

***National
Site Selection
Service, Inc***



Corporate Clients



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Corporate Clients



Franchise Clients



Franchise Clients



Franchise Clients



Franchise Clients



Questionnaire

2. How Many Stores Exist?

3. What was your total gross sales for last year?

4. What is your target gross monthly rent for your new location?

5. What is the established radius of an individual store's trading area?

6. What is the typical demographic profile of your store?

Population Density: _____

Race/Gender: _____

Household Income: _____

Age: _____

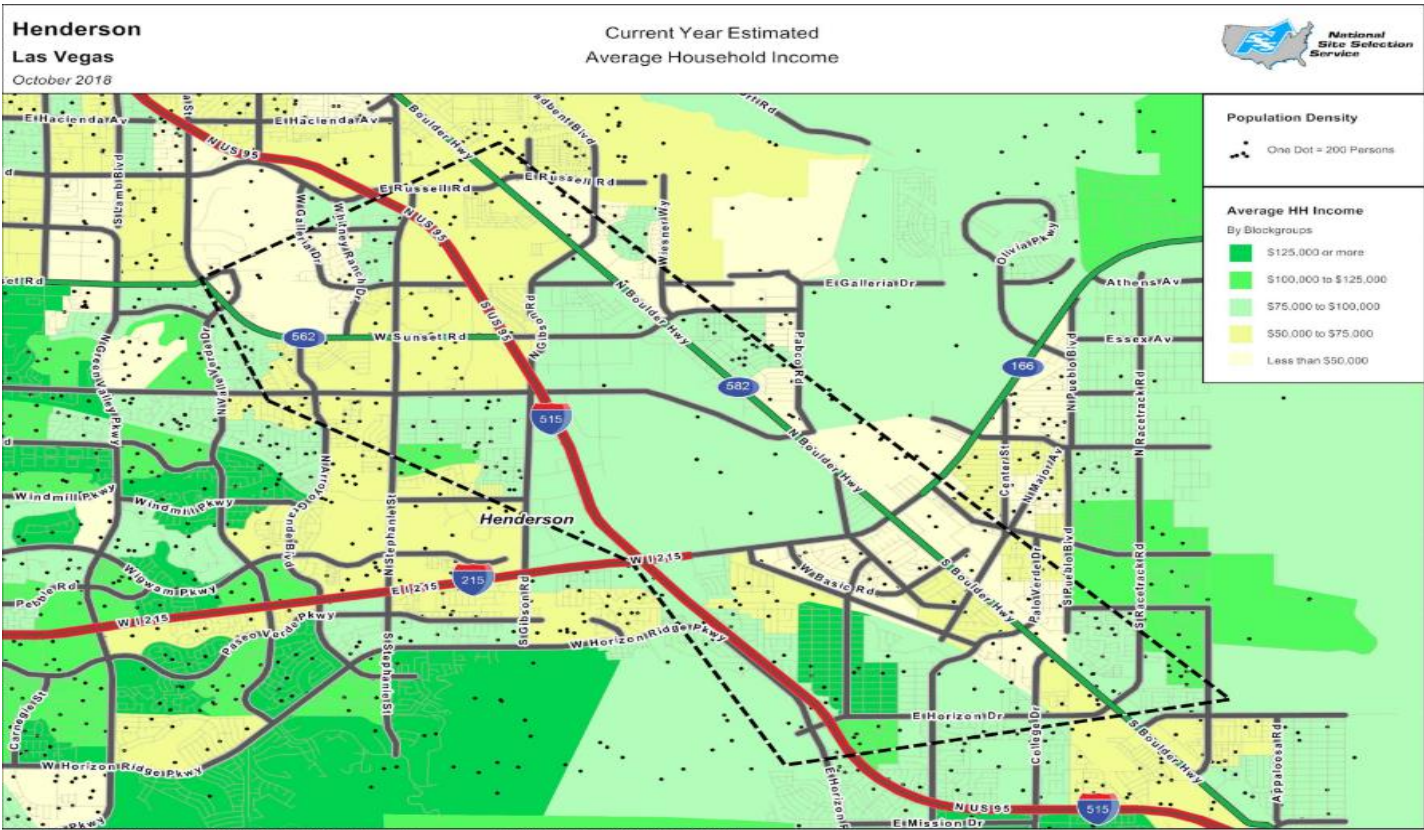
7. Does your store need to be in close proximity to other retailers, strip centers, power centers or regional malls?

☐ Yes If yes, please explain: _____

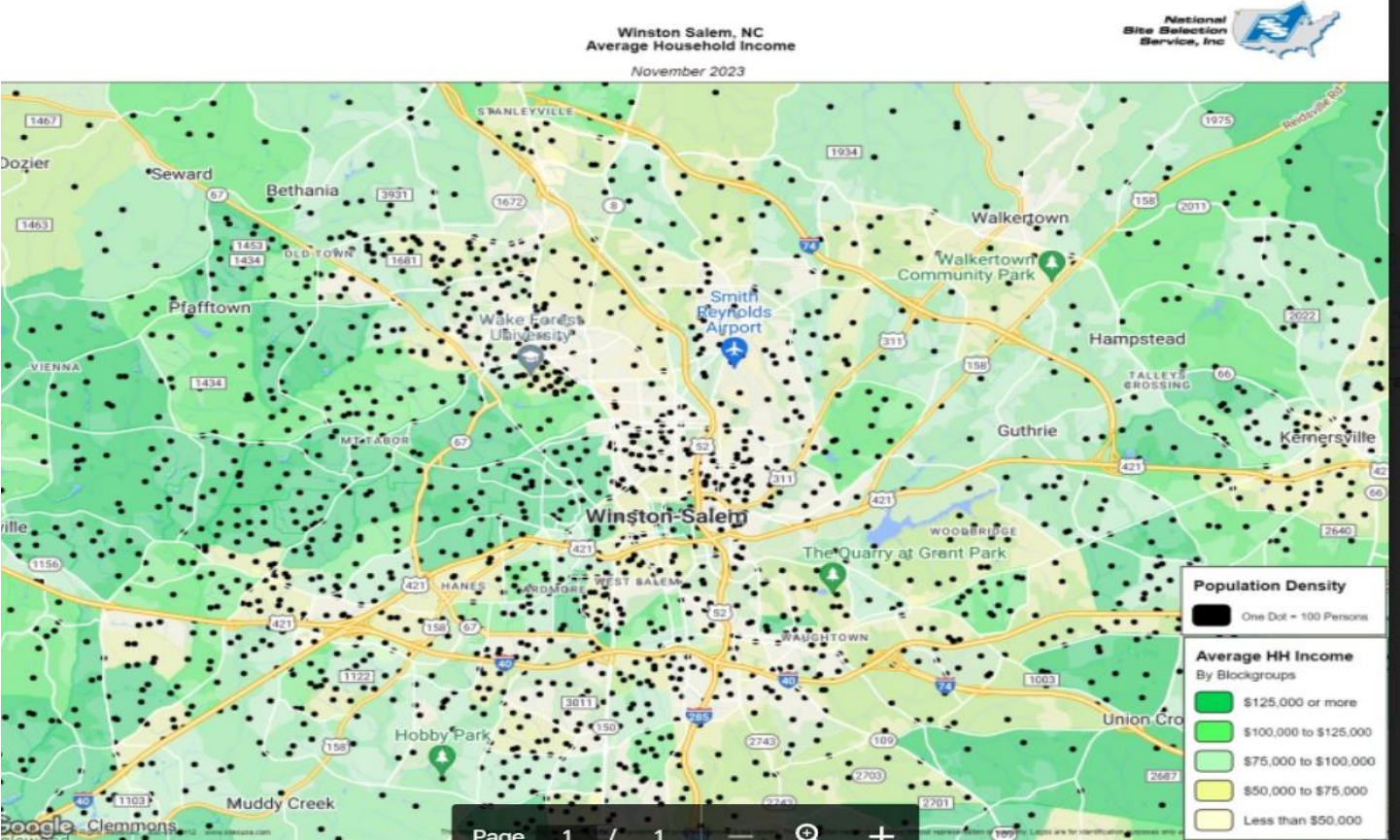
☐ No _____

8. Is exposure important

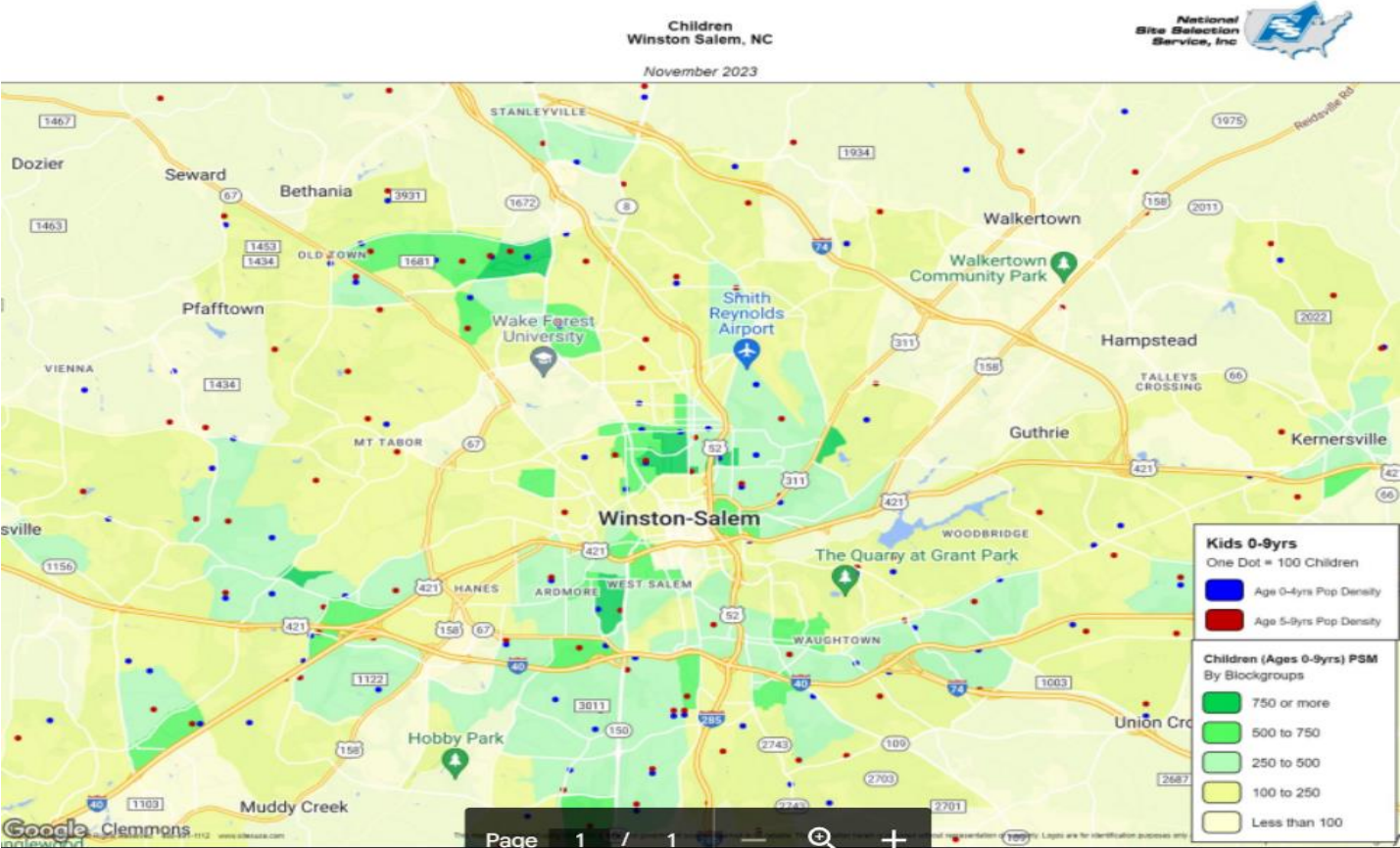
Sample Demographics



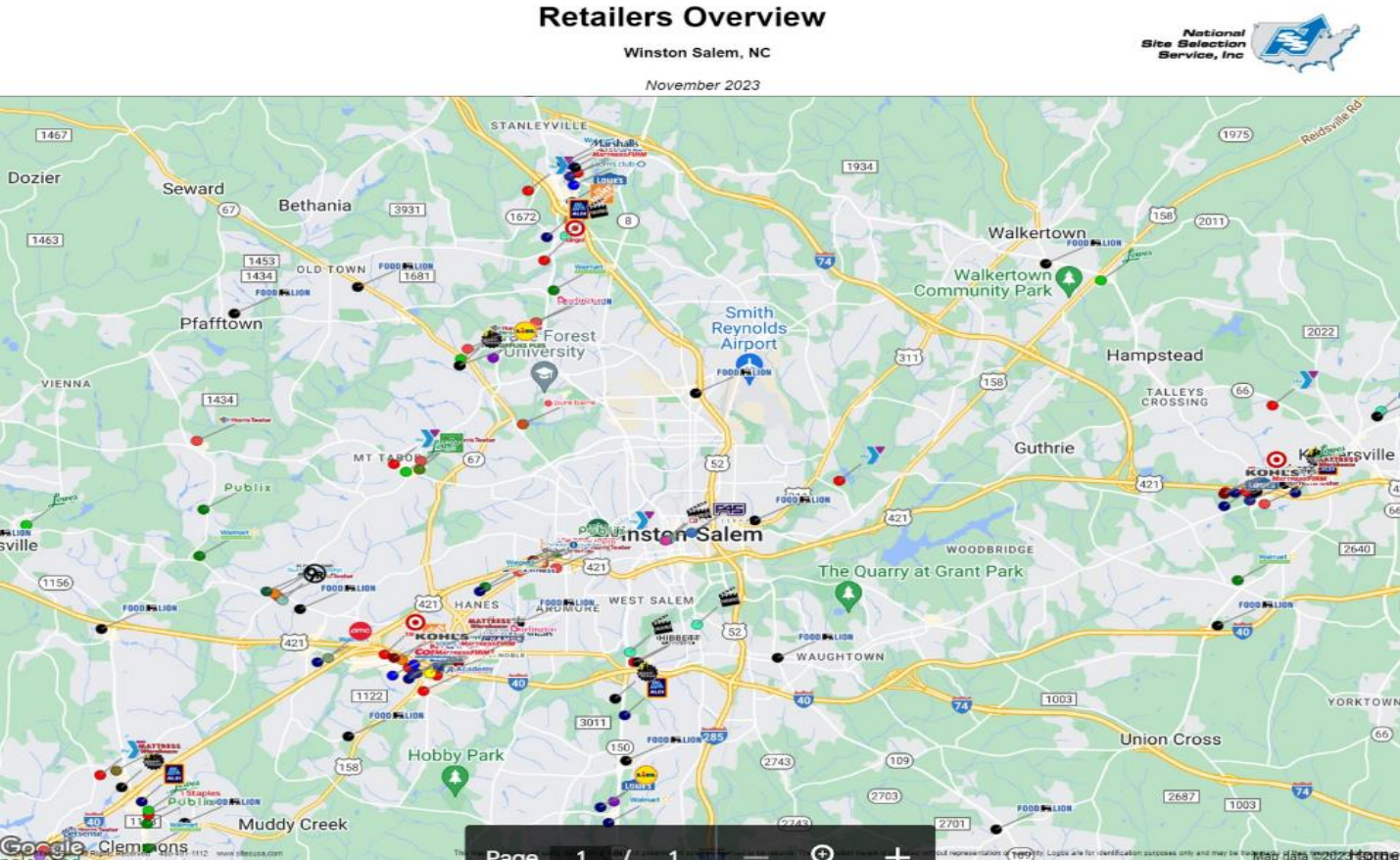
Sample Demographics



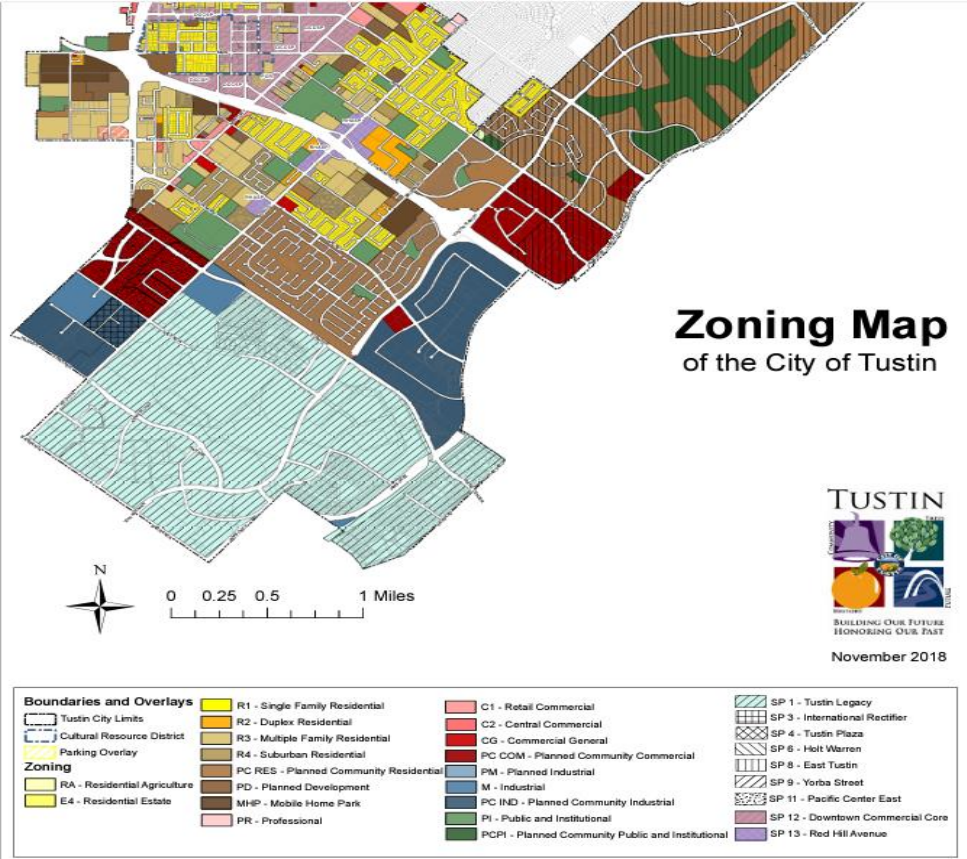
Sample Demographics



Sample Demographics



Permitted Areas of Operation



Overview of Unavailable Projects

THE CAMP

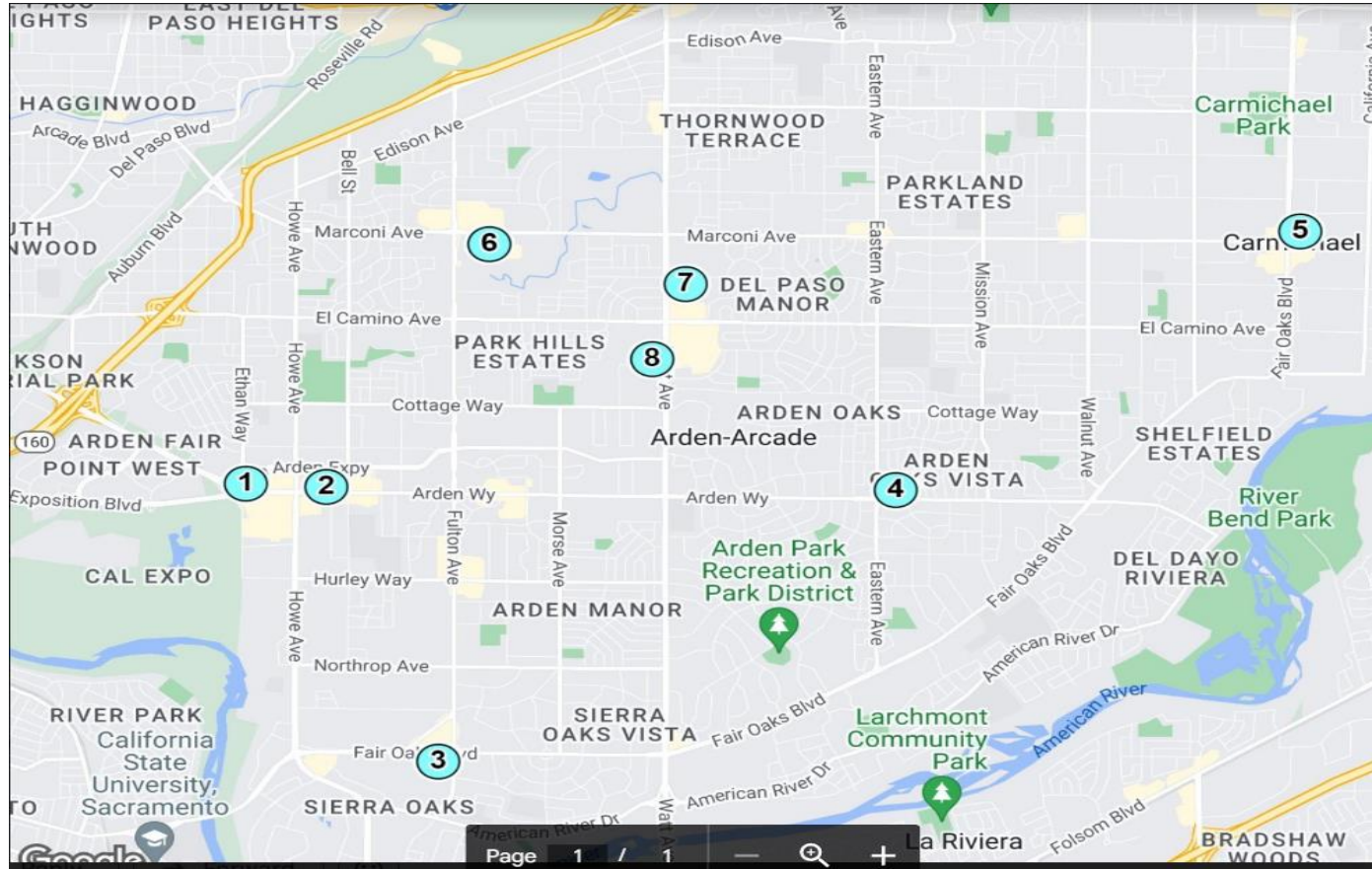
1/10/2024

ORANGE & NORTH TUSTIN, CA

SAMPLE OF SITES NOT INCLUDED IN PRESENTATION

#	LOCATION	COMMENTS
1	Metro Court (Across from Home Depot)	19,120 SF not divisible
2	Katella Center	Nothing available and tough parking
3	TusKatella Center (Smart N Final)	Nothing available
4	1915 East Katella (Mattress)	Too small
5	Katella Plaza (Pep Boys)	Train with Dave has restrictions on use
6	Ralphs Center (Chapman)	Nothing available
7	Galleria L'Orange Center	4,157 SF \$5.00/sf = +\$20,000 Cost prohibitive
8	Orange Square (Fitness 19)	Fitness 19 has restrictions on use
9	Rusty Leaf Plaza (Target)	Nothing available
10	Prospect Plaza (Leslie Pools)	2,100 SF largest space
11	Saddleback Square (Dollar Tree)	CC&Rs won't allow fitness use
12	Saddleback Plaza (24 Hour Fitness)	24 Hour Fitness has restrictions on use. \$4/sf
13	Tustin and Collins (Planet Fitness)	Nothing available
14	Palm Center (Glute Camp and Fitness, Albertsons)	Nothing available
15	The Village (Katella and Tustin)	Nothing available
16	Enderle Center (Tustin)	No parking
17	125 North Tustin and Chapman	2,750 SF only
18	Tustin Heights Center (Trader Joes)	2,250 SF only
19	Tustin Ranch Plaza (Ralphs)	Nothing available
20	Larwin Square (Crunch Fitness)	Crunch Fitness restricts use
21	Merchants Center 1132 Katella	Leased
22	1525 West Chapman	Leased
23	Meridian Orange Center 655 South Main	1,900 SF only
24	Life Church 3512 Chapman	Nothing available
25	El Dorado Plaza South Tustin	Nothing available
26	665 North Tustin	Nothing available
27	610-640 Katella (urgent care)	Nothing available
28	Katella Center (Patio Warehouse)	1,728 SF only
29	625-633 Katella	Landlord won't do use

Available Sites



Available Sites

THE CAMP
ORANGE & NORTH TUSTIN
1/10/2024

		Square	Base Rent	Operating Exp	Gross Monthly	Monthly Gross	
	Location	Footage	Per Square Foot	Per Square Foot	Rent per SQ FT	Rent	Comments
1	The Hilbert Museum	3,100	\$3.75	\$0.18	\$3.93	\$12,183.00	Old Towne Orange location. Former Museum and Bank.
Sebastian	216 East Chapman						Vault is in space. Local landlord. 4 parking stalls plus public
10:00	Orange						parking lots within close proximity. Zoned OTMU15S
5 mile	640,000 \$127,000						
2	Stand alone salon building	3,952	\$2.50	\$0.20	\$2.70	\$10,670.40	Gated parking lot in the rear with +30 parking spaces.
Ken Gould	1012 North Tustin Street						Share lot with sporting goods retailer. Local landlord.
10:40	Orange						Salon is on a month to month.
3	US Bank	3,600	\$3.50	\$1.00	\$4.50	\$16,200.00	6,123 SF two story bank building. Landlord would need
Terrison	17851 17th Street, Tustin						to split the building. First floor has vault and a drive thru.
LB							Local landlord. Parking lot is not shared in common.
3520							Stand alone building.
5 mile	541,000 \$137,000						
11:15							
4	Tustin's French Quarter	3,240	\$3.25	\$0.75	\$4.00	\$12,960.00	Power Center anchored by Marshalls, Homegoods and
Terrison	Ellabella Salon						Dollar Tree. Month to month. Local Landlord.
11:35	17245 17th Street						
	Tustin						
5	Packers Square	3,640	\$2.75	\$0.75	\$3.50	\$12,740.00	Strip Center with retail and medical tenants.
Cristina	13152 Newport Avenue						Lock box is on 13112, Suite E. Local landlord. Landlord

Sample Letter of Intent

RE: Letter of Intent regarding lease of the approximately 3,740 Square Foot space which is known as the premises (Premises”) which is located at Davita Center at 831 Eisenhower Road, Suites ABC, Lansing, Kansas between BLUSH Boot Camp Lansing, LLC DBA Blush Boot Camp Lansing (“Tenant”) and Landlord (“Landlord”).

Dear Chase:

The following terms and conditions summarize Tenant’s proposal for the above-referenced Premises. However, this letter does not set forth all essential terms and conditions with regard to a definitive Lease. This letter is not intended to constitute a binding contract; a contract will not exist until a definitive Lease has been prepared and fully executed by authorized representatives of all parties to the Lease.

- 1) Premises: Approximately 3,740 Square Feet. Landlord and Tenant will measure space prior to lease execution to verify that the square footage is correct.
- 2) Landlord: Please provide.
- 3) Tenant: BLUSH Boot Camp Lansing, LLC DBA Blush Boot Camp Lansing. Maxwell Gellert to personally guarantee the lease for the first five years. Thereafter, the personal guarantee shall be limited to the unamortized out of pocket expenses to the landlord amortized over ten years.
- 4) Use: Tenant shall use the Premises solely as an instructor led group fitness studio specifically for burst and strength cardio workout that utilizes light weights and pull up station. There is an ancillary use of the sale of nutritional supplements, and the retail sale of apparel and accessories.

Sample Landlord Work Letter

- Landlord to furnish a space that is fully contained with fire rated walls from floor to deck with insulation, dry wall and painted. The demising wall separating the adjoining space must be 1 layer 5/8" drywall (or soundboard), over a furring strip stud wall with air gap and insulation over the existing wall which is layered over studs. Landlord to paint walls and base per Blush specifications.
- Landlord to provide ceiling per Blush specifications.
- All utilities separated per Tenant's use.
- Any damage done to the floors or walls shall be remedied.

Floor

- Concrete slab to be delivered to tenant in a dry, level, flat and stable condition. Landlord to provide flooring per Blush specifications.

Plumbing

- Landlord to provide two unisex restrooms to ADA code and Blush specifications.

Mechanical

- Tenant's minimum requirement is one ton per 400 square feet of HVAC with warranty of operation including supply and return air in all areas. Any additional tonnage required by code shall be provided by the Landlord at its sole cost. The air conditioning and heating units shall be complete with hard ducts, diffusers, supply and returns with a lock boxed thermostat and related wiring and hookups. Landlord to provide the size and location of the units.
- If required, sprinkler system to code.

Electrical

- Landlord shall furnish space to have a minimum of 200 amps of independently metered 120/208 3PH, 4-wire service, with 42 space panels. Electrical outlets spaced throughout space. Landlord to consolidate power so that one meter incorporates all power throughout the space.

Legal Pathway

- The exterior common area legal pathway to be ADA code compliant including all parking, ramps, walkways, fire corridors, etc.
- Entrance and Exits to ADA code. All doors provided with hardware.

Sample Lease Comments

Basic Lease Provisions

- 2.0 In line 2 replace “of” with “the Landlord delivers the Premises with the Landlord Work completed.”
- 3 Create “c”. Insert “Rent Commencement (Base + CAM) shall commence 60 days from when the Landlord delivers the Premises with its Work completed.”
4. Line 3 change “10” to “5”.
- 7 Replace insert with “instructor led group fitness studio specifically for burst and strength cardio workout that utilizes light weights and pull up station. There is a child supervision component while “moms” are working out. There is an ancillary use of the sale of nutritional supplements, tanning, and the retail sale of apparel and accessories. Should landlord not lease space to a physical therapist that requires yoga by September 1, 2018 then Tenant’s Use may include yoga.”
- 8 Line 3 before “The” insert “Subject to a punchlist.”.
- 9b After “All-” insert “Monthly utility bills of”
- 10b At the end of the section replace “amt” with “amount that exceeds two dollars per square foot annually.”
- 11 Create “d”. Insert “Landlord to provide a one year warranty on the HVAC. After one year, Tenant will provide a maintenance contract on the HVAC system, and repair up to \$1,000 in any given year. Landlord shall be responsible for all repairs exceeding \$1,000 and all replacements to the HVAC system.”
- 12a Line 1 before “Tenant” insert “Excluding Landlord’s negligence or misconduct,”.
Line 5 before “In” insert “Excluding Landlord’s negligence or misconduct,”.
Line 7 before “It” insert “Excluding Landlord’s negligence or misconduct,”.
- 12b Line 3 delete “to the limit of \$5,000,000,”.
- 14 Insert “None”.
- 15 After “SF” insert “annually”.
- 16 Alan’s address is: 21323 Baltic Drive, Cornelius, NC 28031
- 17 Line 2 delete “in its sole discretion” and replace with “not to be unreasonably withheld”.
- 18 At the end of the paragraph insert “that existed after Landlord performed its Work.”
- 19 Line 2 after “Tenant” insert “in the last six months of the lease term or option period”

Services Provided

Standard Services for NSSS include:

- Scout potential markets that match your demographic profile.
- Present buildings and sites that meet your space requirements.
- Identify and map your competition and major retailers.
- Assist you in negotiating the best deal.
- Assist in locating a contractor and guiding you through the bid process.
- Assist in Lease Review and Lease Negotiations.

NO COST TO YOUR COMPANY! The services and potential benefits NSSS offers are not paid by your company. Whether you choose to open a new location, renew your existing lease or relocate, our marketing fee is provided for in the form of a commission paid by the building owner. The commission is paid whether or not a tenant contracts a broker to represent them. For example, if a tenant is not represented by an exclusive broker, the entire commission is paid to the listing agent. Rather if you are represented by a broker, then the marketing fee is split between the listing agent and the tenant representative broker. Therefore, it is in your best interest to be represented by someone who is both knowledgeable of the market and will achieve your goals.

Exclusive Tenant Representation

It is important to differentiate between using a broker and working with a broker on an exclusive tenant representation basis. If you use a broker without going "exclusive," you are using that broker on an open listing basis. The broker then represents the landlord and has a Fiduciary responsibility to the landlord to bring in the highest rent possible. Please be aware that open listing brokers exclusively represent the landlord. In contrast, NSSS specializes in exclusive tenant representation. We provide a service whether a tenant desires to open a new location, relocate to a new facility, or remain in their current facility. Either way, we will save our clients a considerable amount of money by educating them on the current market conditions and then negotiating on their behalf. Our fiduciary responsibility will be to you and not to any landlords.



How National Site Selection Service (NSSS) Can Achieve Your Goals:

- **National Knowledge of Markets**-NSSS has negotiated over 1,000 leases in almost every state of the union. Through our national network of Tenants, we are able to provide Lease Comps in almost any major retail market. This information will assure that you receive the best possible deal in any market.
- **Legal Expertise**- I am not an Attorney! BUT, I have negotiated the legal language of over 1,000 Leases.
- **Accountability**- Our objective is to handle all of your real estate not just a particular market or deal. Our service and response time are reflective of this desire.
- **Knowledge of the Requirement**- Our goal is to understand your requirements inside and out. The objective is for our services to be an extension of you. Upon fully comprehending your requirement, you will not have to continuously explain your requirement (to deaf ears) to a different broker in every market you want to expand in. This will save you time and frustration. In addition, NSSS will not waste anyone's time by focusing on properties that do not make sense.
- **Our Presentations are 100% Objective**- NSSS maintains no listings and has no ulterior motives in presenting properties (ie. obtaining a listing or by "slamming" a tenant into one of our own listings).
- **We Deliver Peace of Mind**- You will have peace of mind that every site search will consist of a comprehensive overview of the market. Existing and upcoming availability of every shopping center and/or appropriate property within the designated market search will be explained in detail.
- **Uniformity of Service**- With direction from you, our presentations will include ALL of the information that you require for your internal needs. No matter which market you assign us, you will have peace of mind that our presentations will be punctual and complete.

Site Search Checklist

- ☐ Introductory Call
 - ☐ Exclusivity Agreement
 - ☐ Funding and loan due diligence
 - ☐ Establishing Rent Budget
 - ☐ Retail and Demographic Maps
 - ☐ Identify submarkets and rank them
 - ☐ Confirm where the use is allowed in each municipality
 - ☐ Confirm boundaries and types of real estate to be searched
 - ☐ Site search (Database and Boots on the Ground site search)
 - ☐ Tour client and narrow list of sites to put offers on
 - ☐ Contractor(s) to walk sites
 - ☐ Letter of Intent negotiation
 - ☐ Lease negotiation
 - ☐ Signed lease
-

For more detailed information please visit:

<https://www.nsssinc.com/>

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