

# Attracting Retail to Your Community

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## Panelists:

Kenneth J. Wood P.E., LEED AP

Planners and Engineers Collaborative Inc.

Jesse Shannon, VP of Retail Development

Easlan Capital

Andrea L. Kenney, Vice President of Leasing

Pellerin & Salomon Real Estate Services, LLC

## Moderator:

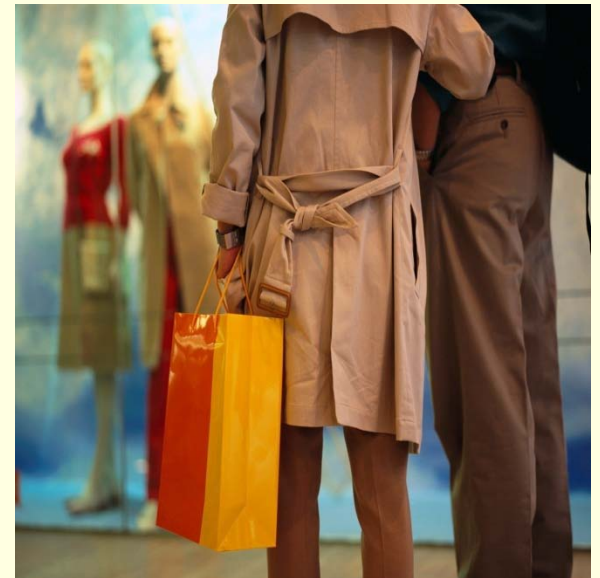
Denis G. Pellerin, Founder/Partner

Pellerin & Salomon Real Estate Services, LLC

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- Understand your Market
- Tell a Compelling Story
- Offer Incentives
- Remove Barriers to Entry
- Practical vs. Aesthetic
- Infrastructure Improvements
- Think Outside of the Box



# Freestanding & Specialty Retail



Pellerin & Salomon  
Real Estate Services, LLC



# LifeStyle & Power Centers



# Grocery Anchored Centers



# Downtown Retail

