



TODAY'S
DISTRESSED
RETAIL
PROPERTY...

Just as the seasons change, so does the retail marketplace. Keeping pace with those changes is critical to the vitality and success of any retail property. Misconceived or allowed to

...IS TOMORROW'S
PREMIER
PROPERTY...
IN THE HANDS
OF RENEW

fall behind the times, the property will most assuredly suffer. But even in the toughest times, there is hope for renewal. Which is



where Renew Corporation comes in. Renew specializes in the redevelopment and subsequent management of retail properties—with an absolute commitment to maximizing value. The goal is to turn shopping centers into profit centers—to maximize sales and the return to owners, terms of cash flow and net operating income. Renew currently manages 15

properties—totaling more than 2.5 million square feet—in 10 states. Such rapid growth in a short time is testimony to Renew's strength in recreating and managing properties

that don't merely survive, but thrive. Getting to the root of a property's potential begins with an intensive evaluation of its performance in light of customers' changing wants and needs. Each project is approached as an opportunity to strategically remerchandise the center—to create a new dream for the future and a well-thought-out plan for achieving it with minimal disruption to business as usual.



The effect is invigorating, the look sometimes extravagant—but not necessarily expensive. We submit detailed strategic plans, we communicate regularly about our progress and we manage the property as if it were our own. We shop, select

and monitor all contractors. We provide full-service accounting. And since we expect the property to flourish, we're pleased to be held accountable for its growth.

Renew Corporation is an outgrowth of Aronov Realty Company, one of the nation's top 25 shopping center developers, with more than 100 successful projects and 21 million square feet



In the course of redevelopment and management alike, you'll find Renew to be highly responsive. We listen, communicate, and answer questions quickly. We take immediate action to solve problems. And we seize opportunities and allow them to blossom.

That stems from our philosophy that there's no substitute for regular property inspections and first-hand management reports. We visit each property frequently. And we don't mind rolling up our sleeves and getting our hands dirty whenever a situation calls for our direct involvement.

ReNEW
*Breathing New Life Into
Retail Property*