## **NICOLE CURTIS**

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I am a passionate real estate professional with extensive experience in site selection, deal negotiation and retail market knowledge. I am a top performer in the retail real estate industry and have opened over 600 stores for a national specialty retailer. I have expertly developed an influential network of invaluable relationships with many large retail real estate developers, owners, brokers, and retailers nationwide. I pride myself in knowing markets, building relationships and making deals. I have proven experience in site selection for national brands in retail, restaurant and luxury concepts for both corporate and franchised real estate operations.

**PROFESSIONAL EXPERIENCE:**

*October 2019 to Present –* ***Real Estate Manager***

Qdoba Mexican Eats

* Responsible for real estate expansion and new store development of a Mexican fast-casual concept.
* Strategic Real Estate Analysis: Develop and execute strategies for market/trade area assessment and site selection process for a fast-casual restaurant concept, utilizing analytical frameworks, and on-the-ground insights.
* Site Selection: Identify potential sites with high-impact retail locations in suburban and urban markets.
* Pipeline Ownership: Generate and maintain target pipeline with respect to active market analysis, conducting market tours, managing broker and developer relationships to secure new sites, and driving a deal pipeline.
* Broker Management: Develop and maintain relationships with brokers with a focus on creating an efficient, high quality real estate pipeline.
* Deal Making: Manage external relationships, site selection, and negotiation of LOI terms and leases with landlords for deals, manage internal review and approval process, and oversee lease execution and management.
* Market Expert: Remain current on market conditions in major markets nationwide and understand competitive changes in market areas, existing and planned developments within trade areas and understanding competitors within the market. Responsible for core corporate markets including Detroit, Chicago, Washington D.C., Baltimore, Indianapolis, Louisville/Lexington, KY and Denver.

*June 1, 2018 to Present –* ***Owner/Consultant***

Retail Evolution LLC

* Retail Evolution LLC is a boutique real estate consulting firm that specializes in site selection, market analysis and deal negotiations.
* Consult with national retail and fast-casual restaurant clients to add new locations in markets throughout the U.S.
* Identify new locations, identify target markets, negotiate LOI’s for new locations, and provide lease renewal and restructuring services. Clients have included ***Party City*** and an upscale men’s grooming concept.
* Work with franchisees for new market development and site location services.

*April 3, 2000 – April 4, 2018* *–* ***Sr. Real Estate Manager***

Sally Beauty Holdings *(a publicly traded company on the NYSE****)***

* Responsible for site selection and lease negotiations for new store development in a 19-state territory consisting of Illinois, New York, Pennsylvania, New Jersey, Washington D.C., Maryland, Virginia, Ohio, Michigan, Indiana, Kentucky, Delaware, West Virginia and all of New England for Sally Beauty Holdings, which currently operates over 5,400 corporately-owned stores worldwide including 175 franchise locations.
* Using my experience and extensive market knowledge, I identified and evaluated prospective new store site locations within 100,000+ square foot shopping centers according to demographic and acquisition parameters.
* Responsible for new store development in dense urban markets. Identified and evaluated storefront sites within urban neighborhoods including New York City, Chicago, Washington D.C., and Philadelphia.
* Negotiated lease terms, including economic parameters, business points, position within the shopping center, and construction finish-out, and finalized business terms for lease transactions.
* Presented prospective new sites to C-Level Executives/Senior Management Committee in a formal presentation format. *Senior Management Committee is comprised of CEO, President and Sr. Vice-President.*
* Established an extensive network of valuable relationships with many large retail real estate developers and brokers across the country. *This is crucial in obtaining attractive rental rates, renewal/rent reductions, and premium position within shopping centers.*
* Managed and led a broker network of 15 commercial real estate brokers reporting to me.
* Consistently exceeded performance goals to meet new store development plan by opening approximately 30-40 new stores per year.
* I opened approximately 600 new stores during my tenure at Sally Beauty Holdings.
* Managed a portfolio of approximately 1,100 stores within my territory.
* Monitored the lease renewals on the stores in my territory for recommendation to renew or relocate or close.
* Traveled regularly to major markets throughout the U.S. and became an expert on the retail real estate within those markets. I know and understand the players in the retail landscape.
* Utilized real estate analytics data and software to develop sales projections and proformas for site analysis and recommendation to Real Estate Committee.
* I have been invited to speak and deliver many presentations at ICSC conferences throughout the years, including major conferences in Las Vegas, Chicago, Philadelphia, Washington D.C., Nashville, and Columbus, OH.
* Trained and provided leadership to all new real estate managers hired at SBH and supervised their performance.
* Previously facilitated Sally Beauty Holdings real estate expansion into Canada.
* Have knowledge of real estate development, zoning, utilities, due diligence, and pre-development requirements.
* Collaborated with construction partners at Sally Beauty regarding Lease Outline Drawings, the approval of store design layout plans, and conceptual design.
* Have experience in project management and the recommendation of proposed strategy to C-Level Management/Real Estate Committee for approval.
* Interacted with real estate developers and owners regarding space design and proposed buildout specifications.
* Monitored deal schedules from LOI negotiation, through presentation to Real Estate Committee, through Lease negotiation and execution, and finally through construction management and turnover of Premise

**PROFESSIONAL DESIGNATIONS:** Texas Real Estate Salesman License

**STRENGTHS:**

* Expert in site selection for retail, restaurant and luxury brands.
* Extensive relationships at senior level within the retail real estate industry.
* Extensive market knowledge of major markets throughout the U.S.
* Relationship building and strong networking expertise. I have developed and maintained an impeccable reputation within the retail real estate industry, including developers, brokers and fellow retail real estate professionals throughout the country.
* Extremely knowledgeable of retail real estate.
* Excellent communication and negotiation skills.

**EDUCATION: Texas Tech University**

 **Lubbock, TX**