



# TENANT REPRESENTATION NATIONAL REGIONAL LOCAL



**Extraordinary** Commercial Real Estate Services

KeyPoint Partners, LLC

One Van De Graaff Drive, Suite 402, Burlington, MA 01803

781.273.5555 [Info@KeyPointPartners.com](mailto:Info@KeyPointPartners.com)



**KEYPOINT**  
PARTNERS  
[KeyPointPartners.com](http://KeyPointPartners.com)



## Comprehensive Tenant Representation Services for national, regional, and local tenants

If you're an expanding merchant or service looking for new locations, you need a service provider with local presence and national reach, deep market knowledge, dedicated research and marketing, and strong relationships throughout the commercial real estate community. That's us. Clients like you have trusted us to find the best new locations in New England and across the U.S. What can we do for you?

Knowledge-based, experience-backed, results-focused



### LEARN

First, we learn your business and your objectives, so we can fully understand and execute your real estate location strategy

LEARN  
& UNDERSTAND



### PARTNER

Once we understand your needs and wants, we become your dedicated partner, and work to surpass your expectations

BECOME  
YOUR PARTNER



### MARKET

We not only understand and "own" your brand, but can help shape it and fully communicate it in a way that connects to the CRE market

MARKET  
YOUR BRAND



### PINPOINT

We use deep market knowledge, an array of tools, and national, regional, and local relationships to pinpoint prime locations

LOCATE  
& RESEARCH



### NEGOTIATE

We're your strong advocate in making the deals you want for the sites you need, and we'll vigorously negotiate all business terms

NEGOTIATE  
& ADVOCATE



### COMPLETE

Planning, construction, PR, marketing - we'll help with all you need after the deal is done: and we'll be ready for the next new locations

EXECUTE  
& FINALIZE

## SENIOR TEAM



Don Mace  
Vice President of Retail Brokerage  
DMace@KeyPointPartners.com  
781.418.6243

Over 26 years of experience securing sites for retail, restaurant, medical, financial, service, and entertainment tenants throughout New England and across the US, and negotiating lease transactions with national retailers Lowe's, Target, Wal-Mart, TJX, Staples, Bed Bath & Beyond, CVS, and multiple grocers including Stop & Shop and Whole Foods.



Rob Grady  
Vice President of Retail Brokerage  
RGrady@KeyPointPartners.com  
781.418.6267

Over 35 years of experience negotiating hundreds of millions of dollars in transactions for national retailers including Shaw's Supermarkets, Lowe's, Wal-Mart, CarMax, ExxonMobil, and others. His special expertise includes creating and executing excess property sales strategy, store deployment strategy, and complex, multi-layer negotiations.



Magnolia Neu  
Retail Brokerage Associate  
MNeu@KeyPointPartners.com  
781.418.6272

Magnolia Neu interned at KeyPoint Partners in 2021, specializing in site research, data analysis, and location mapping, as well as overall brokerage support. A recent Cum Laude graduate of St. Michael's College with a BS in Business Administration, she joined KPP as a full-time Associate in 2022.

## SUPPORT TEAM



Chris Cardoni  
Marketing Manager  
CCardoni@KeyPointPartners.com  
781.418.6229

Over 32 years in advertising and marketing for expanding and re-branding retailers, including 20 years at KeyPoint Partners providing marketing and general graphic and communication support to the brokerage team, the company, and to expanding tenants of many types.



Bob Lemons  
Managing Partner  
RLemons@KeyPointPartners.com  
781.418.6201

Over 37 years serving clients in New England and the mid-Atlantic. Oversees the leasing, tenant rep, and marketing teams, and has overall responsibility for direction and management of the firm, including strategic planning, business development, and the delivery of quality service to a range of clients.



Nicholas Guarente  
Marketing Associate  
NGuarente@KeyPointPartners.com  
781.418.6257



Kris Smith  
Sr. Administrative Assistant  
KSmith@KeyPointPartners.com  
781.418.6242

And the combined resources of the KeyPoint Partners full-service commercial real estate teams.





**TENANT**  
REPRESENTATION  
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## NATIONAL EXPANSION

Working with KeyPoint Partners to locate and acquire vacant boxes and shopping centers, FunCity Adventure Park has grown from a handful of locations in New England to over 30 locations up and down the east coast and mid-Atlantic, with pending leases and new openings in Chicago, Florida, and other areas.



**FUNCITY ADVENTURE PARK**  
PREMIUM INDOOR ENTERTAINMENT CONCEPT



**30+ Locations in 12 States,  
Now Open/Opening Soon/Pending**

Maine	New Jersey
New Hampshire	Pennsylvania
Massachusetts	Delaware
Rhode Island	Illinois
Connecticut	Kansas
New York	Florida





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## apple cinemas NATIONAL EXPANSION

Apple Cinemas began with one theater in Cambridge, MA. When they came to KPP they were ready to expand but lacked expert guidance to take the next steps. We helped them to refine their location plans, created a marketing deck and other materials to define their brand, and brought them to market through email, social media, public relations, and vigorous networking at ICSC trade shows in New York, Boston, and Las Vegas. Now there are 13 Apple Cinemas offering state-of-the-art entertainment, with a goal of 18-20 locations by the end of 2025.

PREMIER NATIONAL ENTERTAINMENT VENUE

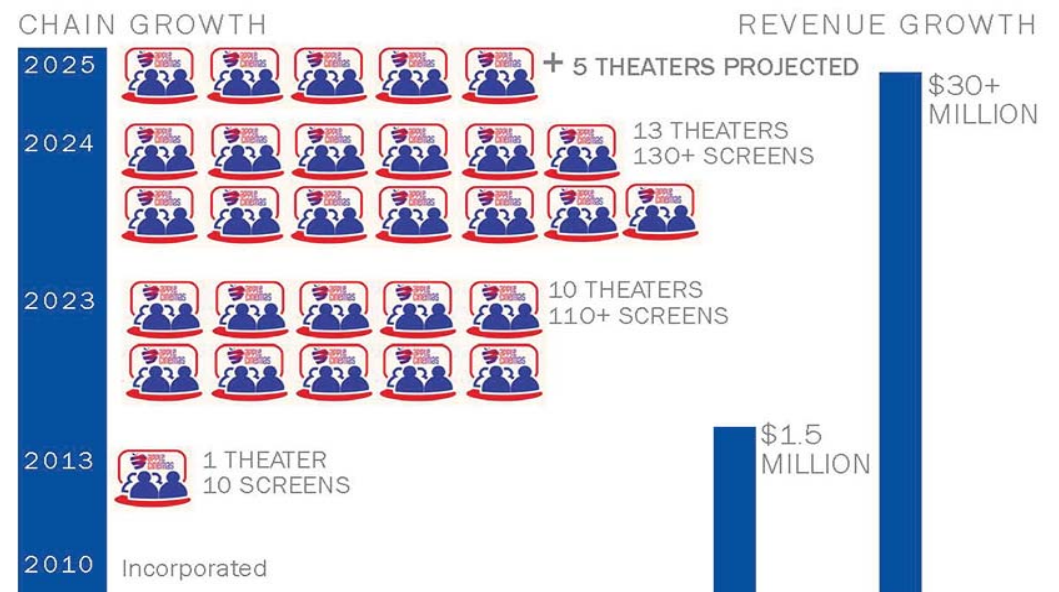
### SEEKING SITES FOR NATIONAL EXPANSION

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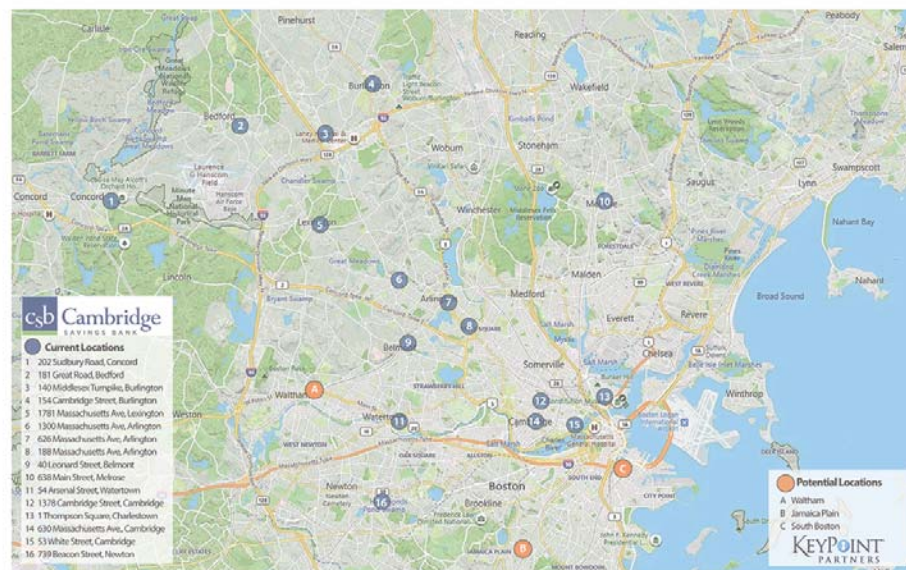


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## METRO-BOSTON EXPANSION

One of the oldest and largest community banks in Massachusetts, Cambridge Savings Bank is a full-service institution offering individual and business banking services across a robust branch network. In a competitive banking environment, Cambridge Savings Bank works closely with KeyPoint Partners to analyze key Eastern Massachusetts markets, and to identify and secure viable new locations.







## TENANT REP SERVICES

- National, regional, local site selection
- State-of-the-art mobile data & market research tools
- Trade area analysis & strategic positioning
- Site acquisition

- Lease & contract negotiations
- Construction supervision & project management
- Branding & marketing

## TENANT TYPES

- Retail
- Entertainment
- Restaurant
- Medical/Health
- Lodging/Hospitality
- Personal service
- Financial services
- Education/child care





### About KeyPoint Partners:

What's the most pressing commercial real estate challenge you're facing? And how can we help you with it? We're KeyPoint Partners, LLC. Clients like you trust us to meet their biggest CRE challenges on properties totaling over 30 million square feet in 13 states. Financial institutions, pension fund advisors, REITs, and private investors, as well as national, regional, and local retailers, have all made us a trusted advisor. Facing a commercial real estate challenge that requires extraordinary services? What can we do for you?

### Corporate Offices:

Burlington, Brookline,  
Boston, & Plymouth, MA  
South Burlington, VT  
Cromwell, CT  
Lake Success, NY  
Bowie, MD

### Services:

Property & Asset Management  
Retail Leasing  
Tenant Representation  
Investment Sales  
Construction  
Consulting

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