

# INTERNATIONAL RETAIL EXPANSION

Breaking into the U.S. Market





# CROSS-BORDER RETAIL SOLUTIONS

Brands from around the world have long viewed the U.S. as a key growth market for their business. From size to buying power, the U.S. offers retailers opportunities unmatched by other global markets. While expanding into any country will have its challenges, breaking into the U.S. can be even more competitive and complex.

Cushman & Wakefield's cross-border retail experts are strategically positioned to help international clients translate and navigate the intricacies of U.S. market entry and expansion. Using customized, data-driven insights, we serve as a trusted advisor to help define target consumers, identify top markets, select the right store location, and build a customer experience consistent with a brand's identity. Our teams are in all major retail markets across the U.S. and everywhere in between, ensuring brands can mitigate their risk and have the industry knowledge, market intelligence, relationships, and transparency at their fingertips to make successful decisions.

## U.S. RETAIL: WHAT'S DIFFERENT?

- **More retailer performance and shopping behavior data is available**
- **Store sizes and formats tend to be larger**
- **Faster fulfillment times for e-commerce and in-store purchases**
- **Expanding customer convenience services such as buy online, pick-up in-store and return in-store**
- **Brokerage firms represent both landlords and tenants**
- **Landlords pay the brokerage fee**




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# OUR GLOBAL RETAIL TEAM

Our teams in the U.S. are backed by a global network of experienced retail professionals. We collaborate regularly with our colleagues across the world to understand your point of view and deliver the very best in retail innovation.


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# GLOBAL RETAIL STATS

**AMERICAS**  
95+ Markets  
400+ Brokers

**EMEA**  
90+ Markets  
250+ Brokers

**APAC**  
30+ Markets  
200+ Brokers





# SERVICES TO SUPPORT YOUR GROWTH

- **Data-Driven Market Prioritization & Location Strategy:** Create innovative and responsive real estate solutions for entering new markets, expanding in current markets and optimizing store footprints with reliable intelligence that incorporates both macro- and micro-level trends and insights.
- **Brokerage & Transaction Management:** Manage the leasing, acquisition and disposition of properties toward the most favorable outcomes, aligned with your long-term business strategy.
- **E-Commerce & Logistics:** Partner with our supply chain experts to create a customized, forward-thinking omnichannel solution that configures around your store and e-commerce network for faster product delivery and efficiency.
- **Project & Construction Management:** Seamlessly manage the construction of a new store location or renovation with our team of experts who can connect you to the best vendors and drive cost savings and economies of scale.
- **Facility Management:** Apply tried-and-tested processes, store management technology and facility support to manage each location and significantly reduce operating costs.
- **Lease Administration:** Transform data into knowledge that aligns real estate strategy to business initiatives through lease abstraction, portfolio analytics and reporting, expense review, audit and recovery services as you grow.





# JOURNEY TO U.S. STORE OPENING

## BEFORE WE BEGIN

We must understand your business goals and brand strategy before we define your real estate strategy. Where does your brand sit in relation to other brands in the U.S.? How have your brand values or products shifted to meet the U.S. market? We have established industry partners to help you analyze your business and uncover your place in this new market. Factors such as your competition, brand strategy, store operations and e-commerce structure are considered to gain insights on market saturation and capacity for entry and growth.

# 1

## IDENTIFY THE RIGHT MARKET

We start by building a comprehensive consumer profile based on your brand strategy, e-commerce data, demographics, and more. We take into account important data sets that will positively impact your physical store success. We are then able to prioritize the best markets and trade areas for your brand based on these data-driven factors.

# 2

## SELECT YOUR STORE LOCATION

Once you've selected the best market, our local retail brokerage professionals create a shortlist of locations, including a comparison of critical site selection factors and a full financial analysis, to help you find the store that best meets your business objectives.

# 3

## NEGOTIATE YOUR LEASE

After you select your store location, we negotiate and execute the store lease on your behalf. Our local market knowledge gives you the advantage you need to achieve the best possible lease rate and terms.

# 4

## BUILD OUT YOUR STORE

Our project management professionals support you in the build-out of your store, from initial due diligence and vendor selection to design, construction and close out. Our unique understanding of retail construction allows for consistent processes that drive on-time delivery, budget accuracy and dependable results.

# 5

## OPTIMIZE FOR THE FUTURE

Our work doesn't stop at the transaction. We will continue to provide valuable information that impacts your future growth strategy—keeping you apprised of developing trends, partnering with you to assess your store results, and helping you take advantage of market shifts well in advance of lease expirations.





## WHY CUSHMAN & WAKEFIELD?

**STAY IN-THE-KNOW ON INDUSTRY TRENDS:** Cushman & Wakefield has specialized expertise across all retail sectors, including fast-casual and quick service restaurants, grocery, luxury, automotive, experiential and entertainment, digitally native brands, and health, wellness and beauty. We keep up with the latest trends to take your transition to the U.S. marketplace from complex to clear.

**CREATE LEVERAGE WITH LANDLORDS:** Landlords are experts on their markets, competing space availabilities and optimal deal terms. Because of this knowledge, they have an enormous advantage over a new brand entering someplace new. Taking advantage of our deep local intel and industry research, Cushman & Wakefield's retail brokerage professionals help you close the knowledge gap and level the playing field in lease negotiations..

**SAVE TIME & CAPITAL:** Working with a tenant representation broker can save you thousands, if not millions, of dollars over the life of a lease. In the U.S., the landlord pays the commission for tenant representation services, so our expertise is available at no additional cost. Cushman & Wakefield is your trusted advisor to help you maximize your overall expenditures and mitigate risk as you grow.



## About Cushman & Wakefield

Cushman & Wakefield (NYSE: CWK) is a leading global commercial real estate services firm for property owners and occupiers with approximately 52,000 employees in nearly 400 offices and 60 countries. In 2023, the firm reported revenue of \$9.5 billion across its core services of property, facilities and project management, leasing, capital markets, and valuation and other services. It also receives numerous industry and business accolades for its award-winning culture and commitment to Diversity, Equity and Inclusion (DEI), sustainability and more. For additional information, visit [www.cushmanwakefield.com](http://www.cushmanwakefield.com).



## Cushman & Wakefield Capabilities

### Service Lines

- Agency Leasing
- Asset Services
- Capital Markets
- Facility Services
- Global Occupier Services
- Project & Development Services
- Tenant Representation
- Valuation & Advisory

### Industries & Specialties

- Airports
- Automotive
- Build-to-Suit
- Data Centers
- E-Commerce
- Education
- Emerging Technology
- Energy (oil & gas)
- Financial Services
- Flexible Workplace
- Food & Beverage
- Global Supply Chain
- Government
- Healthcare
- Hospitality
- Industrial
- Land
- Legal/Professional
- Life Sciences/Pharma
- Multifamily
- Net Lease Investment
- Not-for-Profit
- Office
- Ports & Intermodal
- Public Sector
- Rail
- Retail
- Sports & Entertainment
- Third-Party Logistics (3PL)



## CONTACT



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