



NewMark Merrill
COMPANIES



Tenant Support and Partnership

THE JOINT CHIROPRACTIC — A CASE STUDY

THE JOINT[®]
chiropractic

Stratford Crossing



Gary Avenue & Schick Road
BLOOMINGDALE



Background

After a battle with cancer that led her to rethink everything, Coreen Cammarano opened The Joint Chiropractic at Stratford Crossing, a completely new endeavor that promised personal growth and professional fulfillment. For nearly two decades following college, Coreen had embraced her role as a stay-at-home mom, going all-in on rearing four kids.

Now at 39, with her children nearly raised and cancer in the rearview mirror, The Joint Chiropractic offered an opportunity to run a business without starting from zero. Their franchise framework gave her a major head start, but Coreen was still tasked with learning ALL aspects of entrepreneurship plus the ins and outs of operating within a retail environment.

Ready to assist, NewMark Merrill filled the gap with a true partnership that helped Coreen flourish. From operations to marketing to leasing to retail technology, NMC's support helped Coreen's business to take off, and her success at Stratford Crossing has led to 12 (and counting) additional The Joint Chiropractic locations. This case study highlights some of NewMark Merrill's most impactful contributions to Coreen's incredible success.

NMC



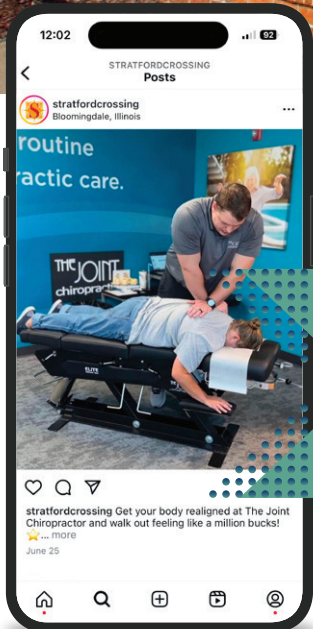
Navigating the retail landscape

NewMark Merrill prioritizes retail analytics by harnessing technology services like Placer.ai, a retail/CRE focused platform that tracks real time foot traffic data.

These analytic services provide critical insights for our merchants:

- A deeper understanding of customer base, trade area, shopping behavior and competition
- Context around trade area, visit trends, shopper habits and demographics

For **The Joint Chiropractic**, Placer.ai foot traffic analysis revealed an untapped market segment right at their doorstep.



A Data Analysis Adjustment

Using Placer.ai, the local NMC team and Coreen conducted a “deep dive” into the surrounding trade area and shopping center foot traffic demographics, and compared that data to the shoppers specifically visiting her store. Were there any customer segments that she was missing? What they found next was compelling:



Placer.ai
FINDINGS



The Joint Chiropractic was **over-indexing** with the “Young Professional” segment

but



The Joint Chiropractic was **under-indexing** on the older-skewing “Upper Suburban Diverse Families” segment

(based on the overall makeup of shoppers at Stratford Crossing)

After just two weeks of a revamped social media approach,

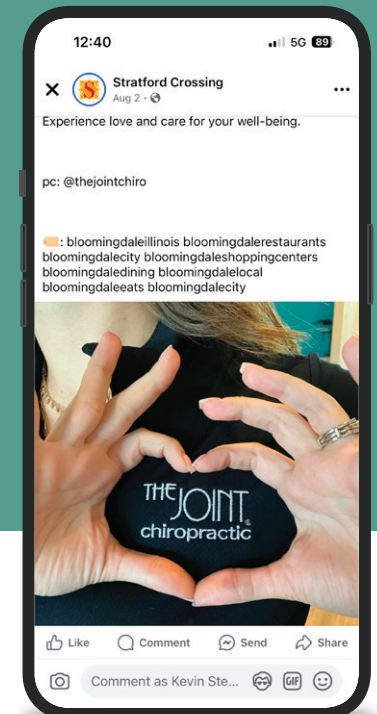
The Joint Chiropractic saw a **+13%** traffic increase

with subsequent growth from there.

When you *love* shopping centers, it shows.

Reaching a new market

The Joint Chiropractic was not reaching a significant percentage of shoppers already at Stratford Crossing. After careful analysis, Coreen realigned her advertising spend and pivoted to include Facebook (targeting a slightly more mature demographic) and modified her Instagram content and targeting. “Crack” videos were replaced with more mainstream and authentic testimonial ads in an effort to more effectively capture both audiences.



NMC's Ongoing Support

In addition to the nuanced Placer.ai analysis, NewMark Merrill's diligence, support, and retail expertise has helped The Joint Chiropractic succeed on other significant fronts:

Stratford Crossing



Gary Avenue & Schick Road
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Marketing Assistance: Aligned with NMC's overall center marketing strategies, Stratford Crossing implements an extensive schedule of sales promotion and traffic-driving events during key seasonal periods, with the opportunity for all tenants to participate, including an annual Halloween and Holiday events. Special offers, in-store events and event sponsorship are a few ways tenants activate their brands in center-wide activities to gain exposure, foot traffic and ultimately sales. In addition, the center's vast community engagement efforts provide an ongoing platform for Coreen to expand her reach into the community and garner favorable exposure with trade area shoppers.

High-Caliber Co-tenants: Strategic leasing and strong industry relationships ensure that each property is a conglomeration of well-recognized national tenants paired with unique-to-the-market local entrepreneurs. For Stratford Crossing, stores like TJ MAXX, HomeGoods, Petsmart and Party City serve as traffic-driving tenants to increase monthly visits and dwell time. This formulated mix ensures a bustling forum for a unique shopping experience and the convenience for satisfying all shopping needs.

Operational Support: NewMark Merrill is hyper-attuned to a clean, safe and well-run shopping center environment. At Stratford Crossing, vigilance in housekeeping, security and maintenance, has allowed Coreen to focus her energy on growing the in-store shopping experience and customer service, while having the confidence that the surroundings outside of her store are top-notch.

Technology: Like the Placer.ai example above, NewMark Merrill continues to lead the industry in technology investment and data collection with retail-focused programs to help businesses grow and thrive, including



The Results

Coreen's franchise expanded impressively under this supportive environment and continues to grow to this day. Starting with a single location, her operation grew to encompass nine franchises within five years, with three additional slated to open. Her success was recognized with the "Welcome To Wellness" award from the franchise brand.

"I think most people hear 'data analysis' and they start nodding off. Believe me, when the analysis turns into profit, you're wide awake. It feels like I have a secret weapon now, and I know NewMark Merrill is as invested in my success as I am in theirs – we're partners,"

Coreen Cammarano

In summary, the partnership between The Joint Chiropractic and NewMark Merrill at Stratford Crossing exemplifies how effective support and strategic landlord services can facilitate rapid business growth and success. This case study underscores NewMark Merrill's commitment to fostering an environment where retail tenants not only survive but thrive.

The Joint Chiropractic	Visitors	% Makeup
Wealthy Suburban Families - 13,435 (19.2%)	13,435	19.2%
#FusionFamilies - 9,408 (13.5%)	9,408	13.5%
#SatelliteScions - 3,416 (4.9%)	3,416	4.9%
Upper Suburban Diverse Families - 13,364 (19.1%)	13,364	19.1%
#Family&Faith - 3,574 (5.1%)	3,574	5.1%
#FrugalFashionistas - 3,439 (4.9%)	3,439	4.9%
Young Professionals - 10,966 (15.7%)	10,966	15.7%
#RaisingTheBar - 6,869 (9.8%)	6,869	9.8%
#YoungStars - 2,320 (3.3%)	2,320	3.3%
Near Urban Diverse Families - 8,797 (12.6%)	8,797	12.6%
#LatinVibe - 4,555 (6.5%)	4,555	6.5%
#MixedMecca - 2,191 (3.1%)	2,191	3.1%



"I'm so grateful to NewMark Merrill for so many reasons. Just the insider knowledge they've provided in data analysis is a game changer."



+13%

traffic increase

top 5%

most trafficked
The Joint locations*

*according to Placer.ai over the last 12 months

Coreen Cammarano