

You have a brand to grow.

We'll take the lead on real estate.



Rue Retail

Your fractional Head of Real Estate.

LESS ON YOUR PLATE

Sound like your Tuesday?

A BROKER

Any update on those six sites I sent?

YOUR TEAM

Our franchisee wants to sign. Have we approved the location?

ANOTHER EMAIL

The renewal notice is due next month. Are we staying?

Somehow, they all need an answer from you.

This is getting too big to be your side job.

Rue is your fractional Head of Real Estate.

We build the real estate plan with you and lead the work it creates, from opening a new market to deciding what to do with a store that no longer fits.

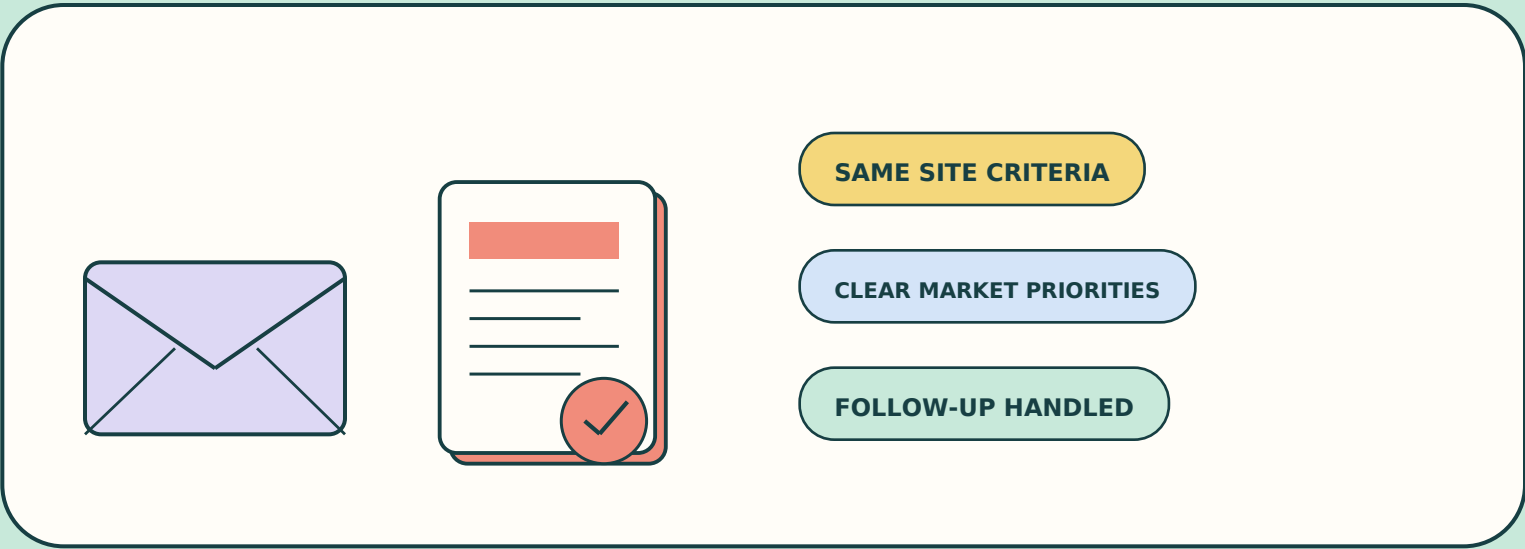
We bring your internal teams into the work early and give brokers and franchisees a clear point of contact. When something needs your call, it comes with a recommendation and someone ready to follow through.

You keep the final call.

You don't have to keep every file moving yourself.

More brokers shouldn't mean more work for you.

Twenty-five broker relationships can turn into twenty-five versions of the plan. Rue gives the search a clear brief and keeps everyone working towards it.



We help choose the next markets, build the entry plan and manage the local brokers. We review what comes back, test the economics and bring you a recommendation.

“Our franchisee found a space.”

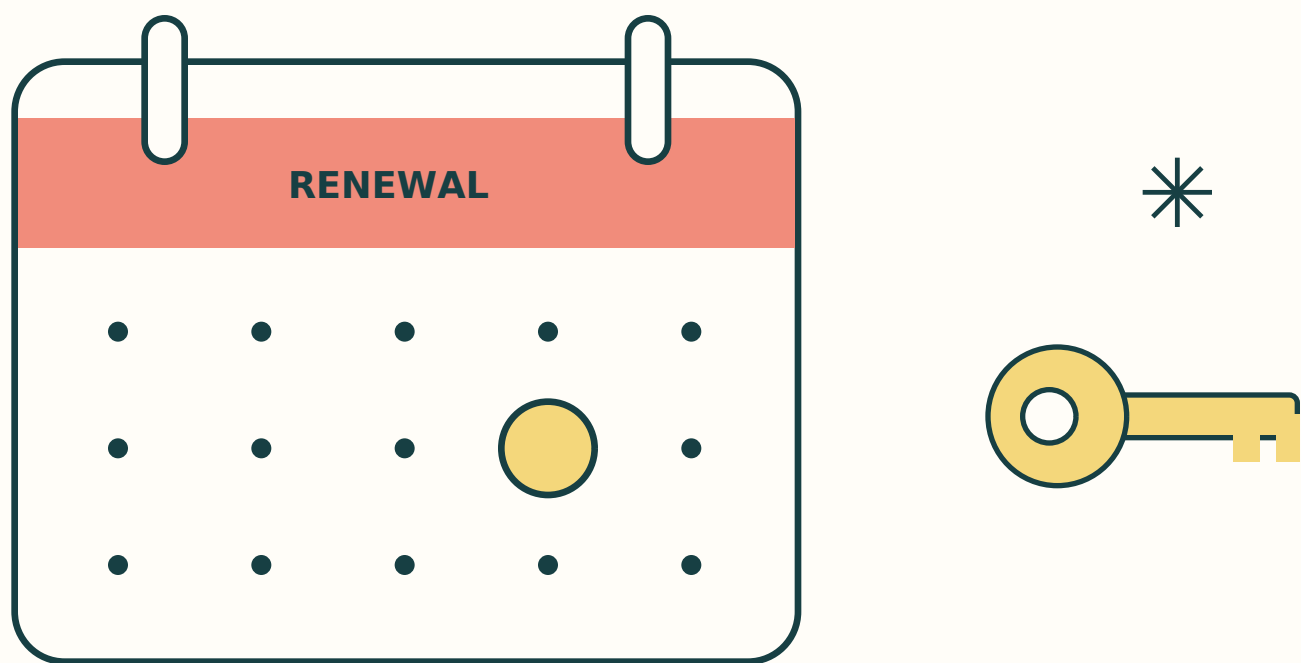
Great. Now it needs a proper review.



We coordinate the real estate work with franchisees: clarify the site criteria, review submissions and bring the right people into the approval process.

That means checking the location and economics against the brand’s requirements, following up on missing information and keeping franchisees, brokers and your team aligned as the file moves forward.

The rent went up. Should you stay?



A renewal deserves more than a quick comparison with last year’s rent.

We compare market rents and lease terms, review the store’s performance and cost out the alternatives. Staying, reinvesting or moving each gets a proper business case, before a notice deadline makes the decision for you.

Some locations need a new plan.

Customers change. So does the space your business needs.

A new product line might need a different format. A shifting trade area might change the case for staying. A store can still be open long after it has stopped being the right fit.

THE QUESTION

Where should the next dollar go?

Into this location, somewhere else, or neither?

Rue reviews the whole portfolio and develops reinvestment, relocation and exit strategies. Where a disposition is the right call, we coordinate the plan with your legal team and local licensed brokers.

A great site. Until operations sees the loading area.

The people who have to make a location work should help shape the decision.

Marketing

Customer behaviour, brand fit and what’s coming next.

Operations + facilities

Staffing, servicing, building condition and daily use.

Finance

Capital needs, occupancy costs and the return the business needs.

Legal + construction

Lease requirements, delivery risks and a workable opening plan.

Rue brings those requirements into the strategy early and keeps the conversations moving as the plan takes shape.

“What are we basing that on?”

You should be able to ask that about any site, renewal or exit.



Analysis built around your business

Sales, customer patterns and lease costs, read alongside market rents, competing locations and trade-area evidence.



Relationships that help move the work

Established landlord, developer and broker relationships bring market context and opportunities into the process. Rue coordinates those conversations around your priorities.

You get the reasoning behind the recommendation and someone responsible for taking it forward.

There’s experience behind the advice.

\$460M+

IN LEASE VALUE

500+

TRANSACTIONS

5

CONTINENTS



Canada, United States, Germany, Netherlands, Singapore, South Africa and New Zealand.

Credentials reflect prior professional experience brought to Rue Retail.

Let’s start with what’s landing on your desk.

Bring the live opportunities, the leases you’re worried about and the growth you’re trying to make happen. We’ll work out where the real estate function needs to take the lead.

An ongoing role in your business.

Monthly retainer. 60-day written notice to cancel. You get senior leadership before a full-time executive hire makes sense.

Your retainer is our only compensation. We don’t take commissions or referral fees from brokers, landlords or other parties on your file.

Rue leads the strategy and advisory work. Appropriately licensed local brokers handle regulated transaction activity.

You can stop being the real estate department.



Let's talk about what Rue can take on.

Rue Retail

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**FRACTIONAL HEAD
OF REAL ESTATE**