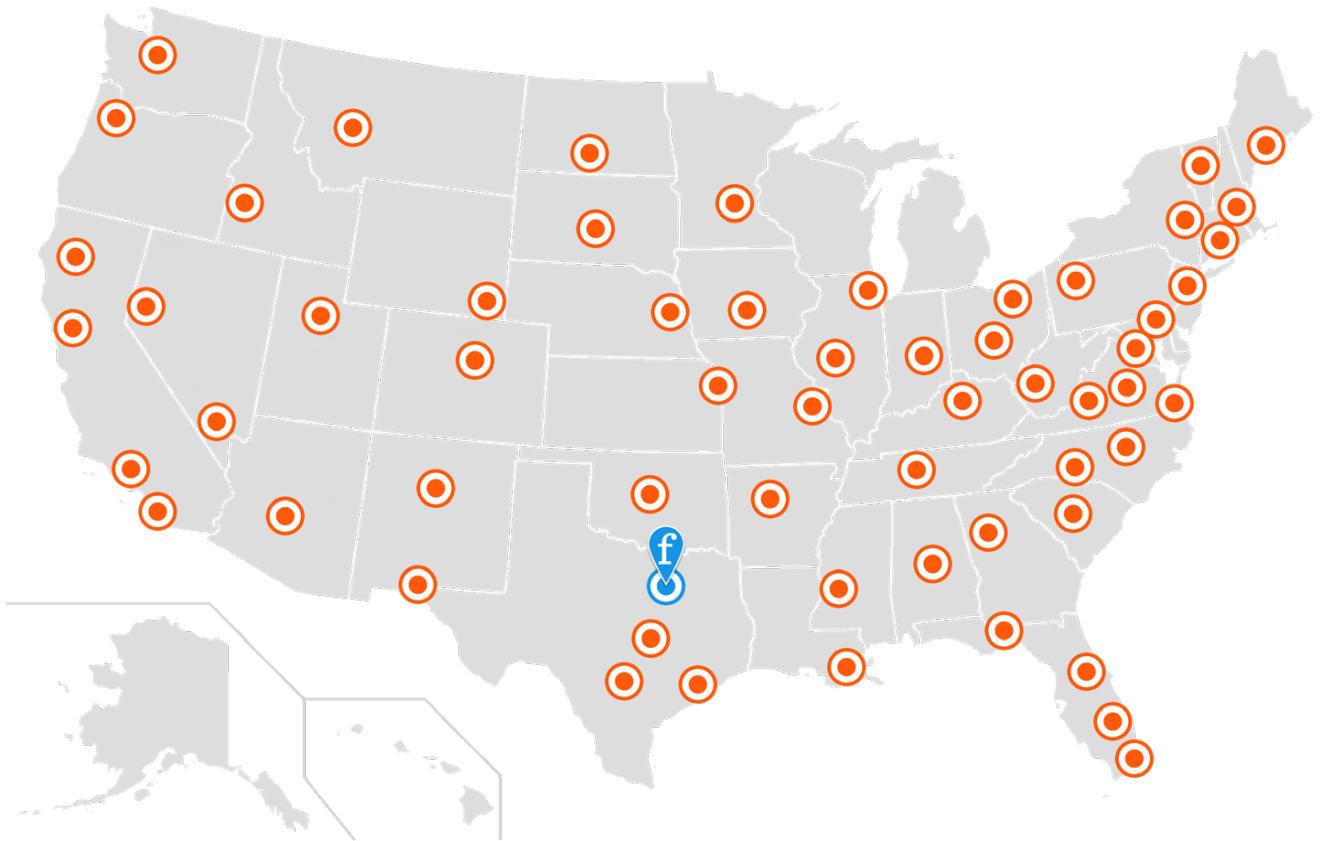




*enhancing the quality of
life in the communities
we serve*

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.**



Puttshack



Coco Shrimp



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.

“*In my opinion, Falcon is the gold standard for brokers throughout the country. Their consistent hard work, knowledge of the market, and creativity are just a few of many attributes that have put our brand in position to have great success in an extremely competitive market.*

Blaise Hadley, Coco Shrimp

ROSS

DRESS FOR LESS



849



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.

“ *Falcon is constantly pushing the envelope blending the art and science of site selection for our restaurant group, enabling us to analyze sites in new ways to make strategic real estate decisions in DFW.*

Jon Alexis - Owner, 86 Problems Restaurant Group



Haywire



Gloria's



Portillo's



Thirsty Lion

We have boundary issues – in the best way possible

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.

“ We are absolutely thrilled with Falcon and the job they have done for us in Texas. They immediately understood what we were looking for and were able to help us better understand the market. Our stores are doing phenomenal and we are excited to grow further in Texas with Falcon's help.

Tom Norsworthy, Owner & President, 54th Street Restaurant & Draffhouse

“ We get behind the curtain to learn your business and your priorities. In our eyes, we don't work for you; we're an extension of you.

Michael Walters, President, Restaurant & Entertainment Group



WHOLE FOODS MARKET

FIRE LANE NO PARKING

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.

“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 15-20 years and we see that as a clear indicator of our success.”

Tim Hughes, President/CEO

Why the Falcon Team

- 1** 100% FOCUSED
Falcon has **more than 20 years** expertise in the rollout and disposition of retail, restaurant & entertainment concepts 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 a concept we can **believe in**. **Identify the crave** — understand the art — develop the science.
- 4** NATIONAL REACH
Use our **national network** and relationships for new intelligence and solutions outside of our local market.
- 5** POWER OF NO
Prioritize sites that **fit**. We're in it for the long haul and we advise our clients accordingly. **Patience = success**.

Stakeholder Partner Map



Steps to Success

1 understand the concept, customer, and real estate

Complete the initial homework.

- Visit locations
- Analyze top-performing units
- perform analysis on the customer base
- Identify the point of differentiation

Define the concept.

4 use data to drive decision making

Based on our research, apply key **data points & analysis** to define the target market

Solidify growth strategies

Prioritize Tier 1 markets and key seed points

Review projects that will exclude the use and why

2 confirm brand objectives & expansion plans

Study the business and operations

Understand what makes the concept successful

Define & analyze similar brands

5 internal process & document prep

Prepare LOI

Prepare & coordinate construction specs/delivery condition

Prepare signage example

Draft exclusive language and key LOI clauses

3 analyze & study the real estate

Understand current location analytics

Look for **commonalities & differences** among top-performing units using:

- Demographics
- Psychographics
- Geofencing
- Co-tenancies
- Segmentation studies

“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

“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**

6 preview & tour

Present overview of the market & real estate opportunities

Tour the market

Gather feedback

7 tell the story

Engage with landlords and the larger real estate community to tell the story

Work with the tenant to create the concept introduction deck

Crystalize the landlord's understanding of the concept

8 prepare tenant REC package

Prepare **REC package** specific to tenant's needs utilizing tools such as:

- Mass mobile data
- Tapestry profiles
- Demographics
- Competitor performance
- And more

9 lease management

Send LOI to and interface with the attorney to identify key points in the lease

Liaise between our attorney and LL attorney through Lease execution

10 project management

Coordinate with construction to develop timelines on permitting, buildout time, etc

Confirm the transaction's timing within the overall expansion plan

Coordinate with sign vendor to produce signage bid and confirm anticipated signage is feasible

“Following the acquisition of a substantial Wendy's portfolio in the Dallas/Fort Worth market in 2021, we selected Falcon Realty Advisors to represent our real estate needs after a detailed interview process of several Brokerage Firms in DFW. Michael and Walker are exceeding our expectations with their high level of service and understanding of WKS needs for new growth and portfolio decisions. Their analytic tools and application to our strategy is exceptional and based firmly with a very high level of integrity and professionalism.”

DANIEL ROONEY
DIRECTOR OF REAL ESTATE
WKS RESTAURANT GROUP



Services

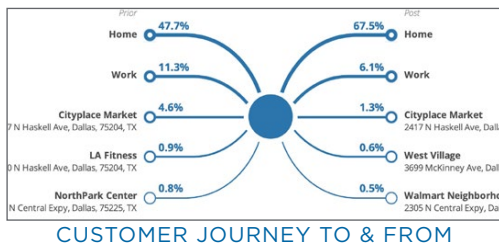
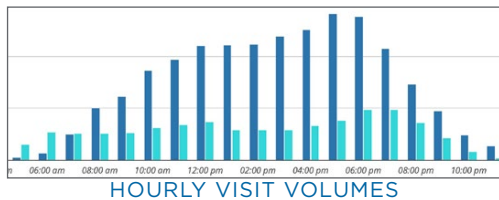
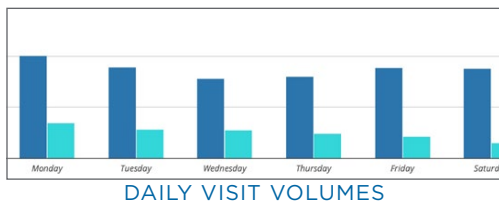
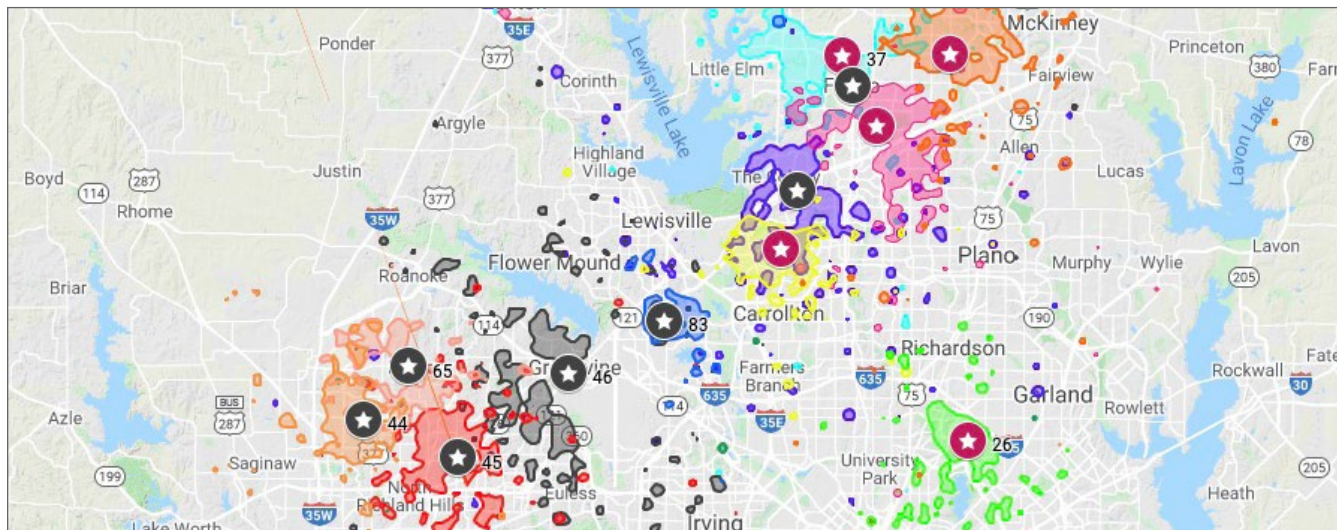
Falcon has been advising clients on a variety of services since 2002.

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

“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

CELLULAR DATA TRADE AREA ANALYSIS



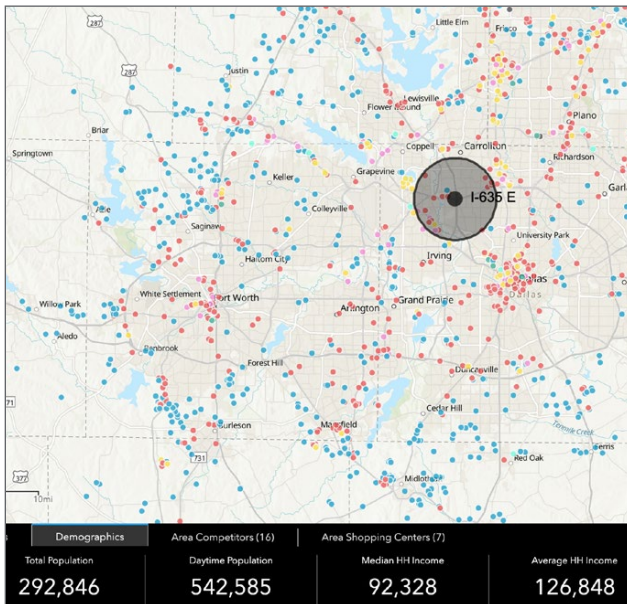
Identify true customers with real-time cellular data

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.

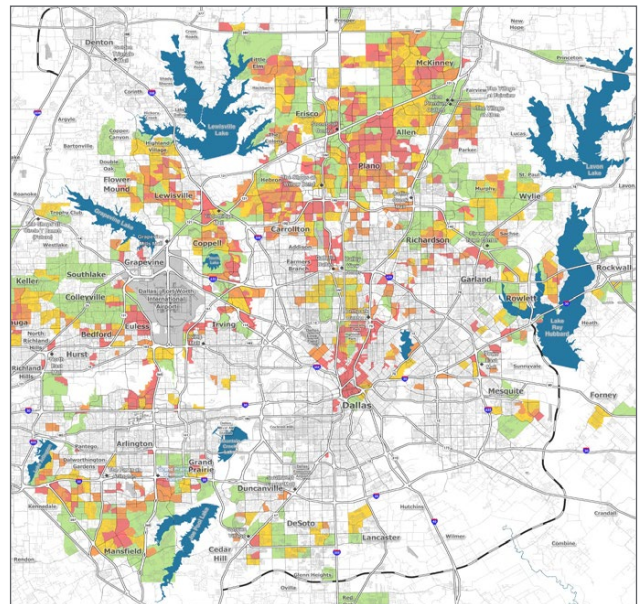
Metrics including **daily, hourly, and monthly visitation, length of stay, where individuals came from and left to**, and many others help determine the ideal location within a market.

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

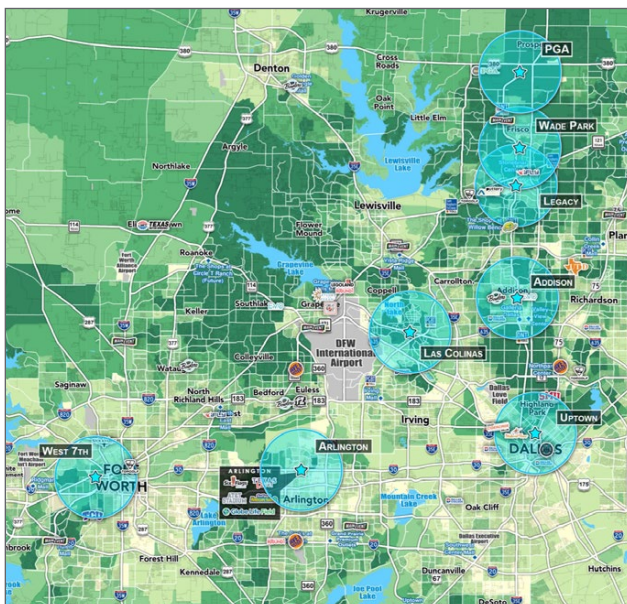
INTERACTIVE GIS ANALYSIS



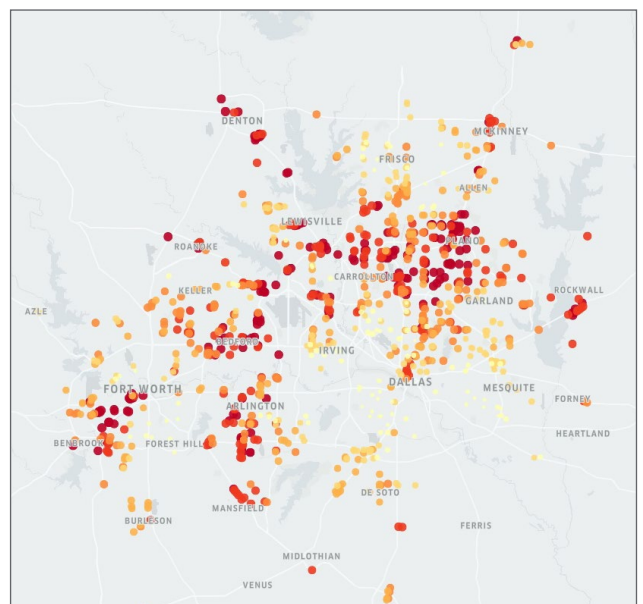
TAPESTRY SEGMENTATION



MARKET STRATEGY



SITE SUITABILITY ANALYSIS



Marketing Tools & Strategy

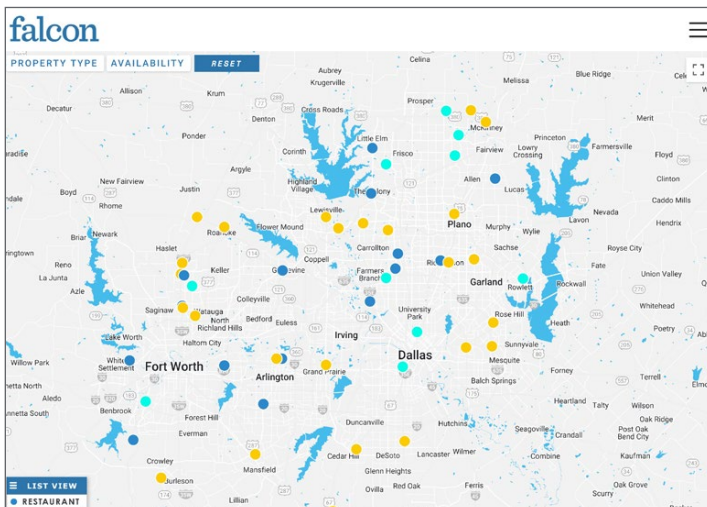
PROPERTY FLYERS



BROADCAST E-MAILS



ONLINE LISTINGS





realty advisors
falcon

Boutique shop with big firm experience



Tim Hughes

Founder / CEO



Michael Walters

Partner



Tucker Szybala

Partner



Tey Tiner

Partner



David Hurst, AIA

President: Development/
Construction



Carter Butler

Chief Operating Officer



Noah Champan

Director of Development



Hunter Brous

Director of Landlord Services



Jaquie Stone

Vice President



Gabe Austein

Vice President



Thomas D Salanty

President: Capital Markets



Scott Williams

Capital Markets



Sean Lockovich

Vice President



Walker Hairston

Senior Vice President



Travis Lawrie

Vice President



Brian Tormoehlen

Vice President



Maddie Heal

Associate



Cooper Monroe

Associate



Connor Coughlin

Associate



Luke Boston

Associate



Vann Piazza

Director of Marketing



Danial Zamora

Associate & GIS Analyst



Melissa Green

Executive Administration



Nancy Tauzin

Office Manager



A few of Falcon's Clients



FIREBIRDS
WOOD FIRED GRILL

54TH
STREET

ON THE
BORDER

GLORIA'S
LATIN CUISINE

TWIN PEAKS

HIDEAWAY
PIZZA

WINE + DINE
SIXTY
VINES

WHISKEY
CAKE KITCHEN
BAR

V
VIDORRA

151
Coffee

Goddess
AND THE BAKER

IPIC

LITTLE GREEK
FRESH GRILL

Andy's
Frozen Custard
SINCE 1984

Melting
Pot

GAPC
GREENVILLE AVE
PIZZA COMPANY

Fuego
TORTILLA
GRILL

NAKED
FARMER

Willie's
GRILL &
ICEHOUSE

BEN & JERRY'S

CRAFT BEER
OAK
&
STONE
ARTISAN PIZZA

SIXES
SOCIAL CRICKET

Leela's
wine bar

SIMPLY TEX MEX
TACO
JOINT
SIMPLY AWESOME

MEXICAN SUGAR
COUSINE LY COUSINE

Chick'n Cone

La Parisienne

FUNCTIONAL FB
F5
Training

Yardstick
DOG HOTEL NASHVILLE

ALIVE + WELL

B&B
BOURBON & BONES
CROQUETTES • BAR

TACO BELL

THE
HERITAGE
TABLE

KICK PLEAT

afc
american family care

MUSUME
娘

Y7
STUDIO

LUKE'S

Le Colonial

ELEPHANT & CASTLE
PUB AND RESTAURANT
1972

MO'BETTERS
HAWAIIAN STYLE FOOD

UPTOWN
CHEAPSKATE

Milan
Laser Hair Removal

COCO SHRIMP

URBAN
PLATES

Amrina

KinderCare
LEARNING CENTERS

COLD BEERS &
CHEESEBURGERS
Midwest Express



Notes



Let's work **together**
to enhance our
communities

fallcoia



falcon

972.404.8383

7859 Walnut Hill Lane
Suite 375
Dallas, TX 75230

falconcompanies.com

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