



PRESS RELEASE

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Franklin Street holds Leasing and Tenant Representation Summit
*Summit gives knowledge to continue high quality service to clients and new tactics
in a changing market*

ATLANTA, Ga. (July 23, 2012) — Franklin Street holds first annual Leasing and Tenant Representation Summit in Atlanta, Ga. to enhance the market knowledge and technology utilization of its agents throughout the Southeast.

During the one-day summit, Franklin Street agents shared Regis, iPad, and Real Estate Assistant software tactics. Approaches to addressing common objections in the leasing and tenant representation business and best practices were discussed at length.

“The leasing summit provided a great open forum to discuss best practices for a wide range of individuals in all different stages of their careers,” said Carrie Smith, Regional Managing Partner from Franklin Street’s Jacksonville office. “The retail landscape is constantly changing, and to have an event solely dedicated to it as well as how to collaboratively build business with your fellow employees is an incredible way to stay ahead of the game. As a broker, you never stop learning and there is always something to gain from hearing other’s experiences and knowledge – this summit provided that opportunity.”

Franklin Street plans to continue the summit annually and to expand it into a two-day event.

“As Franklin Street expands, it is important that existing clients receive the same level of service, high quality presentation, and market expertise in all of our locations,” said Danny York, Franklin Street COO. “This summit is a way for us to bring all of our leasing and tenant representation professionals into one room to keep efforts consistently exceptional.”

Franklin Street’s Retail Tenant Representation team has grown to include more than 10 agents across the Southeast. Clients represented include Bealls Outlet, Jimmy Johns, Guitar Center, PNC Bank, Great Clips, and Dollar Tree.

About Franklin Street: Franklin Street is a family of real estate companies focused on delivering value-added solutions to meet the evolving needs of our clients. Through a collaborative philosophy of leveraging the resources, expertise, and experience of each of its divisions—Real Estate, Capital, Insurance and Management—Franklin Street offers unmatched value and optimal solutions for clients nationwide. For more information on Franklin Street, please see the company’s website at www.fsfp.com.

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