



### **The New Name for Dedicated Market Lettings**

Since 1997, Quarterbridge has been helping the industry to deliver innovative, high quality markets offering the public a real alternative to Cloned High Streets. A well-managed market attracts footfall and creates shopper loyalty whilst enhancing quality of life for communities and recycling money within the local economy.

Working as a partnership we can help find and secure quality traders to fill your empty units, fulfilling your tenant mix aspirations and adding to your visitor experience.

Quarterbridge Lettings offer three comprehensive promotional packages to suit any size of market and management structure. All three service packs include:

- A dedicated market web site hosted by Quarterbridge
- The professional design and print of your market letting leaflets, A4 folded to DL size – 6 sides.
- A1 size letting boards to affix to your empty units
- A mailshot campaign targeted at specific user clauses required within your market catchment
- Regular marketing updates
- A professional Letting Manager dedicated to your market.

### **Traditional Pack**

A competitive establishment fee is agreed with the client, between £500 - £600. A highly competitive 15% commission on the agreed annual\* rent is paid on successful Quarterbridge lettings.

### **Step-Up Pack**

Where clients are not positioned to instruct establishment fees, we will provide and carry the cost of letting leaflets, web-site, letting boards and trader specific mailshots. A 20% commission on the agreed annual\* rent is paid on successful lettings.

### **All-Inclusive Pack**

Similar to the 'Step Up Pack', commission is paid in 6 monthly instalments following successful lettings, thus funding commission from rental income. In the event that the new trader should leave the market within the first 6 months, Quarterbridge will NOT invoice any further commission due during that period. A risk free 25% commission on the agreed annual\* rent is paid on successful lettings.

All three packages supply you with the experience and expertise of a Quarterbridge Letting's Manager. We work with you, as part of your team sourcing the right traders that will benefit your tenant mix.

From marketing and enquiries, right through to creating heads of terms and signing of leases, we will be there to guide and manage the process.

\*Commission will be calculated on a pro-rata basis for lettings of less than 12 months.

A well-managed market attracts footfall and creates shopper loyalty

Additional income generated by filling empty, non-remunerative units impacts directly on your bottom line profits helping sustain your market service performance.

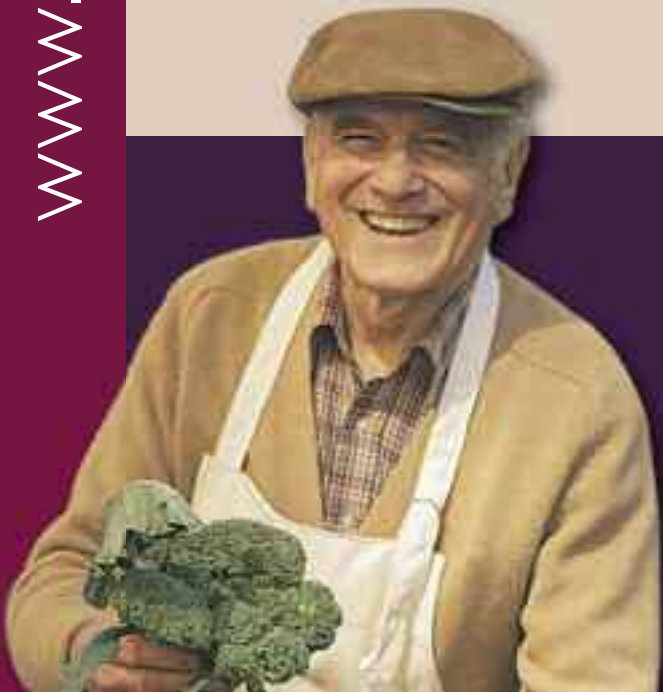


In an increasingly challenging retail environment, finding and vetting the right traders is vital to ensure the longevity and interest in your market.

Quarterbridge is renowned as the UK's leading market development manager and following client demand, we have created a dedicated Quarterbridge Lettings Agency. We work with owners and operators within the private and public sector to ensure their empty market space is occupied by first-class market traders.

Using our extensive experience we work with market services pitching rents at optimum levels, ensuring trader longevity whilst delivering sustainable income for operators.

We can pre-let entire new start-up market schemes or simply help a market service stimulate demand and reduce their market voids with either traditional or innovative, high-calibre start-up businesses.



## QUARTERBRIDGE MARKET LETTINGS



To arrange a visit or discuss your lettings potential or any services that Quarterbridge can offer you, contact:

**Quarterbridge Lettings**  
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Essex CO9 2EN  
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## QUARTERBRIDGE MARKET LETTINGS

Letting  
successful  
markets





### **What we do**

At Quarterbridge Commercialisation we help increase your income by unlocking the potential of underused space within your market.

We evaluate your market and provide a bespoke list of recommended equipment and services, all of which are income-generating solutions tailored to best suit your site and your shoppers.

Quarterbridge will organise the installation of new facilities and equipment on your behalf, offering a complete solution that will source, negotiate and project manage the income and supply a complete back-office service.

### **Traditional Income**

Whilst the most fundamental source of non-core income has been in use within the retail environment for many years, we have looked to increase revenues with new placement and management of items such as vending, childrens' rides and photobooths, while also offering a more diverse range of useful services such as telecom aerials, phone charging and photo printing.



### **Short Term Leasing**

We analyse your available space for potential short-term lettings or pop-up promotions. This space is offered to our wide portfolio of local and national industry providers.

A good range of structured, short-term lets help generate footfall, offer seasonal products and is carefully tailored to the market demographic.

### **Brand Experience**

Experiential marketing is a recent addition to the commercialisation sector offering leading brands a strong and effective marketing tool.

Product testing and marketing within market halls enables brands and their agencies to ensure they are targeting the correct shopper profile and allows your venue to build a valuable relationship with large marketing agencies.

Whether pop-up promotions, street theatre product sales or national campaigns, we can offer your visitors something different and increase your market's visibility and income.



We can offer additional and consistent revenue without capital outlay or administration costs.

Commercialisation is constantly changing - matching innovation and convenience with shopper demand.



On average your market could generate **£8000** additional income each year – no upfront costs, no long-term commitments!

Quarterbridge Commercialisation specialises in generating extra income from underdeveloped opportunities within market halls.

Working in partnership with market managers, brands and service providers we are proud to offer class-leading commercialisation to the market industry, enabling you to increase non-core income streams without any outlay.

We pride ourselves on creating close working relationships that enable us to develop your commercialisation strategy and grow your income.

Since 1997 Quarterbridge has been helping the market industry, providing specialist design and business planning advice to market owners, operators and developers.



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## QUARTERBRIDGE COMMERCIALISATION

# Innovative Market Income

