



EXTRAORDINARY DELIVERED

## VALLEY SHOPPING CENTER

Tracy, CA  
Landlord Representation

### OPPORTUNITY

Tracy's Valley Shopping Center, a hub for retail of all kinds, was in need of an extraordinary anchor tenant. The space, previously occupied by a furniture and mattress emporium, is considerable. With 19,937 SF to fill, owner, Silverland Investment, LLC., sought out Transwestern's Ben Rishwain to handle the task of not only securing a new tenant, but strengthening its investment in the strip mall as well.

### SOLUTION

- Cold call every existing valley anchor tenant to spark interest
- Highlight the property's recent major remodel, ensuring the updated blank space was suitable for any major tenant
- Create a team of Brokers who work well together and with Property Management

### RESULTS

After one and a half years of careful entitlement and negotiation, Ben was able to secure Planet Fitness as the anchor tenant, a retailer who had not yet ventured into Tracy. Planet Fitness provides a newfound draw to the entire shopping center, appealing to a different target audience and helping to bring more traffic to the surrounding retail.