



Shoppes at Belmont - Lancaster, PA



waters

RETAIL GROUP



Fairfield Place - Exton, PA



Shoppes at Kissel Village - Lititz, PA



Centerville Square - Lancaster, PA

Development ▪ Leasing ▪ Property Management
Construction Management ▪ Landlord Representation ▪ Tenant Representation



Cross Keys Place - Doylestown, PA



OUR SERVICES

- | | |
|-------------------------|-------------------------|
| Development | Leasing |
| Property Management | Construction Management |
| Landlord Representation | Tenant Representation |

High quality results that stand the test of time.

LET’S ADVANCE TOGETHER

For over 30 years, Waters Retail Group has paved the way as one of the most skilled and successful full-service commercial real estate firms in Pennsylvania. Our operations include shopping center development, leasing, property management, construction management, and more. Based in Kennett Square, PA, Waters Retail Group currently manages and leases a portfolio of over 2.8 million square feet of retail space in Pennsylvania, Delaware, and Virginia.

OUR PHILOSOPHY IS SIMPLE



QUALITY

We strive to reach the highest standard of excellence in everything we do, demonstrating a thorough concern for all aspects of the shopping center industry, with attention to every detail.



COMMUNITY

We value the people we work with and work for - cultivating and maintaining long-term ties with partners in the shopping center industry and members of our community. We work as a team to achieve collective success.



EXPERIENCE

We have the knowledge, judgement, skill, and strength that comes with over 30 years of experience in the shopping center industry.



INTEGRITY

We hold ourselves accountable, striving to always do what is morally and ethically right. We believe in the value of hard work, patience, and earnest effort.



Shoppes at Belmont - Lancaster, PA

CURRENT

Cross Keys Place

Doylestown, PA
212,302 sf
Renovation & Expansion 2023

Shoppes at Longwood Village

Kennett Square, PA
132,652 sf
Developed 1992 - Renovated 2018

Oak Springs Plaza

Warrenton, VA
121,460 sf
Renovated in 2015

Shoppes at Dilworthtown Crossing

West Chester, PA
123,579 sf
Developed in 2002

Shoppes at Kissel Village

Lititz, PA
284,486 sf
Developed in 2000

Horsham Point

Horsham, PA
80,000 sf
Developed in 1992

Cross Keys Place

Doylestown, PA
212,302 sf
Developed in 1989

Pennsbury Plaza

Morrisville, NJ
70,000 sf
Purchased & Renovated in 1988

Orchard Plaza Bi-Lo

Altoona, PA
85,000 sf
Developed in 1987

Mechanicsburg Plaza

Mechanicsburg, PA
65,000 sf
Purchased & Expanded in 1986

William Penn Plaza

Easton, PA
75,000 sf
Developed in 1985

F&N Shopping Village

Wilmington, DE
87,530 sf
Renovated in 2022

Centerville Square

Lancaster, PA
106,681 sf
Renovated in 2015

Fairfield Place

Exton, PA
307,257 sf
Renovated in 2013

Logan Square

New Hope, PA
99,236 sf
Developed in 2002

Atherton Commons

State College, PA
6,500 sf
Developed in 1998

North Atherton Place

State College, PA
261,891 sf
Developed in 1991

South Mountain Shopping Center

Allentown, PA
71,100 sf
Developed in 1988

Goshen Crossing

West Chester, PA
20,800 sf
Developed in 1987

Ephrata Commons

Ephrata, PA
54,810 sf
Developed in 1987

Lower Makefield Center

Yardley, PA
74,953 sf
Developed in 1986

Rockland Plaza

Reading, PA
63,614 sf
Developed in 1985

Total Developed: 3,485,474 sf

Shoppes at Belmont

Lancaster, PA
365,229 sf
Developed in 2018

Shoppes at Jenner's Village

West Grove, PA
144,100 sf
Developed 2002 - Expanded 2015

Shoppes at Kissel Village

Lititz, PA
284,486 sf
Expansion in 2006 & 2011

Lakeview Plaza

Royersford, PA
190,465 sf
Developed in 2001

F&N Shopping Village

Wilmington, DE
87,530 sf
Redeveloped in 1993

Fairfield Place

Exton, PA
307,257 sf
Developed in 1990

Center Point Place

Warminster, PA
250,000 sf
Developed in 1988

Brookhaven Square

Brookhaven, PA
80,000 sf
Developed in 1987

Oak Springs Plaza

Warrenton, VA
121,460 sf
Developed in 1986

Apple Blossom Convenience Center

Winchester, VA
51,829 sf
Developed in 1985

Centerville Square

Lancaster, PA
106,681 sf
Purchased & Expanded in 1985

DEVELOPMENT

Waters Retail Group continues to build a reputation with leading national, regional, and local retailers as Southeast Pennsylvania's most respected developer of open air shopping centers. Our team of highly experienced real estate developers oversee every detail of each project from concept to completion, ensuring our shopping centers stand out from the competition. As we move forward, we remain committed to applying our capabilities to develop high-quality shopping centers and grow our real estate portfolio.



Shoppes at Belmont - Lancaster, PA

Our development experience spans over 30 years. Good locations, well-designed shopping centers, strong anchors, and an eye toward the community characterizes Waters Retail Group's development work. When it comes to developing and maintaining shopping centers, every detail is carefully considered. We are environmentally and historically sensitive to our surroundings, installing special bridges and basins to protect vegetation and wildlife, as well as preserving historical structures.

A TRADITION OF GROWTH



Site Selection and Dealmaking

Site Selection/Evaluation – Research/Due Diligence – Investigation/Feasibility Study – Municipality and Lender Reports – Preliminary Budgets (Proformas) – Purchasing Contracts



Development and Entitlement

Coordinate and Hire Architects, Engineers, Consultants – Community Outreach and Communications – Municipality Submittal and Review – Pre-Construction Coordination – Construction Drawings/Plan Submittal – Finalizing Budgets – Building Permit Approval – Close of Escrow



Construction and Tenant Turnover

Overall Construction Coordination – General Contractor Mobilization – Earthwork – Pads/ Foundations – Building Construction – Interior Work – On-Site Work – Off-Site Work – Construction Close-Out – Certificates of Occupancy – Delivery of Tenant Spaces

CONSTRUCTION MANAGEMENT

**QUALITY RESULTS.
ON TIME. ON BUDGET.**



**Bid Administration,
Review, and Award**



**Construction Document
Review and Administration**



**Project Scheduling
and Coordination**



**Submittal Review
and Processing**



Construction Oversight



Progress Meetings



**Payment Application,
Review, and Processing**



**Final Project Review
and Closeout**



Before Expansion & Renovation



BUILDING FOUNDATIONS FOR SUCCESS.

Our in-house team of construction managers take on the day-to-day construction responsibilities so owners can focus on the big-picture. From tenant fit-outs to facade renovations, property expansions and redevelopment projects, Waters Retail Group can manage your construction needs from conception to completion. We work closely with the local municipalities on entitlements and permits, and leverage our relationships with land use attorneys, architects, and engineers to ensure our client's projects are completed on time, on budget, and with the highest quality.

LANDLORD REPRESENTATION



Fairfield Place - Exton, PA

Our skilled team of property managers treat every property with a hands-on approach. Our experience and extensive resources enable us to respond promptly and efficiently - making property ownership more profitable, without the hassle.

PROPERTY MANAGEMENT: WE TAKE CARE OF EVERYTHING. INCLUDING YOU.



Frequent Communication

We handle the day-to-day operations to keep owners apprised of their investment, regularly connecting with tenants, vendors, and contractors servicing their properties.



Facilities Maintenance

We coordinate the contractors who will maintain the landscaping, snow plowing, paving, and more at every shopping center. We are available 24/7 to personally respond to tenant issues.



State of the Art Accounting

Our all-encompassing accounting and reporting system enables us to offer a full range of financial and management services. Managers and accountants work together to ensure owners have the necessary information to make precise business decisions.



Site Visits and Monitoring

We frequently visit shopping centers to perform routine inspections and monitor needs and concerns. We take a proactive approach to maintenance with a focus on prevention instead of repair and replacement.



Lease Administration

We handle all aspects of lease administration, ensuring tenants are adhering to their contractual obligations. Our established tenant relationships strengthen our ability to negotiate lease renewals, extensions, and more, maximizing results for your asset.



Financial Reports

We provide monthly, annual and semi-annual reports, evaluating all aspects of the shopping center operations. An annual budget is provided to owners for approval along with a memo on assumptions utilized and other salient features of the budget.

Representing a landlord is about more than just filling space and managing the grounds. Waters Retail Group takes a proactive and comprehensive approach to caring for an owner's assets. Our dedicated and experienced team of development professionals, leasing agents, property managers, construction managers, and accountants all work together to provide best-in-class services.

LEASING: VALUABLE ASSETS. INVALUABLE INSIGHT.

Waters Retail Group's leasing experience, combined with 30 years of development experience, produces some of the best quality leases in the business. As owners ourselves, we appreciate the tough decisions needed to achieve optimal tenant mix and quality occupancy, while maximizing cash flow. Shopping Centers, under our care, contain hundreds of national, regional and local tenants, achieving over \$750,000,000 in annual retail sales. Low tenant turnover and delinquencies, strong sales performance, and an average occupancy rate exceeding 98% attest to the quality of our leasing program.

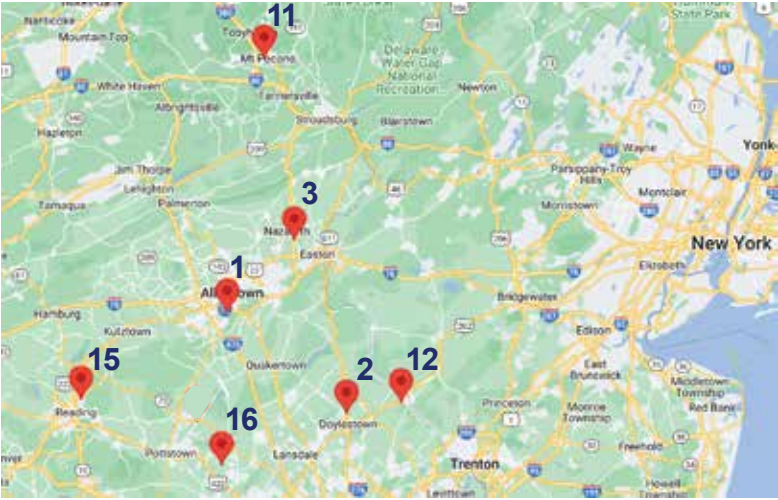


PARTIAL TENANT LISTING

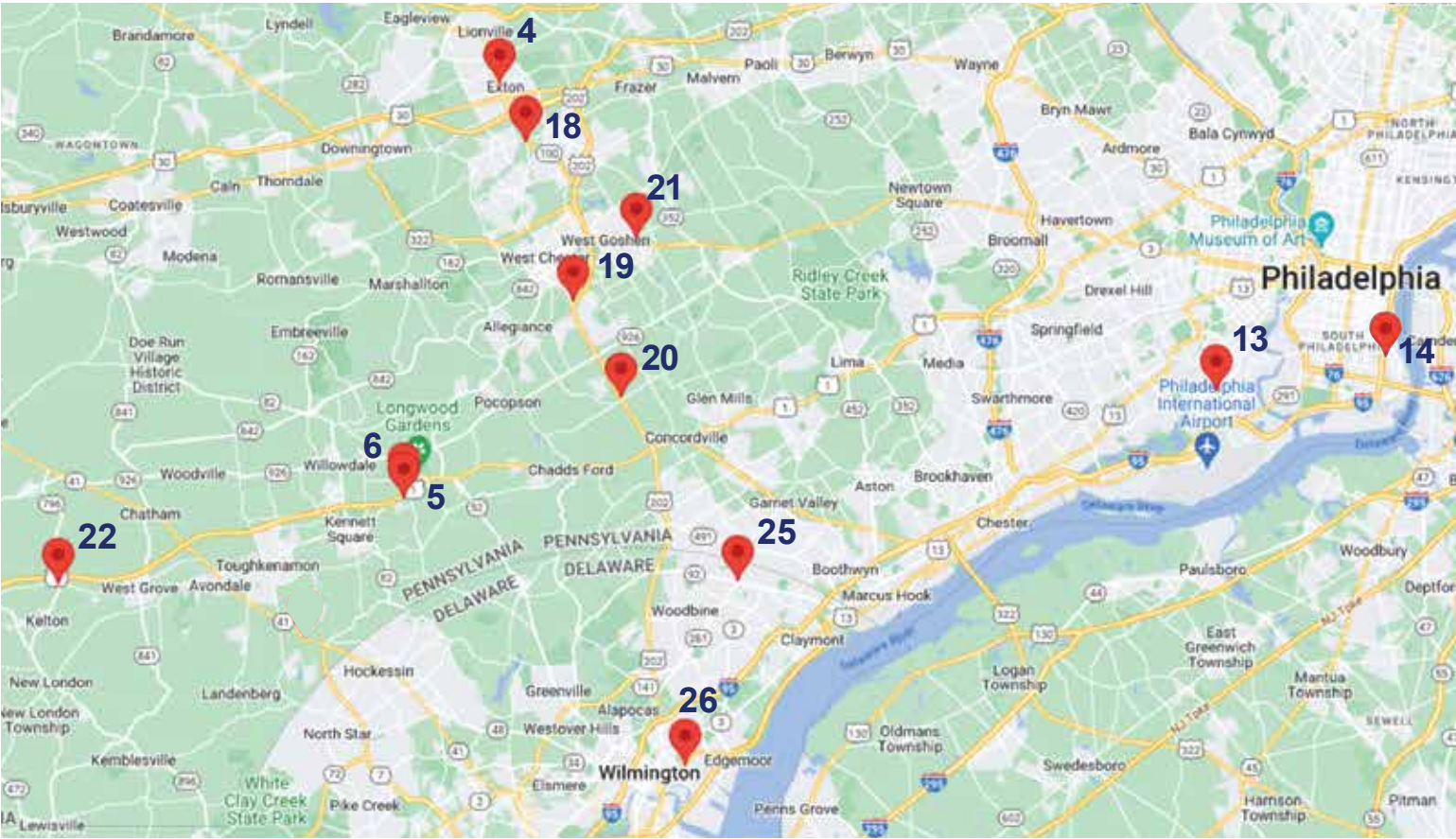
PROPERTY MANAGEMENT PORTFOLIO



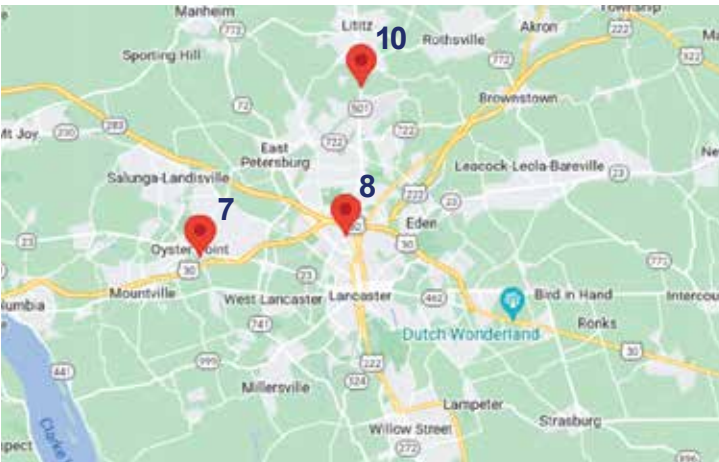
State College, PA



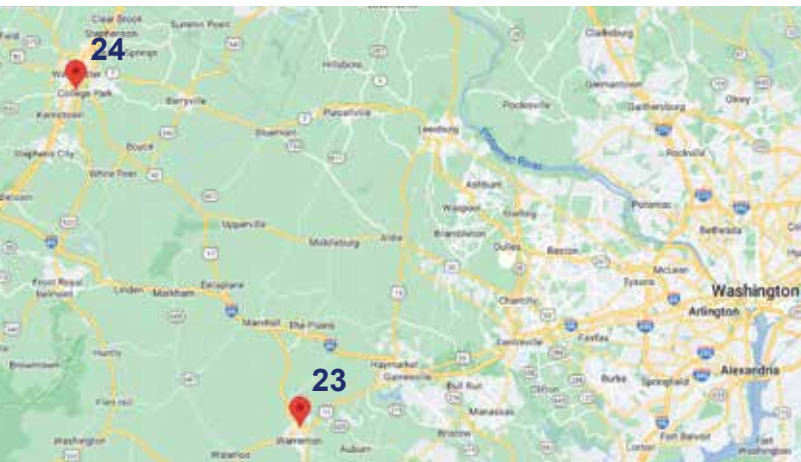
Lehigh Valley, PA



Southeastern Pennsylvania and Delaware



Lancaster, PA



Virginia

Pennsylvania Properties

Location	Property Name	Sq. Ft.	Partial Tenant Listing
1 Allentown, PA	South Mountain Shopping Center	71,100	Giant, Hallmark, Wells Fargo, Great Clips
2 Doylestown, PA	Cross Keys Place	212,302	Giant, Marshalls-HomeGoods, Five Below, CVS, P.J. Whelihan's, True Value Hardware, Hallmark
3 Easton, PA	Nazareth Crossing	14,041	Beyond/Hello, Mattress Warehouse
4 Exton, PA	Fairfield Place	307,257	Giant, Staples, Ross, TJ Maxx, HomeSense, Sierra Trading, Raymour & Flanigan, Ulta, Land's End, Carter's, Men's Wearhouse, Panera Bread
5 Kennett Square, PA	Marlborough Square	69,296	Giant, KeyBank, ATI Physical Therapy, Floga Bistro
6 Kennett Square, PA	Shoppes at Longwood Village	132,652	Ross, TJ Maxx, Famous Footwear, Jos. A. Bank, Ulta, Fine Wine & Good Spirits, Hallmark, Carter's, Wendy's, Starbucks
7 Lancaster, PA	Centerville Square	106,681	Giant, Beer Ink, GNC, Friendly's, Hallmark, Five Guys, Saladworks, Moe's Southwest Grill
8 Lancaster, PA	Shoppes at Belmont	365,229	Whole Foods, Target, Dicks Sporting Goods, Michaels, Nordstrom Rack, Ulta, Rack Room Shoes, Carter's, OshKosh, P.F. Changs, Harvest Grill, Starbucks, Chick Fil-A
9 Lewistown, PA	Lewistown Shops	38,204	Giant, Dollar General
10 Lititz, PA	Shoppes at Kissel Village	284,486	Target, Giant, CVS, Starbucks, Saladworks, Moe's Southwest Grill
11 Mt. Pocono, PA	Mt. Pocono Crossing	45,426	Wawa, Taco Bell, Verizon Wireless, Mattress Warehouse, Advance Auto Parts
12 New Hope, PA	Logan Square	99,236	Giant, Fine Wine & Good Spirits, Dogs & Cats Rule
13 Philadelphia, PA	Penrose Park	42,338	Rite Aid, Davita Dialysis, Dunkin Donuts
14 Philadelphia, PA	22 Wolf Street	83,300	Federal Donuts, 2300 Arena, Schulson Kitchen, Flaunt Fitness
15 Reading, PA	Rockland Plaza	63,614	Berks Community Health Center, Dollar Tree, Fine Wine & Good Spirits
16 Royersford, PA	Heritage Crossing	31,938	Walgreens, McDonald's, Citadel, Childtime Daycare
17 State College, PA	North Atherton Place	261,891	Wal-Mart SuperCenter, Dollar Tree, GameStop, Vytal Options
18 West Chester, PA	Banbury Shops	14,350	Wawa, Truist Bank, Bravo Pizza, Radiance Dental, Lavish Lounge Hair Salon
19 West Chester, PA	Parkway Center	48,379	Timothy's of West Chester, Colonial Village Meat Market, Country Bagel, UPS Store
20 West Chester, PA	Shoppes at Dilworthtown Crossing	127,579	Giant, CVS, S&T Bank, P.J. Whelihan's, CycleBar, Fine Wine & Good Spirits, Concord Pet, Duck Donuts
21 West Chester, PA	Goshen Crossing	20,800	Rey Azteca, China Palace, Chesco Nails
22 West Grove, PA	Shoppes at Jenners Village	144,100	Giant, CVS, Fine Wine & Good Spirits, AT&T, Snap Fitness, McDonald's, Saladworks, Two Stones Pub, Dairy Queen

Virginia Properties

23 Warrenton, VA	Oak Springs Plaza	121,460	Giant, Hallmark, Tractor Supply, Domino's Pizza
24 Winchester, VA	Apple Blossom Convenience Center	51,829	Best Buy, Urgent Care Center, Primary Care Physician, United Dental Arts

Delaware Properties

25 Wilmington, DE	F&N Shopping Village	87,530	Acme, Rite Aid, F&N Wine & Spirits
26 Wilmington, DE	Wilmington Retail	15,395	Dollar Tree

Total: 2,860,413 SF

TENANT REPRESENTATION

Waters Retail Group is driven by its commitment to provide tenants with ideal locations, under the best terms, at the most economical prices. To ensure these expectations are met, we take the time to develop a close working relationship with our clients. Our team of experts is dedicated to executing a customized plan that aligns with each company's short-term and long-term goals. As an advocate for our tenants, clients can count on Waters Retail Group for guidance in market and site selection, preparation and negotiation of letters of intent, lease facilitation and move-in services.

PRODUCING RESULTS WITH LASTING VALUE.



Market and Site Selection



Lease Facilitation



**Preparation and Negotiation
of Letters of Intent**



**Construction Management
and Move-in Services**

Shoppes at Longwood Village - Kennett Square, PA



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