

Tenant services

**What  
neighborhoods  
are built on.**

 **VERADA**

# 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 87,000 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**

NEW YORK  
BUSINESS JOURNAL  
Commercial Real Estate  
**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, Lidj inked two big leases, Le Labo came to Williamsburg  
New York / By Pat Raftis | Research By Matthew Ego and Logan McGill

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

**TOP BROKER**

**2022  
ANNUAL  
AWARDS**

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](#).





# Built for tenants

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Whether you are opening a new business or expanding your current operations, we are here to help. We can guide you through the location selection process and represent you through your lease negotiations, ensuring that your location and lease terms align with your vision and strategic goals.

## Verada puts your retail plans into action.

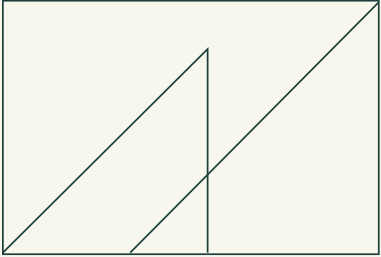
Leveraging data analytics, extensive knowledge of NYC neighborhoods, and our large network of property owners and brokers, we streamline the site selection process. Once a tenant's location is identified, our team manages the entire leasing process, including strategy and criteria review, negotiations, and lease execution.

By taking the work out of our client's hands, we allow them to focus on what's important: Growing their core business.



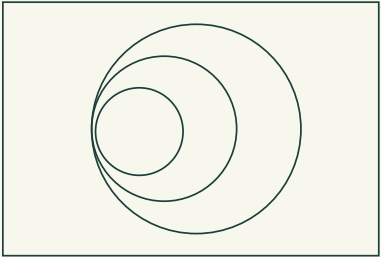
# Tenant services

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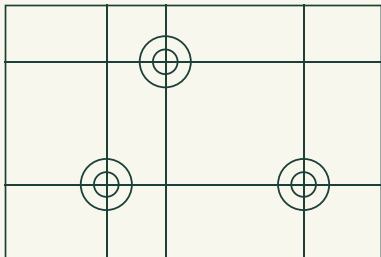
## Strategy and criteria review

- Develop a deep understanding of your business strategy and criteria, including key customer demographics and attributes, desired co-tenancy, and space/layout requirements
- Analyze the major objectives and criteria of the strategy, as well as the results of any in-house research



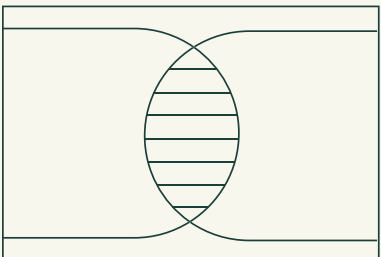
## Market research and analysis

- Conduct a competitive analysis
- Identify key target markets and sub-markets
- Make use of demographics and other data in formulating the client's strategy



## Site selection

- Discover business prospects that are not currently “on the market”
- Acquire data to support site suggestions through site visits and surveys
- Pinpoint available spaces for lease that meet your requirements



## Deal negotiation + execution

- Construct and submit all letters of intent (LOIs)
- Negotiate LOIs to get you the best deal
- Assist with lease negotiations until the deal finalizes

# We understand our clients

We listen, we learn... We get to know you, including how and why your business works.

We ask you the necessary questions and run a preliminary analysis to help you determine exactly where to begin.



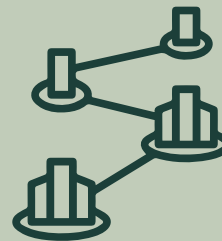
## Who we represent



Startups & first-time operators



Retailers looking to relocate



Retailers looking to expand



Retailers looking to open multiple locations



# We know the market

Verada is neighborhood retail



## Deep understanding of the local market

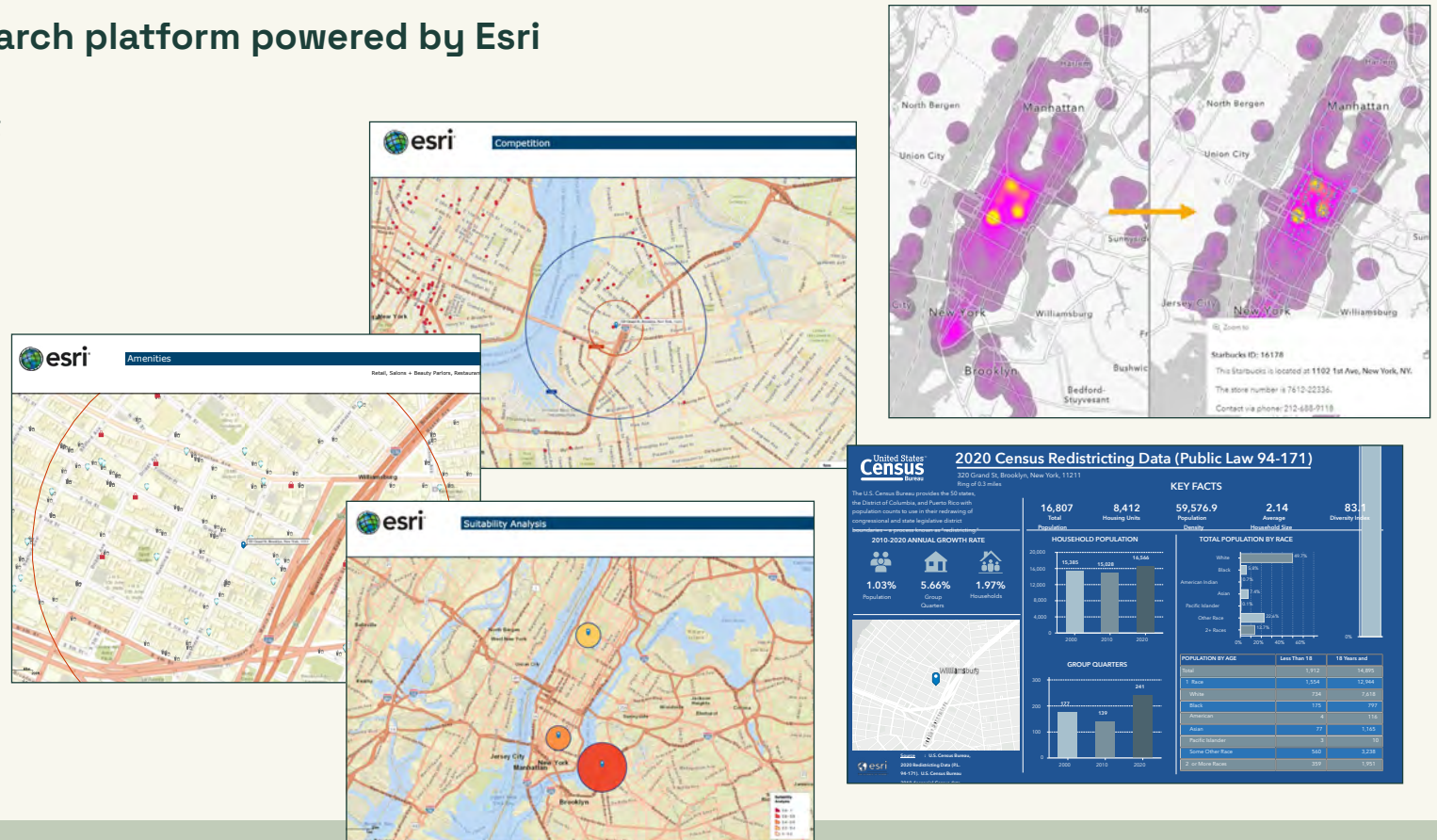
We understand the ins and outs of New York City. Our library of research highlights key aspects of every neighborhood, including demographics, major businesses and landmarks, and economic indicators. Through our in-depth knowledge of the city, we can connect every tenant with both the right landlord and community to ensure their business meets success.



# We know the market

## Industry-leading research platform powered by Esri

- ✓ ArcGIS Business analyst
- ✓ Demographic report
- ✓ Competition / co-tenant mapping + reporting
- ✓ Suitability report
- ✓ Market trends
- ✓ Market prioritization



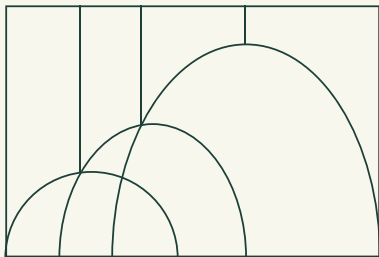
## Market analysis

The Verada team collaborates with tenants to help them find the right location for their business. We review all tenant's requirements to identify which prospective spaces are suitable, looking at all factors including rentable square footage, property condition, co-tenancy, layout, zoning, etc. Furthermore, our comprehensive analysis of market comps—which includes a review of market rates, terms, concessions, escalations, zoning, and more—ensures we best serve our clients in deal negotiations.



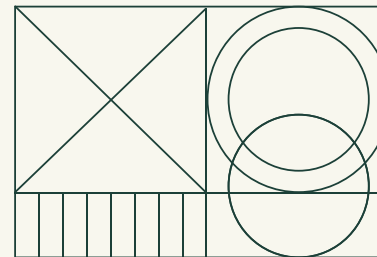
# The right location for you

Verada has the full picture of what spaces are available now, and what inventory will hit the market soon. We will identify more options than you could on your own, which saves you time and money.



## Access to Costar and other listing platforms

Compared to LoopNet, a Business to Consumer Commercial Listing Platform, Costar is Broker to Broker with 40% more inventory



## Industry relationships

- Developers
- Lenders
- Brokers
- Off-market and future development

## Delivering a comprehensive opinion

Leveraging the comprehensive data we gather, our knowledge of current market trends, as well as the expertise that we have gained from being in the industry as top retail brokers in NYC, we help you identify the value of your prospective space. We then collaborate with you to determine if your selected space is worth the price the landlord is asking—analyzing both current and growth opportunities.

The Verada team will advise on whether pursuing a location is worth your time and fits within your business plan.

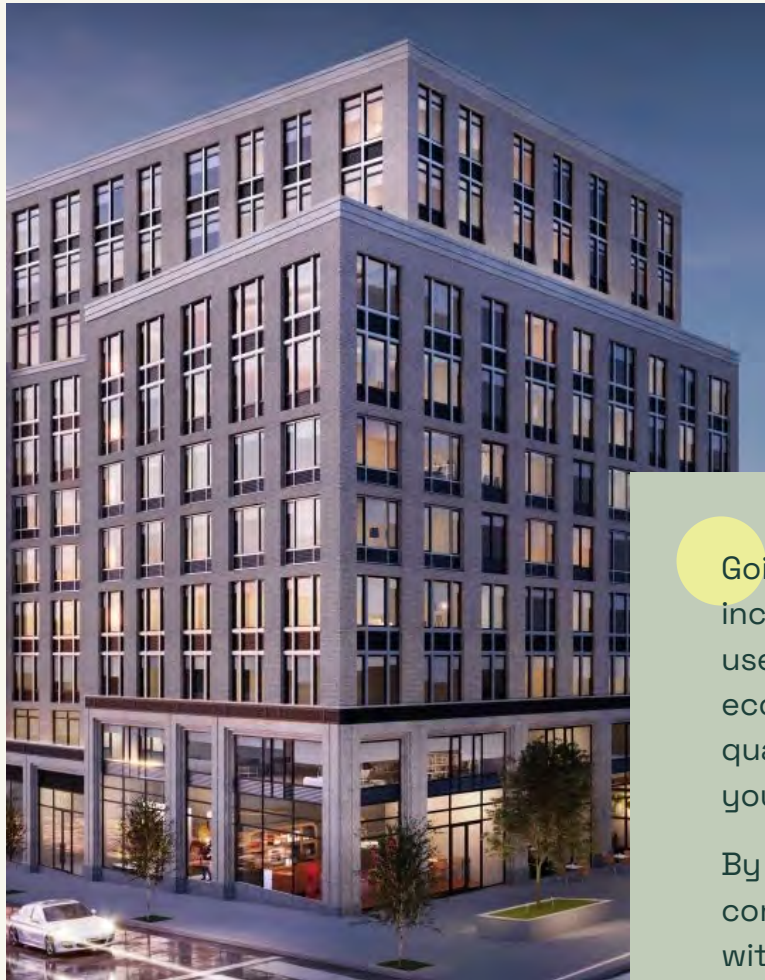


# We close the deal

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## We oversee the execution of your deal

Our job is not complete until a lease is signed and you are open for business. We manage everything from LOIs to lease negotiations. Our goal is to take the work out of your hands – that's why we are here.



### LOI's

- We will submit all letters of intent to landlords, which include a description of the property, the requirements we expect from the landlord, the term, rent, and so much more. We then negotiate the LOIs until you are satisfied with the terms. Once LOI terms are finalized, we move the deal to lease and assist throughout the process until a deal is signed.
- Our services will make the process as seamless as possible for you.

Going into the lease negotiation process can be overwhelming and incredibly challenging, which is why hiring a tenant rep broker can be useful. A tenant rep adds value to the negotiation process by knowing what economic and non-economic factors can impact your lease. Furthermore, a qualified tenant rep will walk you through the leasing process and answer your questions along the way.

By hiring a tenant rep, not only will you save money, but you can close confidently knowing that you negotiated the best terms for your space—all without the stress of doing it alone.

# 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.





# 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.



# 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

**2,050 SF LEASED**

**Tenant: Medical/  
Pet Care, Bond Vet  
Group**



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

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.

# 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.