

CASE STUDY: RadioShack.



- **The Challenge:** In August, 2000, Radio Shack enlisted the help of Stanton Hudmon to assist them in their site selection for North Florida. Radio Shack's plan for North Florida was to close virtually every store in the trade area and relocate with larger stores in the highest profile location in each area.
- **The Plan of Attack:** Stanton implemented a detailed market analysis with recommendations of the best sites in more than 20 different trade areas in North Florida. In each of these areas, we were able to identify the best potential site(s) and secure the location for Radio Shack. In some instances, this meant putting together "Build to Suits," and, in other areas, it was co-tenanting a high profile end cap with another complimentary tenant
- **The Results:** Stanton negotiated and secured 15 sites within four months from the start of the assignment. We were able to use its strong relationships with other retailers and local property owners to ensure that Radio Shack had the best potential sites in this market



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