

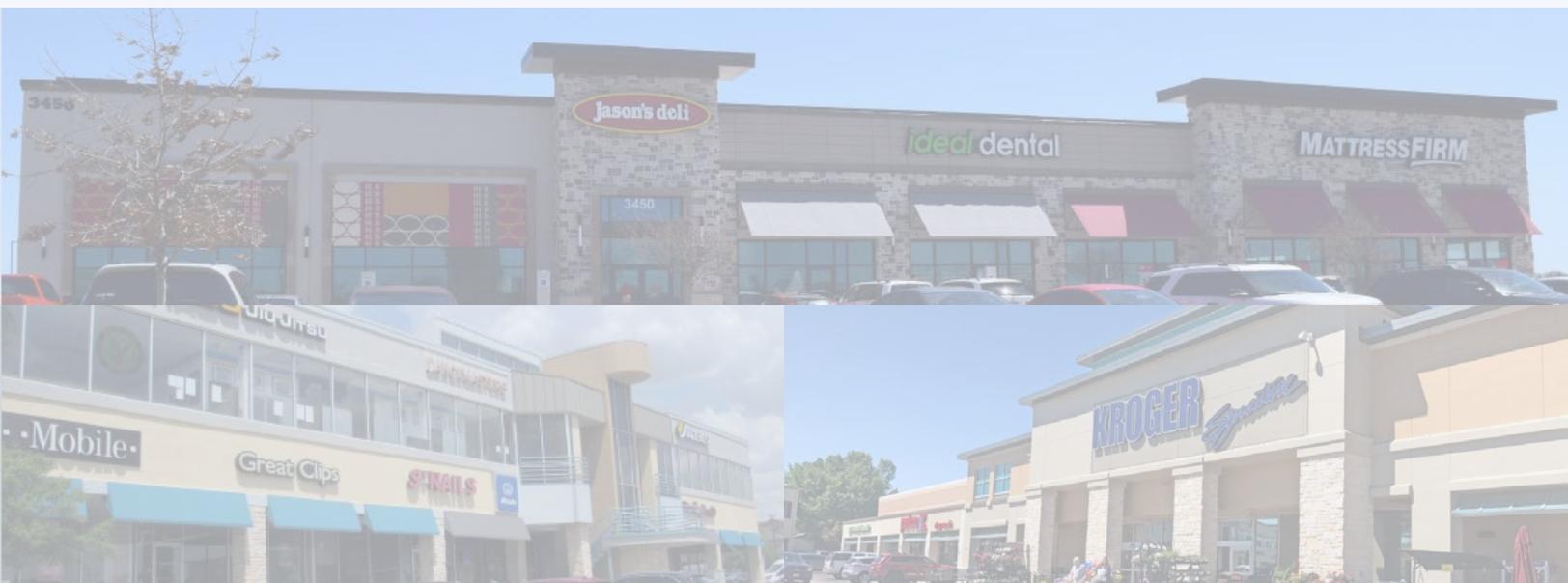
An aerial photograph of a commercial strip center with various retail stores and a parking lot. The text "A real estate company thinking outside of the box." is overlaid in a large, bold, blue font.

# A real estate company thinking outside of the box.

Northview Company is a boutique firm that offers practical and revolutionary solutions to Landlords and Tenants across the country.

Northview specializes in a strategic macro and micros approach that can handle diverse projects with real estate business goals of any scale.

Through the combination of conventional wisdom and innovative techniques, we tailor our plans to our client's unique stories. This allows us to build a framework anchored to your objective and the market's current demands.



LANDLORDS

STOCKBRIDGE  
REAL ESTATE FUND, LP

Triten  
REAL ESTATE PARTNERS

FOUNDRY  
COMMERCIAL

ROSEWOOD  
PROPERTY COMPANY

PREP PROPERTY  
GROUP

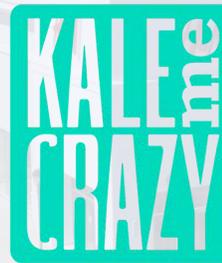
SHOPCORE  
PROPERTIES

WASHINGTON  
PRIME GROUP®

THE  
KROENKE  
GROUP

westwood  
FINANCIAL

TENANTS



SNEAK GALLERY

NORTHVIEW  
COMPANY

## External Databases



### CoStar

Largest CRE information and analytics provider



### EarthVision

400M cell phone users, property marketing, GIS & mapping services, aerial graphics, retail analysis, customer analysis



### Placer.ai

Customer traffic data with visitation, trade area breakdowns and more



### Maphead.io

Help create a portrait of the most profitable and frequent customers using latest cell phone, credit card, and demographic data



### ChainXY

Comprehensive lists of all locations for retailers updated on a 30, 60 & 90-day basis



### RetailSphere

CRE database and CRM containing expanding retail tenant information

## Internal Databases



### Asking Rents & NNN

Initial asking rents & NNN from Landlords across the market



### Actual Rents & NNN

Final, negotiated rents & NNN from Tenants across the market



### Tenant Matrix Model

Center-specific model breaking down gaps in center's tenant mix



### Sales Comps

Tenant sales comps across the market outlining performance within center



### Broker Database

Extensive contact list of brokers



### Active Tenant Database

List of tenants actively searching for retail space in market with requirements

## TEAM



**RYAN SMITH**  
MANAGING PARTNER/CO-FOUNDER

Ryan Smith is the Managing Partner and Co-Founder of Northview Company. As a two-time graduate of Rice University, with a Master's Degree in Business Administration, Ryan has more than 16 years in the commercial real estate industry. Prior to managing Northview Company, Ryan spent nearly six years as Vice President at Venture Commercial specializing in project leasing. Prior to Venture, Ryan led project leasing, marketing, and negotiations for North Texas and Louisiana at NewQuest Properties.

Ryan has collected a wealth of experience over his time in the industry. He leverages this knowledge to guide, advise, and educate his clients about the market dynamics, in hopes that it will empower them to make well-informed decisions. Ryan is passionate about being a trusted advisor and business confidant to his clients. He stands out in the industry due to his reputation for excellent customer service, great work ethic, and problem-solving skills.

Sarah Velten is the Co-Founder of Northview Company. She began her career in commercial real estate at Venture Commercial where she quickly reached the level of Assistant Vice President. Sarah focuses on project leasing, tenant representation, and consulting in the DFW market. Prior to working at Venture Commercial, Sarah worked in the Merchant Banking Division of Goldman Sachs. Her unique background in business has equipped her with a vast wealth of experience, knowledge, and insight into the industry, which she pairs with an analytical approach to meet her client's needs.

Sarah stands out for her strong focus, tenacity, and fierce determination to ensure that landlords, tenants, developers, and city officials achieve their goals with a smooth and fulfilling experience.



**SARAH VELTEN**  
CO-FOUNDER

