+**  
**SF LEASED**  
since launch

Commercial Real Estate  
**NEW YORK BUSINESS JOURNAL**  
**10 New York City executives to watch in 2023**



**THE REAL DEAL**  
NEW YORK REAL ESTATE NEWS

**Brooklyn's top 10 retail deals of 2022**

*JDS got a key tenant at Brooklyn Tower, Lidl inked two big leases, Le Labo came to Williamsburg*  
New York / By Pat Ralph | Research By Matthew Elo and Lucas McGill

CoStar  
**POWERBROKER AWARD**  
THE BEST OF THE BEST

**2022**  
ANNUAL AWARDS

**TOP BROKER**

CoStar  
**POWERBROKER**  
QUARTERLY DEALS

**WINNER**

**2022**  
Q3 DEALS  
Q4 DEALS

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



Verada's own Nate Mallon recently won the first-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 the full article [HERE](#).



# Verada: Built for retail landlords

## Providing all-inclusive services for NYC's commercial landlords and tenants

Verada is a one-stop-shop that leverages the latest technology to service commercial real estate landlords and retail tenants.

Verada's forward-thinking approach leverages emerging technologies, content-based marketing, and a deep understanding of the market to better match landlords and tenants. We streamline the process so our clients can better focus on their business.

### Our promises

1	Maximize the visibility of your property by leveraging listing platforms, social media, and direct outreach
2	Procure and vet quality tenants to ensure smooth transactions and long-term retention
3	Provide ongoing service through the life cycle of your property



# Landlord services

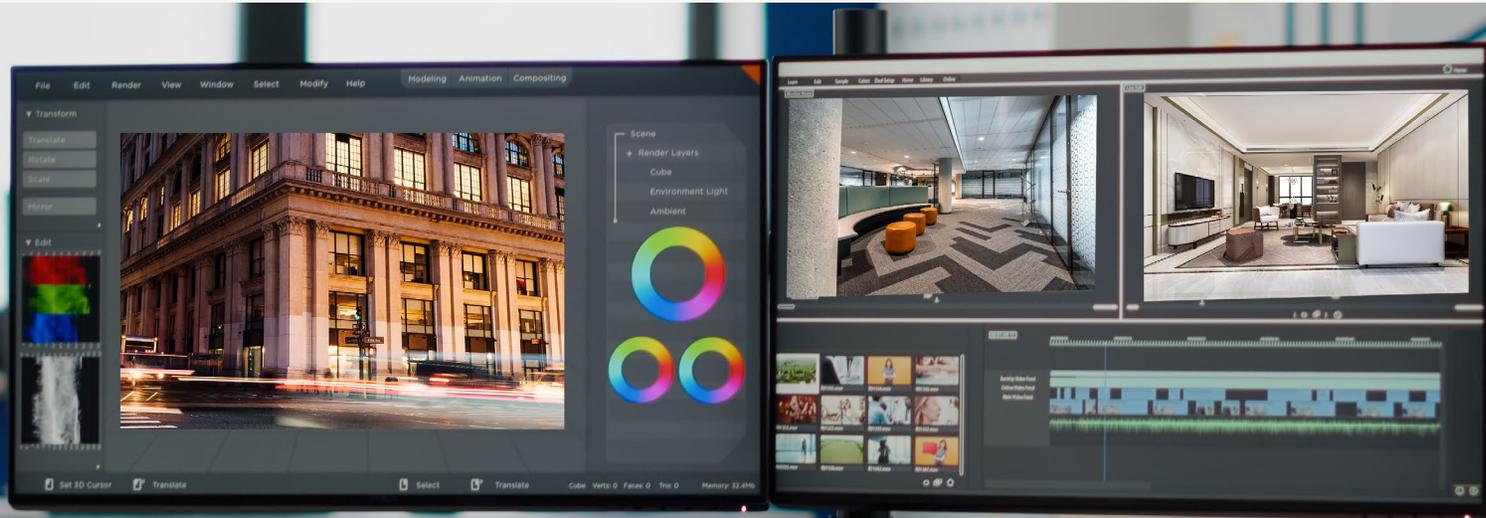
## Using technology and data analysis to produce optimal results

Founded to address inefficiencies in the commercial retail marketplace, Verada integrates technology and data analysis with best-in-class property presentations to effectively drive interest and lead clients to commercial retail spaces, providing landlords with optimized results.

**Verada works with landlords from pre-development to tenancy, providing ongoing services and support from start to finish.**

### Verada services include:

1. Pre-development and acquisition advisory
2. Market and financial analysis
3. Comprehensive marketing campaigns
4. Tenant vetting
5. Deal execution



# Pre-development and acquisition advisory

## Setting you up for success in the commercial real estate market

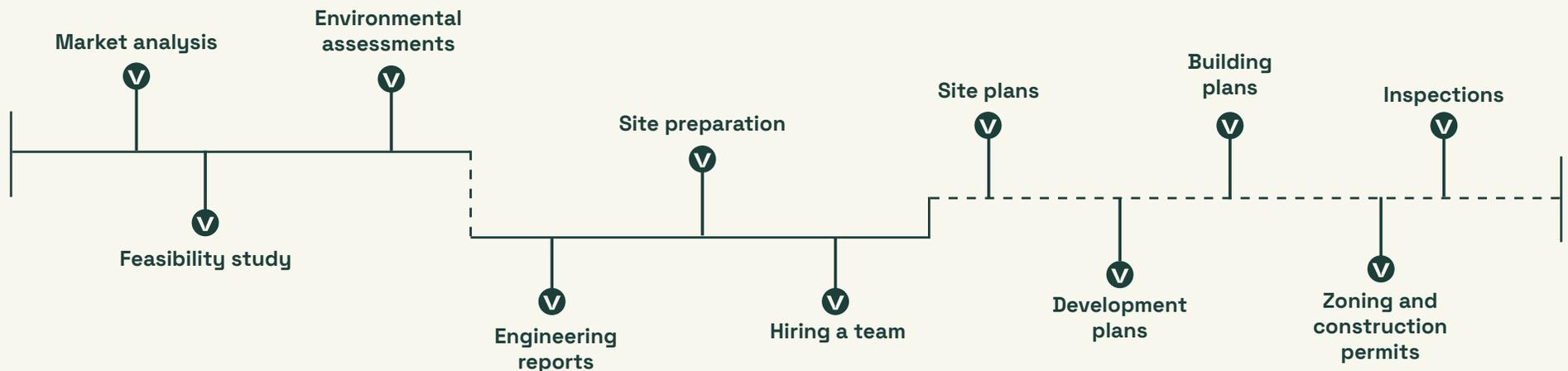
Whether you are in the process of searching for your next acquisition or already in the renovation phase, our team can work with you and advise you on how the proposed site will best serve the community.

Our in-depth market analysis will identify all factors impacting the retail space and answer all questions that can influence tenancing the site.

### Verada pre-development market analysis will identify the following:

- ✓ In-demand tenants in the neighborhood
- ✓ Retailers looking for space to rent
- ✓ Businesses best supported by the demographics
- ✓ Impact of current zoning on the space
- ✓ Impact of surrounding developments on the space
- ✓ Build-to-suit opportunities

With these questions answered, we advise on-site preparation and site plans. We work in tangent with your development team to ensure the property is best situated for future tenancy.



# Market and financial analysis

## Delivering a comprehensive broker opinion of value

The Verada team specializes in completing comprehensive broker opinions of value (BOVs) for retail landlords. We take an in-depth look at every site and provide advice on the lease rate you could expect in today's market.

Additionally, we conduct comprehensive tenant research that involves assessing the location and surrounding area and develop a list of prospective tenants based on demographics, location, specifications, and requirements.

**21 Clay Street**

**Greenpoint Demographics**

1-mile	74,474
Population	\$1.2 B
Median Income	\$141,000
Unemployment	3,225
Population Change 2010	36.4
Population Change 2010	3.60%

Population: 282,178  
Annual spending: \$38,997,401  
Average household income: \$76,328  
Average population age: 41

**Verada Opinion of Value**

**Clinton Hill**

**Valuation**

Based on market analysis, Verada suggests pricing the retail space at **\$65/SF**. Standard delivery conditions are a soft box with floor leveled, utilities stubbed and a sufficient HVAC unit. Lease concessions, depending on use and credit, range from **2-5 - 8-10 months free**.

**Prospective Tenancy**

Double retail has experienced a major boost in Northern Greenpoint given the influx of residents both living and working in the immediate neighborhood. Based on the location and layout of 21 Clay there are a large variety of uses that work for the space. We believe the most conducive uses are office, fitness, health & wellness, experiential and food & beverage concepts.

**Pushback pricing reasoning**

- The retail is located on an industrial block with limited foot traffic.
- Surrounding area is undergoing a ton of development that will take a few years to play out (build & lease).
- High expected buildout costs.

**Aspirational pricing reasoning**

- Unique space with high ceilings, tons of natural light, and wide-open floor plan.
- Comparative size advantage at 5,000 SF; most available retail in the area is sub 2,000 SF.
- Greenpoint Landing is delivering over 5,000 units, in addition to several other large-scale residential and mixed-use developments, delivering in the immediate area.

# Market and financial analysis

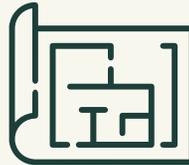
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## Delivering a comprehensive broker opinion of value

Relying on our experience in the industry, we compare your property with the data we compile to identify pricing guidelines for leasing your space. Our broker opinion of value outlines the following:



Property, area, and zoning summary



Floor plan



Lease comps



Strategy proposition



Valuations reconciliation



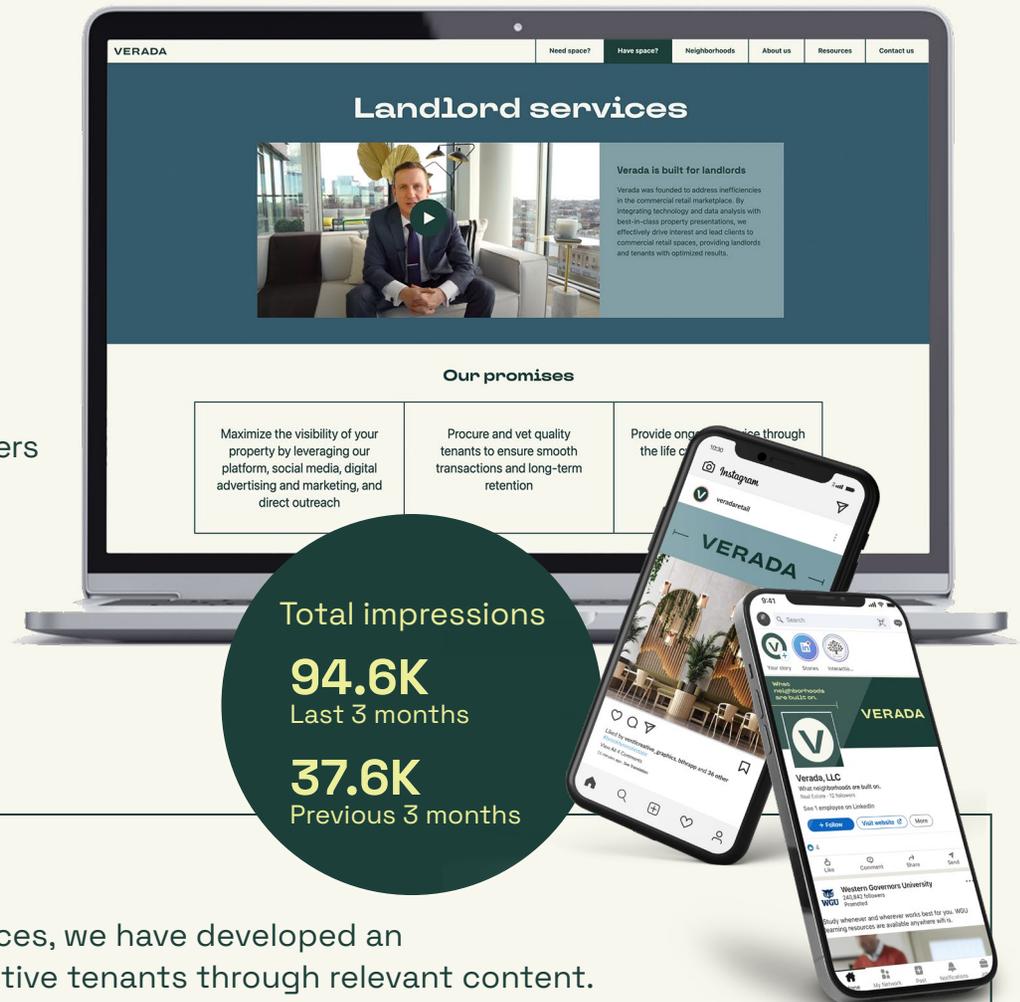
Pricing reasoning

# Our approach to marketing

Bringing real estate marketing and execution to the next level

## What's included with Verada marketing?

- ✓ Best-in-class property descriptions
- ✓ A custom website for every retail site
- ✓ Social media campaigns across LinkedIn, Instagram, Facebook, and Twitter
- ✓ Custom signage and print materials
- ✓ Direct tenant outreach via phone calls, e-mails, and mailers
- ✓ Direct broker / tenant rep outreach
- ✓ Targeted email blasts
- ✓ Featured campaigns on NYC's CRE advertising platforms such as Loopnet, Co-Star, and City Feet



## What really sets Verada apart?

The Verada Marketplace! In addition to our brokerage services, we have developed an innovative marketing website designed to engage prospective tenants through relevant content.

# The Verada marketplace: VeradaRetail.com

## Creating content that converts

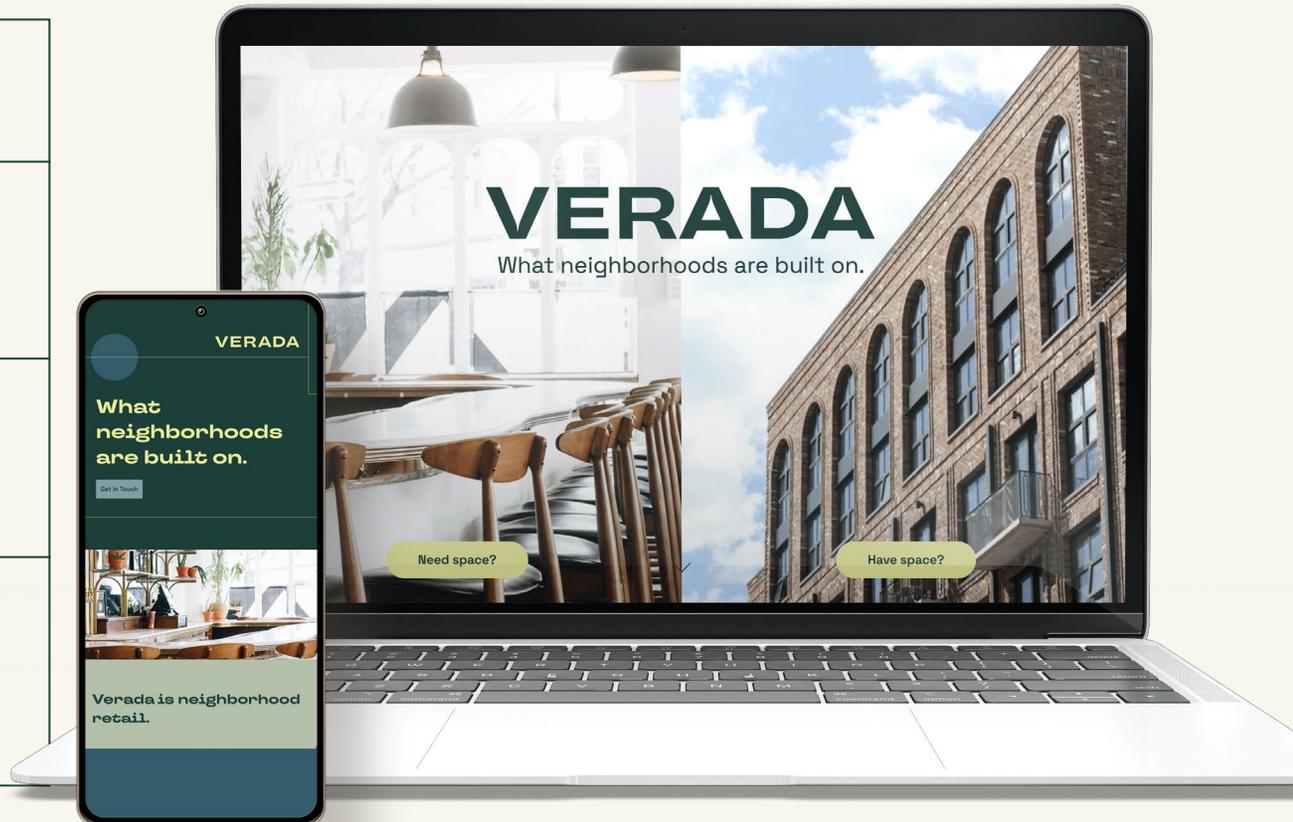
Verada combines state-of-the-art marketing materials with an interactive platform designed to showcase our exclusive listings.

### What's included?

1 Property description

2 Neighborhood insights

3 Property videos and virtual tours



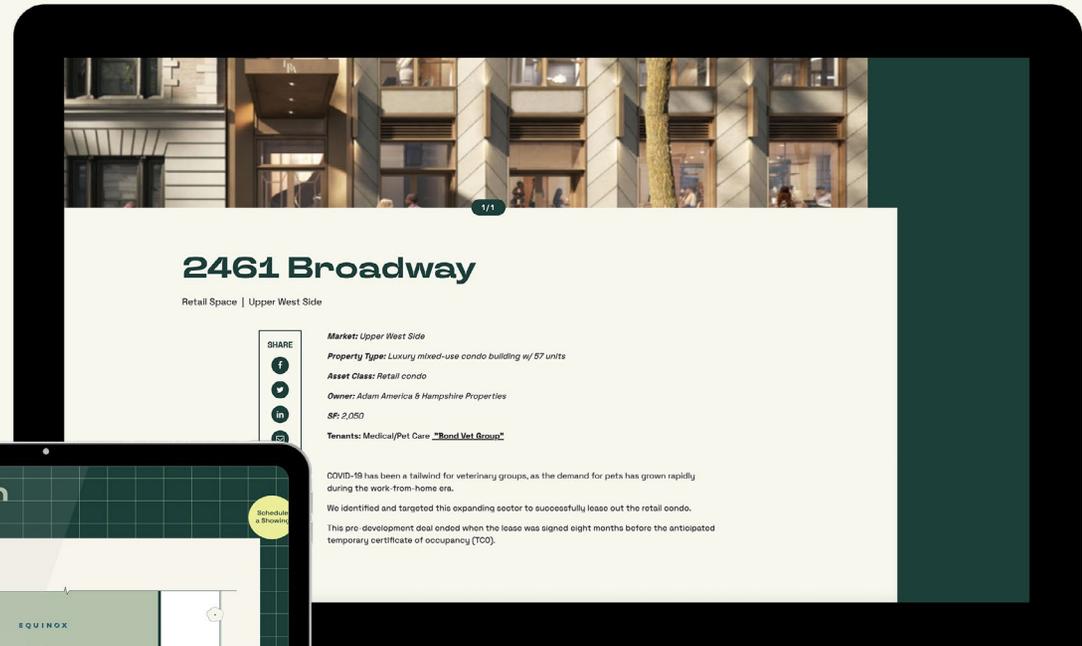
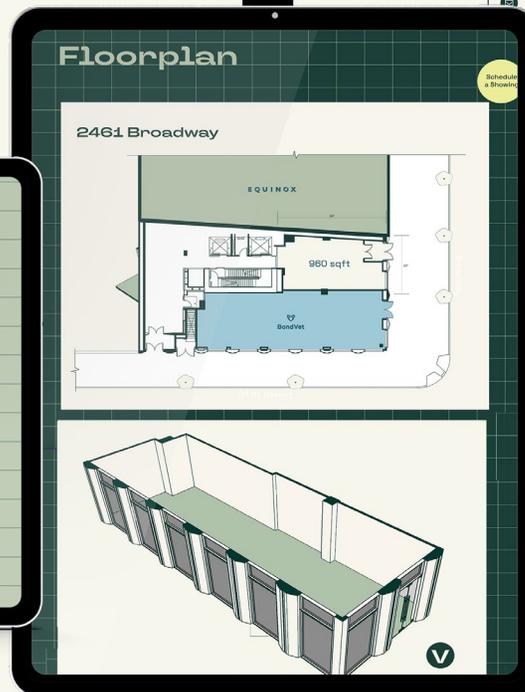
We take marketing one step further by creating unique videos and virtual tours for each exclusive listing. Our personalized touch ensures all prospective tenants fully understand the potential of each space.

# Property highlights

## The Verada Approach

Our creative team dives into every property to identify the information essential for marketing it:

- ✓ Property details
- ✓ Property highlights
- ✓ Demographics
- ✓ Floor plans
- ✓ Interior and exterior photographs



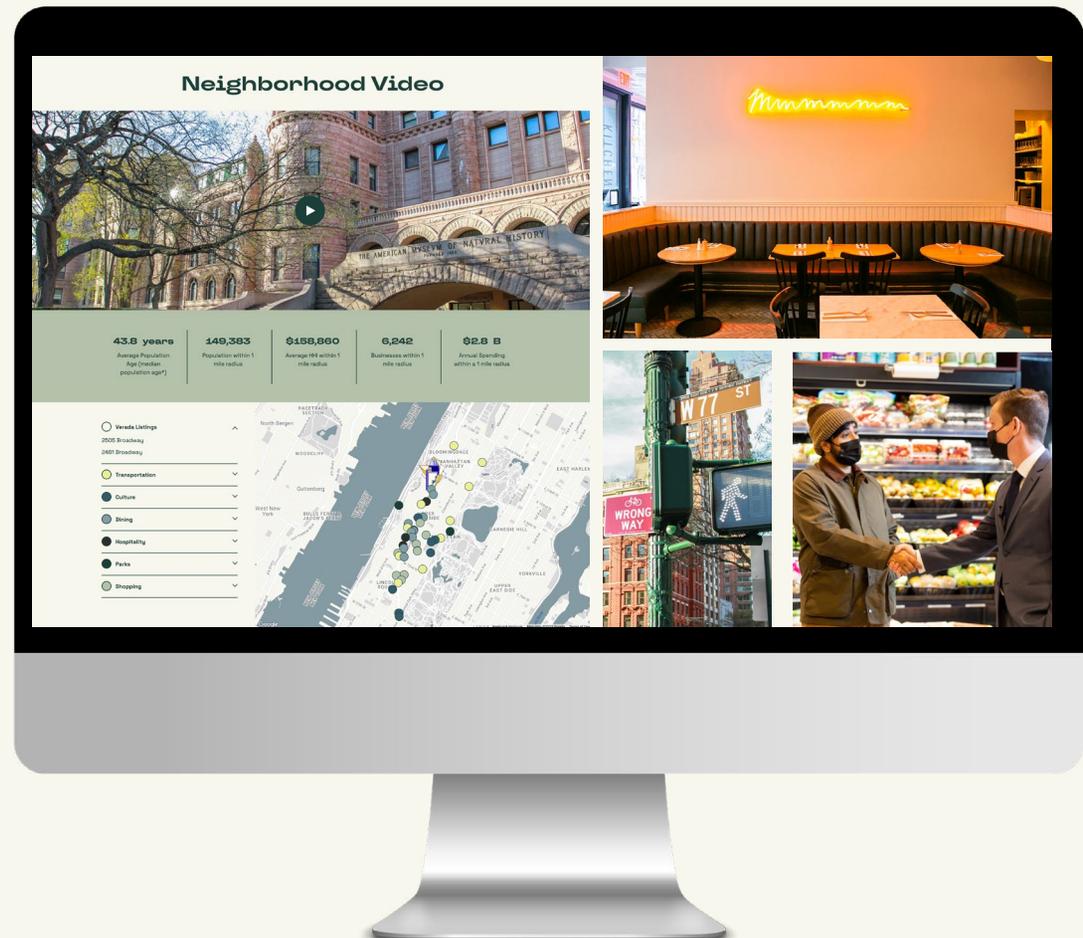
# Neighborhood insights

## The Verada approach

We not only sell real estate, we also market the neighborhood. Every place in NYC offers unique opportunities and a diverse population. We focus on connecting the right tenant with every neighborhood.

Every neighborhood insight includes the following:

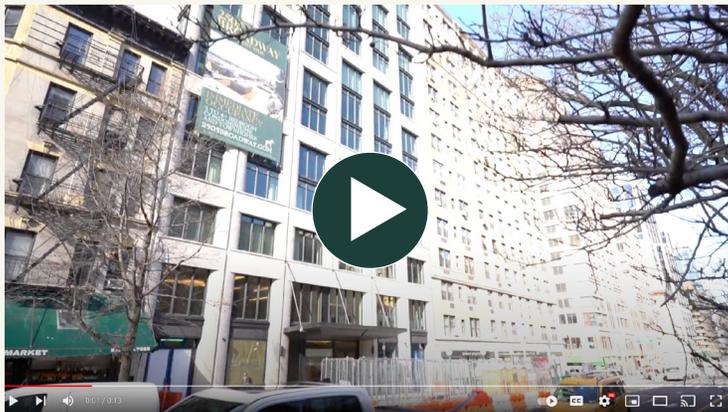
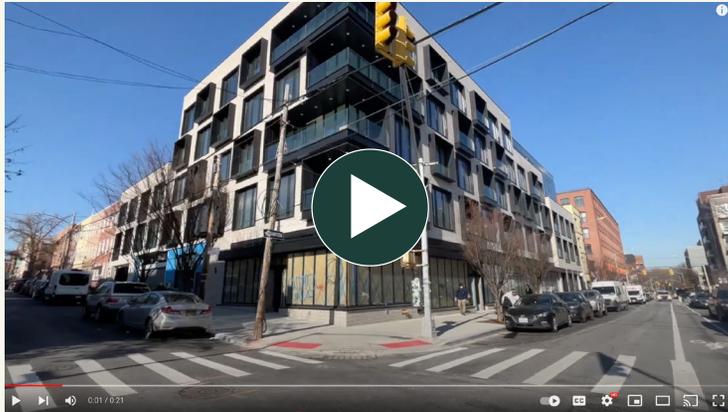
- ✓ Neighborhood overview
- ✓ Interviews with locals
- ✓ Highlights about thriving businesses and eateries
- ✓ Neighborhood videos
- ✓ Illustrated area and amenities maps



# Property videos and virtual tours

## The Verada approach

We take marketing one step further by creating unique videos and virtual tours for each exclusive listing. Our personalized touch ensures all prospective tenants fully understand the potential of each space.



# Leveraging real estate advertising

We go beyond traditional marketing and leverage advertising to connect with local retailers.

1

We harness the power of SEO, Google Ads, and social media, alongside traditional and direct targeting.

2

We invest big in advertising and marketing using a data-driven approach on channels with the highest ROI.

3

Analytics gathered from our inbound campaigns are used to target the most conducive uses and sectors for your asset, producing the best results.



# Tenant vetting

## Offering access to New York City’s most desired tenants

Not only do we market every property, but we also conduct comprehensive research on every potential tenant for every space. Our goal is to ensure we bring a tenant who can execute the deal, reducing wasted time and resources.

### What does tenant vetting entail?

	We check every prospect who has inquired about the real estate through our marketing efforts.
	Relying upon our tenant rep services, we reach out to pre-qualified tenants whose demands match your retail space.
	Our research team identifies prospective tenants in the area by industry, collecting information for direct marketing.

**Our three-fold approach maximizes our connections with businesses, bringing the right tenant to your retail space.**

# Let's summarize: The Verada difference

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## Disrupting the commercial real estate industry

Verada utilizes aggressive marketing techniques to draw the right tenants to your commercial real estate space while ensuring transparency through coordinated efforts along the way.

Our goal is to bring business owners and landlords together to help build neighborhoods, improve communities, and enhance the quality of life for New York's residents.

Unlike traditional brokers, who rely on dated marketing materials, we specialize in delivering high-quality content and services to improve the position of every landlord we work with.

### We offer the following:

- ✓ Informative and valuable content
- ✓ Exceptional property presentation
- ✓ Vetted landlords and listings
- ✓ Integrated tech partners
- ✓ Direct advertising
- ✓ Data-driven analytics and reports
- ✓ Asset positioning, marketing, and ad strategy
- ✓ SEO, Google Ads, and social media outreach
- ✓ Neighborhood insights and outreach analytics
- ✓ Original content creation
- ✓ Professional photography, videography, rendering
- ✓ Property video and custom virtual tours

# Reporting and deal execution

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## Delivering a full-service experience



Throughout the marketing process, we deliver weekly reports summarizing our strategy and results, including interested parties, viewings, LOIs, and prospective tenant feedback. We believe in full transparency to ensure no opportunity is missed.



When prospective tenants submit a letter of intent, we negotiate on behalf of our clients. We leverage our experience and relationships to best represent every landlord we exclusively work with.



We manage the execution of the deal! Our job is not complete until your tenant is moved in and open for business. We handle everything from LOIs to lease negotiations. Our goal is to take the work out of the landlord's hands – that's why we are here.

# Verada results

## Making a difference in New York City neighborhoods

We strive to deliver optimal results to New York City landlords, bringing them long-term tenants that will benefit the neighborhood. Want to learn more? Check out our recent transactions.

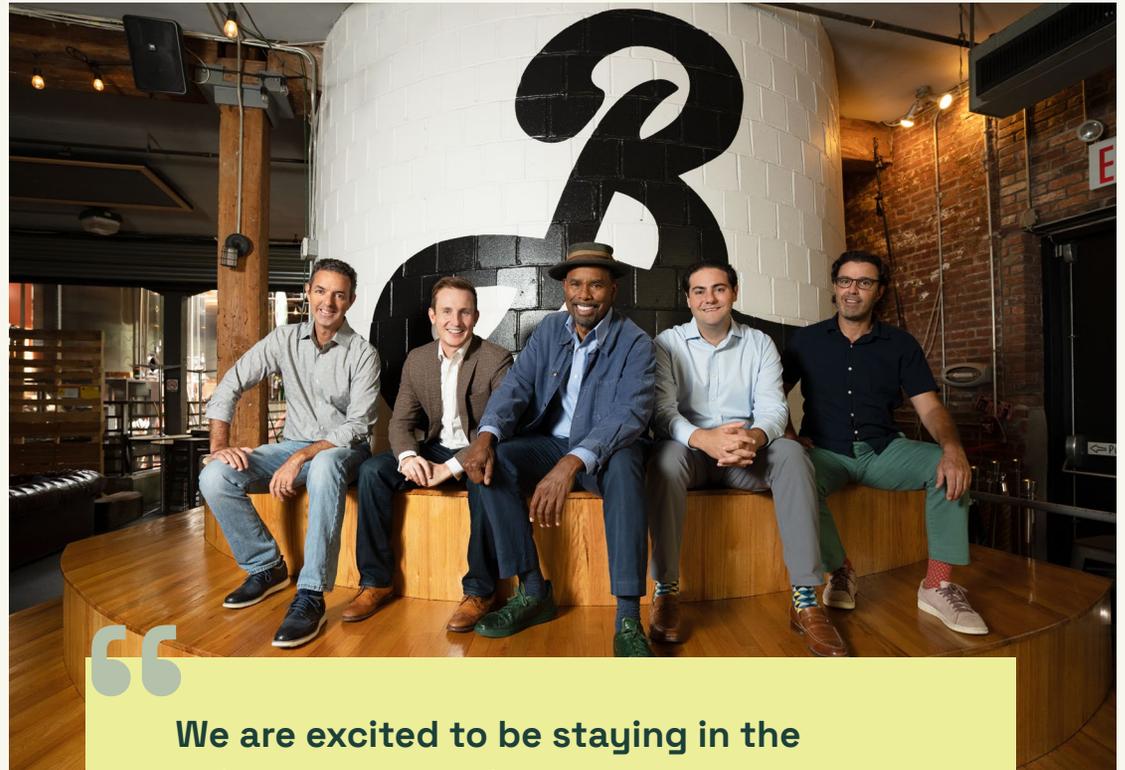
**1 Wythe**  
Greenpoint

**41,000 SF LEASED**

### Tenant: Brooklyn Brewery

Working with Eric Ottaway, CEO of Brooklyn Brewery since 2019, Verada leveraged updated zoning in the new Greenpoint-Williamsburg Industrial Zone to find a new home for Brooklyn Brewery.

We recognized the opportunity and worked alongside investors throughout the various stages of transforming and leasing out 1 Wythe Avenue. In addition to identifying the space, we worked through the permit process prior to brokering the transaction. Brooklyn Brewery executed a new lease before construction and is scheduled to open in 2024.



“

**We are excited to be staying in the neighborhood we've called home for 35 years. A special thank you to our broker, Nate Mallon, who found us this location and put a deal together that works for all.**  
– Eric Ottaway, Brooklyn Brewery CEO

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# Verada results

## Making a difference in New York City neighborhoods

**510 Driggs**

Williamsburg

**19,100 SF LEASED**

**12,500 SF to The Learning Experience**

**2,600 SF to Boris & Horton**

**4,000 SF to Baker Pediatrics**

Moving beyond traditional marketing campaigns, we use progressive leasing techniques to procure the most suitable tenants for the neighborhood and building. We have implemented the Verada Approach to identify and vet prospective tenants through an omnichannel marketing strategy. Given our understanding of consumer demographics and demand, Verada successfully leased out the multi-level retail portion of the development prior to completion to three credit tenants - The Learning Experience, Baker Pediatrics and Boris & Horton.

The co-tenancy creates natural synergies for the businesses and excellent, long-term, community friendly retail tenants at the base of a luxury condo development.



“

**Brendan and Nate and 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, Northlink Capital CEO**

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# Verada results

## Making a difference in New York City neighborhoods

### 561 Pacific

Boerum Hill

**11,000 SF LEASED**

**Tenants: Grocer  
Downtown Brooklyn  
Organic Market,  
Dental Practice,  
Dermatologist**

Retail Condo: Luxury  
mixed-use condo  
building w/ 62 units



Verada Retail successfully leased out a multi-level retail condo located at 561 Pacific Avenue in Brooklyn during the COVID-19 pandemic. Representing both the landlord and tenants, they identified and executed three leases for credit-worthy and pandemic-proof businesses: Downtown Brooklyn Organic Market, a dental practice, and a dermatologist. These businesses are conveniently located above a subway exit and bring immense value to the current and new residents of the luxury mixed-use condominium. All three tenants signed long-term leases three months after construction was completed.

### 2461 Broadway

Upper  
West Side

**3,050 SF LEASED**

**Tenants: Medical/  
Pet Care, Bond Vet  
Group, Blank Street  
Coffee**

Retail condo in luxury  
mixed-use condo  
building w/57 units



“ I had a great experience working with Verada to lease out the retail portion of our new condo building, The Westly, at 2461 Broadway. They were able to identify and target prospective credit tenants who were expanding. Verada procured Bond Vet Group and leased out the retail at an attractive rent 8 months before the building was complete.

– Ron Vaksin, Managing Partner at Adam America

COVID-19 has been a tailwind for veterinary groups, as the demand for pets has grown rapidly during the work-from-home era. We identified and targeted this expanding sector to successfully lease out the retail condo. This pre-development deal ended when the lease was signed eight months before the anticipated TCO.

# Verada results

**44 Olive St**  
New Haven, CT

**6,907 SF LEASED**

**5,900 SF to  
Rock Spot Climbing**  
**1,007 SF to  
Elm City Drip**



Verada achieved a major milestone by securing a 15-year lease for Rock Spot Climbing at 44 Olive St. The 5,935 sq ft space will focus on bouldering, a popular climbing style featured in the 2024 Olympics. Verada represented Adam America Real Estate in the transaction, adding to the Olive and Wooster development's retail offerings. This accomplishment brings an exciting recreational opportunity to New Haven, attracting climbers of all ages.

**100 Washington**  
Financial District

**3,000 SF  
IN CONTRACT**



A two- unit ground floor retail condominium located with two long term tenants. The ground floor unit is located on the corner of Washington and Rector Street. The total unit is 6,630 square feet with the restaurant space is taking up 2,300 square feet (1,800 SF + 500 SF below grade) and the New York City Police Department occupying 4,412 square feet with more than 100 feet of frontage.

# The Verada leadership team

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## Striving to improve New York City retail



### **Brendan Thrapp | Managing Partner**

Brendan Thrapp is a co-founder and managing partner of Verada. In 2018, Commercial Observer recognized Brendan on its annual 30 Under 30 Top Young Leasing and Sales Professionals list.

Brendan started his career in finance before joining EXR. There, he created the commercial division in late 2015 and then became its managing director. His main responsibilities were hiring, training and retaining agents, business development, client management, and deal execution. During his six years at EXR, Brendan grew the commercial division into a market leader in retail leasing, representing prominent NYC landlords and tenants alike. He has completed more than 150 retail leasing transactions (~500,000 SF) with an aggregate value of more than \$500 million over the span of his career. Brendan graduated from Penn State University in 2012 with dual bachelor's degrees in economics and marketing.



### **Nathaniel Mallon | Managing Partner**

Nate Mallon is the co-founder and managing partner of Verada. In 2020, his team leased over 100K SF of retail space in North Brooklyn, making him one of the top five brokers in the outer boroughs. In the last 6 months, he's leased over 84K SF, earning him the Q3 CoStar Power Broker award for the largest retail deal, the Q4 Power Broker Award for the largest retail and office deals for 2022, and won the 2022 Power Broker of the Year Award for most retail space leased in the outer boroughs. He has 12 years of industry experience, having worked in luxury hospitality and overseeing thousands of residential transactions.

Nate is a creative team leader known for his eccentricity, resourcefulness, and knowledge. He was named a CEO to watch in 2023 by the New York Business Journal and is a living organ donor. Nate is a devoted husband and father; outside of work, he enjoys playing the bass guitar and reading to his daughter.