



We develop values.



When trading expertise runs in the family.



As a subsidiary of BBE Retail Consulting and an affiliated company of CIMA City Marketing, IPH Retail Property is part of a company group that is unique in its constellation and efficiency – when we want to enlist the services of the best specialists, we simply go next door.

This means for our customers that business economists, real estate agents, economic geographers and urban planners check and evaluate their real estate projects from every conceivable relevant point of view. One welcome side effect is that when different perspectives meet, innovative ideas are not far away.

For the brokerage and marketing of retail property and areas we have exclusive business relations to all of the consolidated companies at our disposal and we have thereby contact to a multitude of occupants and investors in this country and abroad.



## An area becomes a location.

Customers have a differentiated buying pattern – they shop in specialized discount stores, at specialized traders, in shopping centres, at discounters, in department stores, in malls and so on. Sometimes their shopping behaviour is demand-oriented, on other occasions it is event-driven. One time they buy in the city, another time on an arterial road. Attractive shopping entails different branches and a mix of business types. At first, everything is an area – the unused property, the badly-used real estate, the urban waste or the gap between buildings. Where people inclined to buy find the products they searched for, where customers feel welcome, where a gap has been closed – an area becomes a location.

Whether greenfield development, revitalization, letting or sale: we develop values. To the full extent, BBE and IPH provide everything that makes real estate successful as a retail property – from the development concept to the sales forecast, from the financial schedule to the acquisition of buyers.

We provide investors, local authorities, banks and commercial companies with planning reliability on the basis of facts. Since more than 50 years we have been assessing for them their requirements to the location, mix of business types and area dimensions. We evaluate a retail property's return on investment with the same unerring quality as its urban or landscaping compatibility.



### Cooperative Project development

Within the framework of retail property development the concerns of the parties involved in the project naturally differentiate. Without professional mediation even the most promising schemes remain blocked. Here, BBE and IPH provide sensitive bridging services. With our trade knowledge, our market overview and our knowledge of the local aspects of decision-making we shift the parties' positions: from contrary to complementary.



## Profit achievement. For all parties concerned.



Under the roof of BBE and IPH the success of a retail property is already ensured at the beginning of the project. Because only if it is possible to reunite different interest groups in one project, the realization of the project actually comes within reach.

The owner measures the profitability of a project according to the amount of the purchase price, the investor according to the interest yield of the employed capital. The local authority aims at achieving conformity with the urban and political targets, the operator is interested in the rent-sales expectancy ratio. This does not mean that the individual parties are not ready to compromise but often they do not know that there are others who have an interest that is complementary to their aims.



## Made-to-measure Solutions: as Module or Package.

### Market and location analyses

Trading area, market potential, binding of purchasing power, competition, consumer behaviour

### Development concepts

Mix of business type with areas, functions and occupant profiles up to the development of new trading formats

### Profitability estimate

Rent and sales expectancy, investment and financial planning

### Acquisition of occupants

Marketing strategy, contract negotiation, national and international market cultivation

### Revitalization

Development concept, bank talks, shareholders' meetings, lessee talks, contract renewals, reletting etc.

### Expansion strategy

Concept, choice and search of the right site

### Purchase and sale

Location appraisal, valuation, due diligence, contract negotiations

### Assistance in the approval procedure

Project support towards local authorities, public institutions, ministries and governments, appraisal coordination

### Independent project development

The service portfolio offered by BBE and IPH comprises all stages of project development – from the development concept to the letting and sale. Our mandate excludes own property deals. Only in this way we are able to represent the interests of the most different principals: institutional and private investors, real estate owners, lessors of a lease in perpetuity, lawyers in the urban development plan procedure, real estate managements, project developers, retailers etc.

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