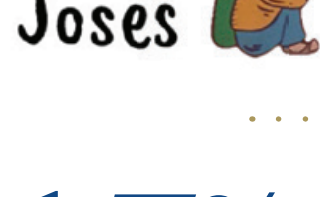


Makeover Marketing: Monetizing a Remodel



Whether it's a simple update with new paint and signage or a full-scale store remodel, refreshing the look of a store rarely goes unnoticed. Positive customer feedback and reviews play a crucial role in driving business, but these upgrades can also significantly boost sales. Several merchants at NewMark Merrill properties have seen substantial revenue increases after investing in a fresh, modern format for their spaces. Here's how updating their stores has made a measurable impact.

A Storefront Refresh Serves Up New Diners for Tacos Don Jose's



Longmont, CO



15% Increase in sales following new signage and awning installation

Tacos Don Jose's has been a favorite stop in Longmont, Colorado for many years. While the Mexican mainstay already had many loyal diners, updating the look of the storefront and signage went a long way to attract new customers, culminating in a post-makeover double-digit sales increase.

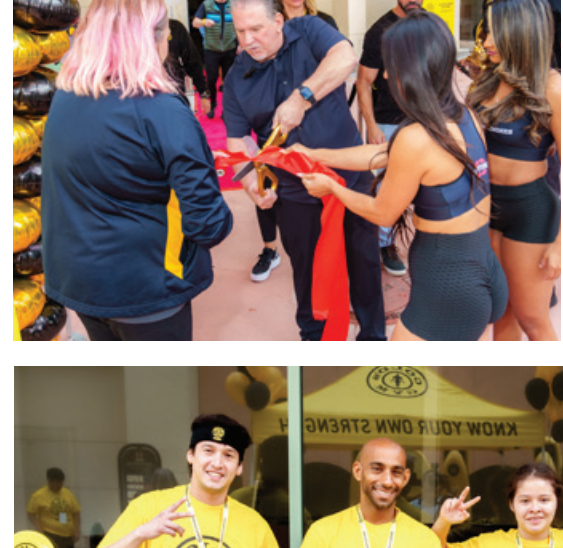
Membership Gets Pumped After Expansion & Remodel at Gold's Gym



Thousand Oaks, CA

54% Increase in Membership Year over Year

Gold's Gym at Janss Marketplace took on an upstairs expansion in order to add a new group exercise room, signature turf area, and new immersive cycle room. The refresh included the addition of new, top-of-the-line equipment from brands like Life Fitness, Cybex and Free Motion. Grand opening festivities introduced the expanded and improved gym to the Thousand Oaks community with a community ribbon cutting, giveaways and swag, food, kids activities and more!



A Remodel at Five Below Sends Sales Above and Beyond



Melrose Park, IL



14% Increase in Sales Year over Year **26%** Increase in Foot Traffic

The recent remodel of the Five Below store at Winston Plaza in Melrose Park, Illinois, delivered impressive results—both in terms of customer experience and business performance. Key upgrades included the addition of new signage, updated lighting, and a refreshed graphic design package, all of which have made the store more visually appealing and easier to navigate. The improved layout allows customers to find products more efficiently, enhancing the overall shopping experience. The reorganization of the check-out lines has significantly reduced wait times, contributing to a smoother, faster transaction process. Additionally, the store has expanded its product offerings to include higher-priced, more substantial items, attracting an older and more affluent customer base. This shift has not only diversified the product range but also increased the density of items per square foot, maximizing the store's selling capacity.



A Cool New Interior is The Cherry On Top for Yogurtland Sales



Norwalk, CA

26% Increase in Sales Since the 2024 Remodel

In 2024, new Yogurtland owners aimed to elevate their overall customer experience (and ultimately sales) with the introduction of a refreshed and modern space. Strategically embarking on a full remodel during their slow season (February), they transformed the space with a fresh new aesthetic, including enhanced lighting, dynamic branding, state-of-the-art equipment, new seating and contemporary finishes. Not only did they invest in the physical space, but they simultaneously launched a new customer service initiative. Through these joint efforts, the new owners successfully revitalized the store into a more enjoyable destination while yielding tangible sales results.



Do you have a marketing win of your own you'd like to share? [CONTACT US](#). We'd love to feature your business!



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