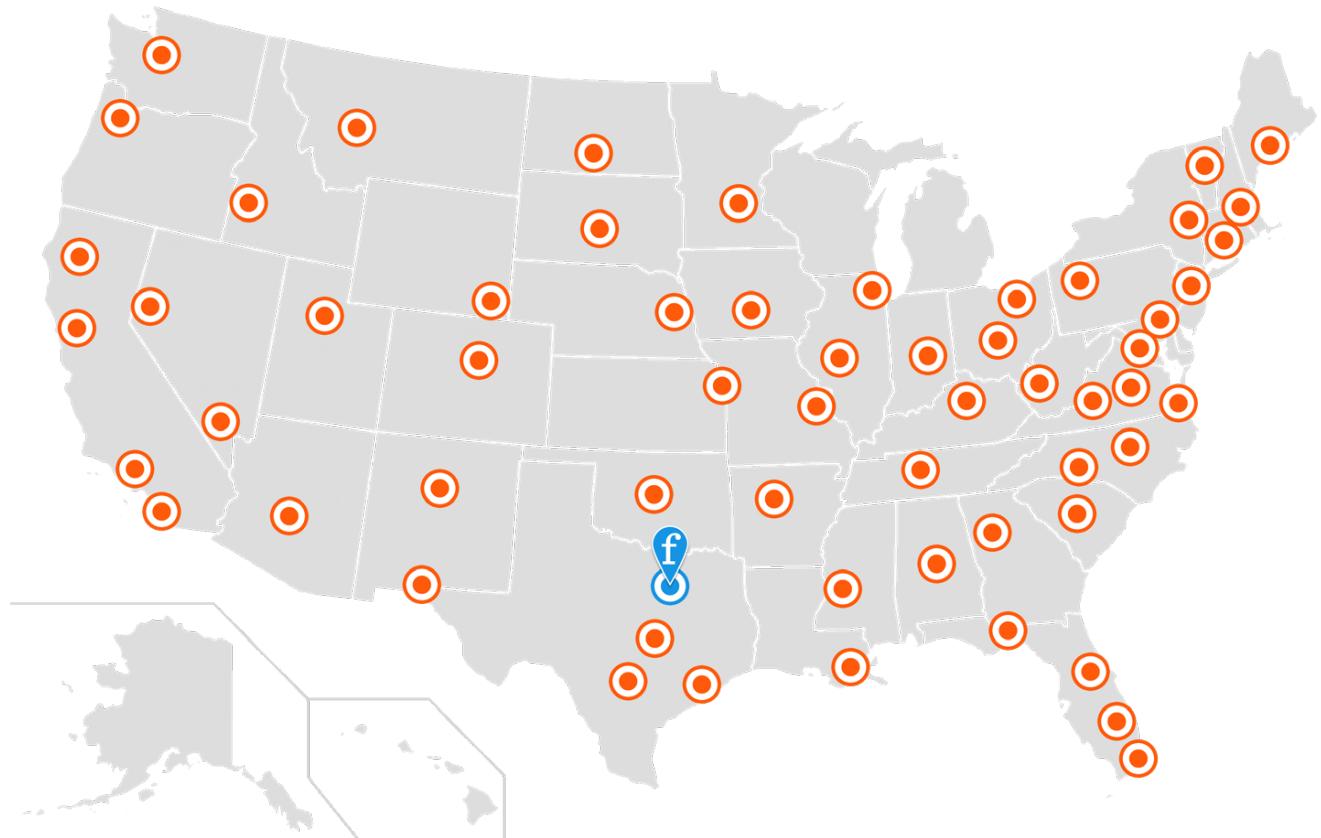


*enhancing the quality of
life in the communities
we serve*



landlord services
falcon

Based in Texas



falcon

Nationally Connected

Falcon serves as your outsourced real estate department. We're your single point of contact with national reach via our local experts **Realty Resources**.

Realty Resources is a member-owned retail real estate brokerage group with nearly 55 partner offices of leading firms in more than 30 cities around the country all combined into one network.

Additionally, Falcon has **strategic partners** in nearly all additional major markets throughout the U.S. ensuring Falcon's clients enjoy the best of both worlds:

WIDE GEOGRAPHICAL
REACH



KNOWLEDGEABLE
LOCAL EXPERTISE.





We have an eye for the unexpected

Low-hanging fruit rarely translates into high returns. That's why we look for less obvious opportunities, applying creative thinking and discerning judgment to hard data so we can capitalize on advantages others might be missing.



For more than 20 years, we've worked successfully with Falcon to pinpoint the best communities to roll out new stores. They are an integral extension of our team and know our business inside and out, making it an invaluable partnership.

Whole Foods

ROSS
DRESS FOR LESS

ROSS

144

We do what's right, not just right now

It's our responsibility to sometimes tell clients things they may not want to hear. In our book, long-term compatibility trumps instant gratification any day of the week — and creates much happier marriages of client and community.

It's more than transactions to us. We're patient to find the right location. Sometimes the ideal fit isn't right today.



Our clients—and the relationships that we've built together—have been key to Falcon's growth. Many of our clients have been with us for over 20 years and we see that as a clear indicator of our success.

Tim Hughes, Founder/CEO



We build bridges

Where some see transactions, we see long-term investments. It's an attitude that applies to every aspect of our firm, from our "quality over quantity" approach to our focus on community, and from our culture of collaboration to our lightning-fast responsiveness to clients. It's all about making connections that make a difference.

At Falcon, it's not a matter of "us" and "them" — it's a matter of "we." We work with clients whose cultures align with our own, and whose organizations we fully embrace. That means we're invested, not just from a financial perspective, but from an emotional one as well.

falcon

Why the Falcon Team

1 100% FOCUSED

Falcon has **more than 20 years** expertise in project leasing for current and new developments as well as disposition of restaurants and retail throughout Texas and US markets.

2 TEAM APPROACH

We have unique **team expertise** to leverage.
We believe that **two heads** are better than one.

3 ART & SCIENCE

We start by looking for developments and projects we can **believe in**. We **identify the need**, understand the art, and develop the science.

4 NATIONAL REACH

Successful execution of disposition work for multiple national concepts using our **expansive network** and relationships for new intelligence and solutions outside of our local market.

5 POWER OF NO

Prioritize **prospects**. Eliminate certain tenants based on thorough analysis and subjective instinct specific to the subject site.
We're in it for the long haul and we advise our clients accordingly. **Patience = success**.

Services

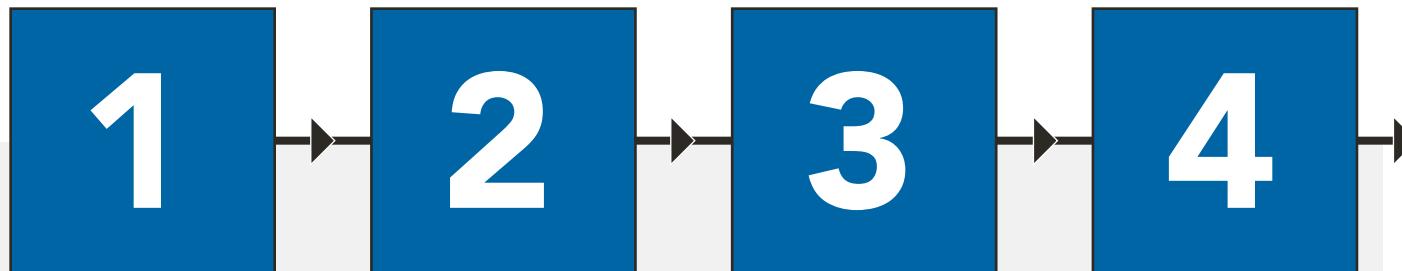
Falcon Realty Advisors has been providing clients a variety of services since 2002.

- Retail/Restaurant Project Leasing
- Surplus Disposition
- Negotiations & Coordination
- Market Strategy
- Build to Suit
- Construction Management
- Sale/Leasebacks
- Private Equity
- Site Selection
- Concept & Branding Advisory
- Franchise Recruitment

I worked with the Falcon Team while I was CEO of Eatzi's Market & Bakery. Their long term view impressed me and set them apart from others that I have worked with. Working closely with them today has only strengthened my original opinion. They treat every location like it will be your only location.

Lane Cardwell, Restaurant & Entertainment Group

Steps to Success



UNDERSTAND THE LISTING

Complete the initial homework

Visit the development

'Be the consumer'

Identify the point of differentiation

Define the concept

CONFIRM OBJECTIVES

Meet with client & learn their priorities

Understand – existing NOI vs budgeting NOI at year end

Determine what is most important in your CRE team

Establish goals & objectives of listing

STUDY THE REAL ESTATE

Understand the current location

Look for **correlations** & **differences**:

- Demographics
- Psychographics
- Cellular Data
- Segmentations
- Co-tenancy

Develop a listing strategy

APPLY RESEARCH

Based on client meetings, **apply key criteria** to the listing

Solidify a target **prospect list**

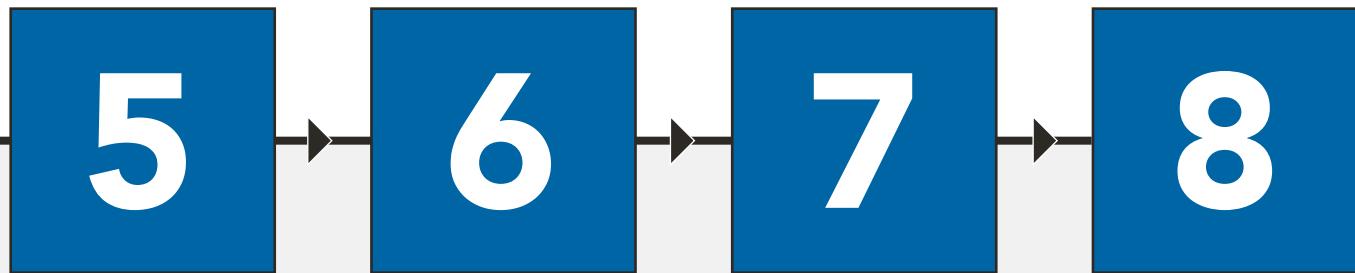
Eliminate certain tenants through analysis and subjective instincts

Release the hounds (market strategy)



Falcon understands our brand and business model. They conduct outstanding work managing and strategizing on site selection with our numerous franchisees. Likewise, Falcon has negotiated some amazing deals in strong locations to meet our target and drive membership success."

Mark Jenkins, Director of Location Development – **HOTWORX**



PREVIEW & TOUR

Develop strong imagery to enhance the product experience

Tour the market

Gather feedback

FOCUS, PRIORITIZE, PREPARE

Further refine the elements of the story to prospects

TELL THE STORY

Engage with clients, prospects, and the larger real estate community to **tell the story**

Crystallize the prospect's understanding of the product and benefits

NEGOTIATION & APPROVAL

Develop and negotiate the LOI with the client

Prepare RE committee approval package

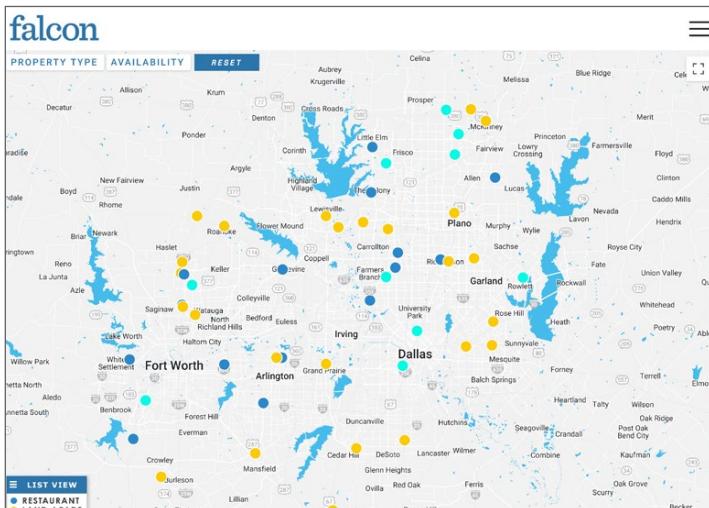
Upon receiving approval, provide support throughout the transaction process

Marketing Tools & Strategy

PROPERTY FLYERS



ONLINE LISTINGS



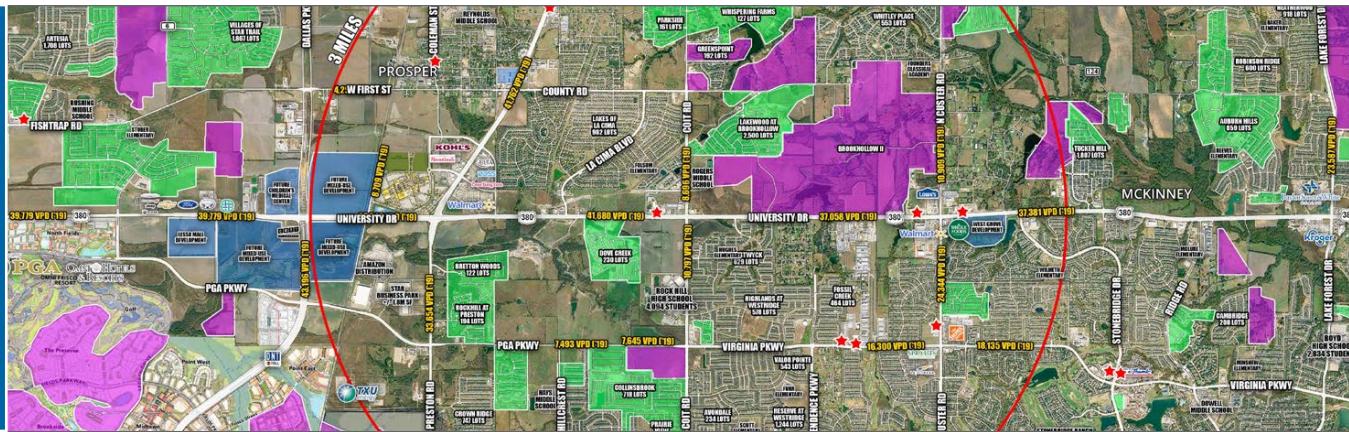
BROADCAST E-MAILS

A broadcast email for "falcon THE CENTRAL". The header features the "falcon" logo in white on a blue background. Below the header is a large image of a modern city skyline with a prominent skyscraper. The text "THE CENTRAL" is displayed in large, white, serif capital letters. The main headline "DESIGNED TO INSPIRE" is in bold, white, sans-serif capital letters. Below the headline, there is a brief description: "Imagine a place where walkability starts at your apartment, office or hotel door – a place where density has a human dimension." A map of the area is shown to the right. The "Introducing, THE CENTRAL" section contains a paragraph about the development's focus on connectivity, business, community, and wellness. The "AT A GLANCE" section provides key statistics: 227 acre mixed-use development, 4.0 acre centrally located park, 2.5M square feet of office space, 3,000 multi-family residential units, 150,000 square feet of retail space, and one full-service, lifestyle hotel. The "DE LA VEGA" logo is at the bottom right. A detailed site plan for the 4-acre urban oasis is shown at the bottom, with a note explaining the biophilic design. The bottom right corner features a small image of a person's face.

DRONE AERIAL IMAGERY



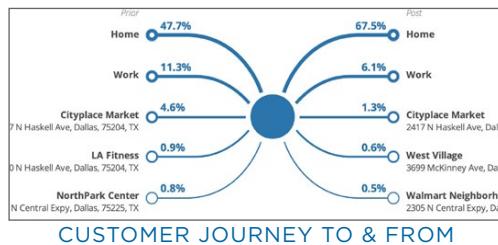
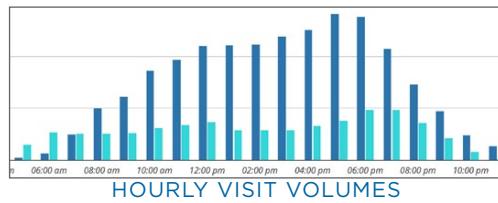
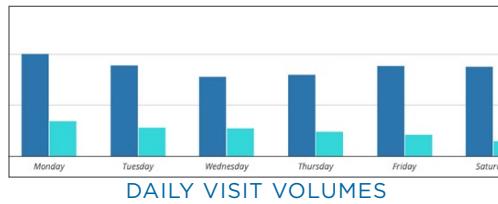
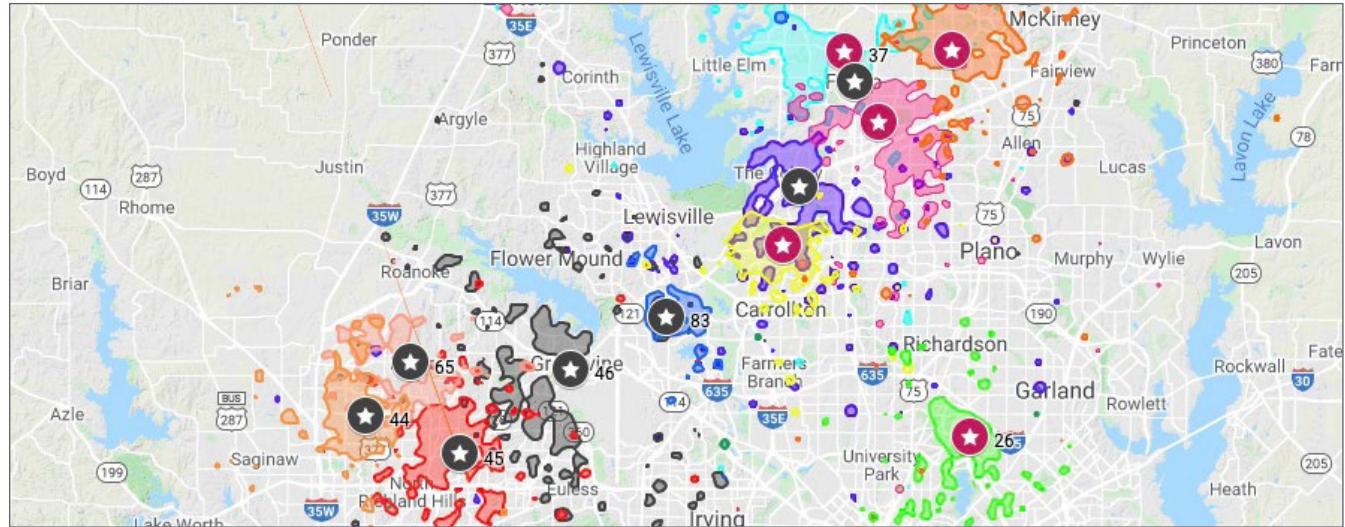
SATELLITE AERIAL IMAGERY



PROFESSIONAL PHOTOGRAPHY



CELLULAR DATA TRADE AREA ANALYSIS



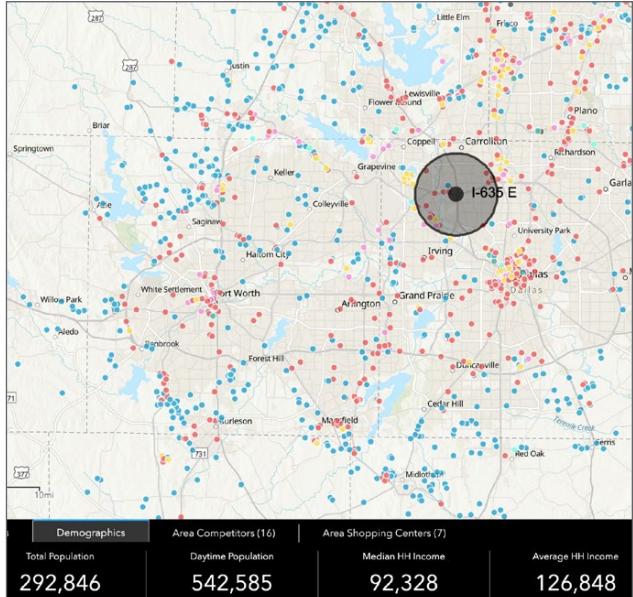
Identify true customers with real-time cellular data

Using the latest cellular location data, we are able to paint an incredibly accurate picture of a true trade area for a property based on where visiting individuals live or work.

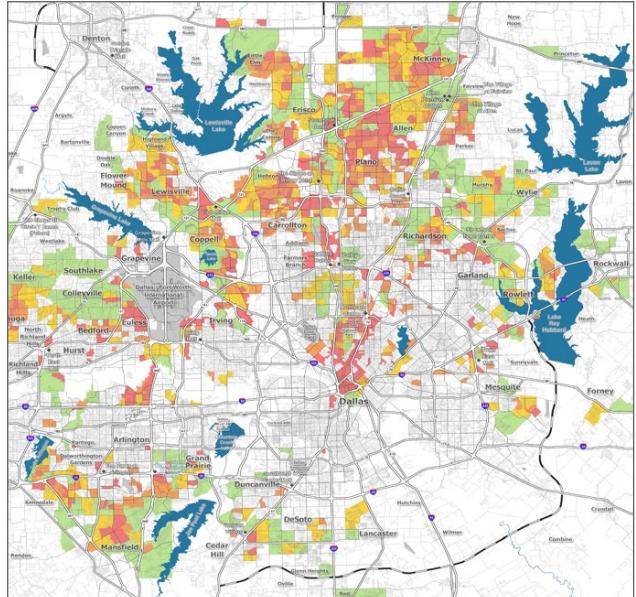
Metrics including **daily, hourly, and monthly visitation, length of stay, where individuals came from and left to**, and many others help determine the perfect candidates for tenancy in a development.

We can then inspire confidence while telling the story with a much clearer and more interesting narrative backed by real-time data.

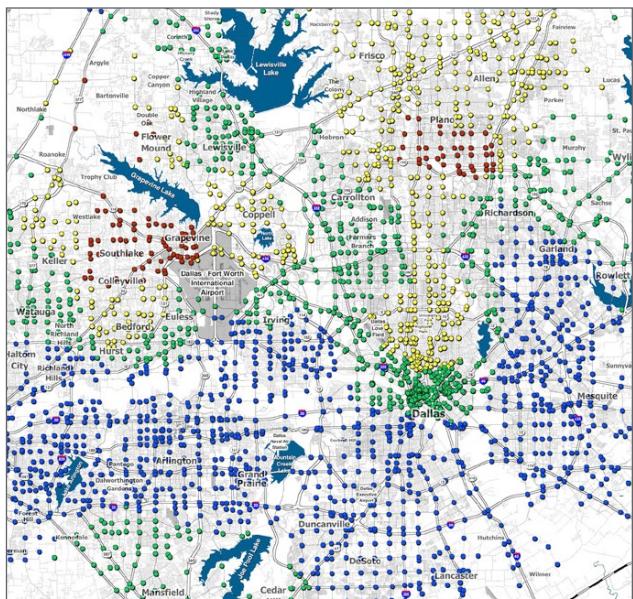
INTERACTIVE GIS ANALYSIS



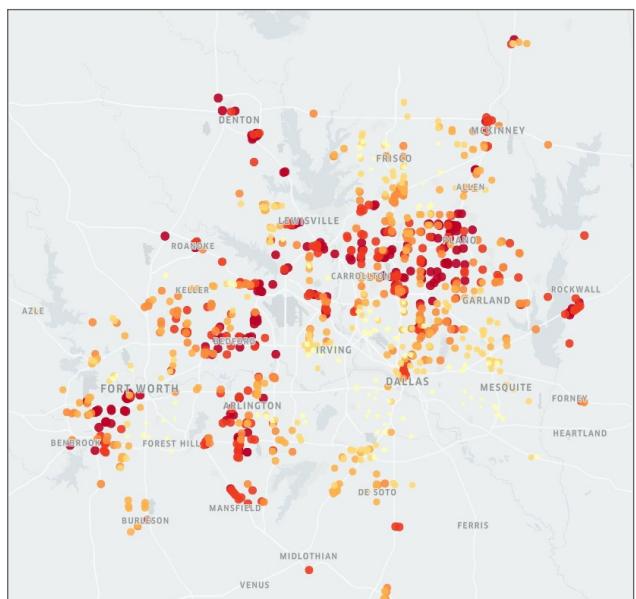
TAPESTRY SEGMENTATION



MULTI-VARIATE ANALYSIS



SITE SUITABILITY ANALYSIS



Landlord Services Team

realty advisors
falcon

Boutique shop with big firm experience

Meet the rest of the Falcon team >>>





TIM HUGHES - FOUNDER / CEO

Beginning his career in 1983, Tim's 35+ year focus in commercial real estate is comprised of tenant representation, acquisitions, dispositions and development for retail and restaurant brands in various markets throughout the U.S.. He is also an advisor and principal in numerous acquisition and development projects that buy, develop and redevelop retail assets for retailers and restaurateurs.



TEY TINER - PARTNER

Tey represents landlords for power and grocery-anchored centers and pad sales and leases and also specializes in creating and executing growth plans for national, regional and local concepts in Texas and bordering states. Throughout his career, Tey has focused on client needs instead of transactions which has helped him achieve a successful track record in retail leasing, tenant representation, and land sales.



HUNTER BROUS - DIRECTOR OF LANDLORD SERVICES

Hunter focuses on the leasing, marketing, and development of retail and mixed-use assets. His role includes tenant curation, underwriting, site design and construction coordination. From urban core to traditional retail, he has cultivated an expertise in driving value for owners.



SEAN LOCKOVICH - SENIOR VICE PRESIDENT

Sean is a strategic, outside-the-box thinker who specializes in Landlord Representation and Tenant Representation with a focus in restaurant dispositions and new or re-developments. Sean has over 15 years of restaurant experience working with corporate operators and franchisees.



WALKER HAIRSTON - SENIOR VICE PRESIDENT

Drawing upon over a decade of experience in the restaurant and hospitality business, Walker's responsibilities and expertise include leasing and sales for new retail and restaurant development, retail and restaurant tenant representation, and vacant asset leasing/disposition for a wide variety of clients, from the multi-billion dollar REIT to the boutique developer.



CONNOR COUGHLIN - ASSOCIATE

Connor Coughlin joined Falcon Realty Advisors in January 2025 as an Associate Broker, specializing in tenant representation, retail development, and leasing. He is focused on building close relationships in order to facilitate successful execution of customized solutions that align with each client's objectives.

A few of Falcon's Clients...



GE Capital

petco

**BARNES
& NOBLE**

 **SPIRIT**
REALTY CAPITAL

PAPPAS
RESTAURANTS
*all concepts

Walmart 

**U.S. RESTAURANT
PROPERTIES**


PlainsCapital
Bank

**THE
ROCK**
WOOD FIRED PIZZA

ROSS
DRESS FOR LESS®


Kroger
FRESH FOR EVERYONE™

**MATTRESS
FIRM**

Scan the QR code to see more >>>



Let's work together
to enhance our
communities



falcon

972.404.8383

7859 Walnut Hill Lane
Suite 375
Dallas, TX 75230

falconcompanies.com

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