



Newk's – Transaction Overview

Typical Prototype	Result
4,500 S.F. W/ Patio	4,550 SF w/ Patio
Strong Traffic Count	28,521
Main Artery	Cool Springs Blvd
Strong Visibility	Thoroughbred Shopping Center
Avg Household Income - \$75,000 +	\$104,562 - 5 mile radius

CHALLENGES

- Cool Springs has a tremendous amount of restaurants and so the need to differentiate the restaurant location and locate at an “A Site” with a great traffic count was a necessity.
- Newk's requires a site that is located on the main road at the end cap of a building with an opportunity of a patio.
- There was no vacancy in the Cool Springs market during the 6-8 months of our search that met Newk's site criteria.

STRATEGY

- Because of C&A being an exclusive tenant representation firm, Landlords are typically willing to share more information with us because we are not competing with them to attract tenants for listings.
- Because there are a lot of restaurants in the Cool Springs market, C&A contacted all of the Landlords that would potentially have locations that would suit Newk's needs to let them know that we were interested in the market.
- C&A performed an analysis of all the national restaurants that were having financial troubles with locations in Cool Springs and talked to the appropriate real estate directors of the corporations.

RESULTS

- Newk's ultimately ended up leasing the former Atlanta Bread Company space which is almost their identical prototypical square footage.
- The location fit all of Newk's site criteria and today has excellent visibility on Cool Springs Blvd.
- The restaurant continues to be a top 20% restaurant in the entire Newk's chain.

