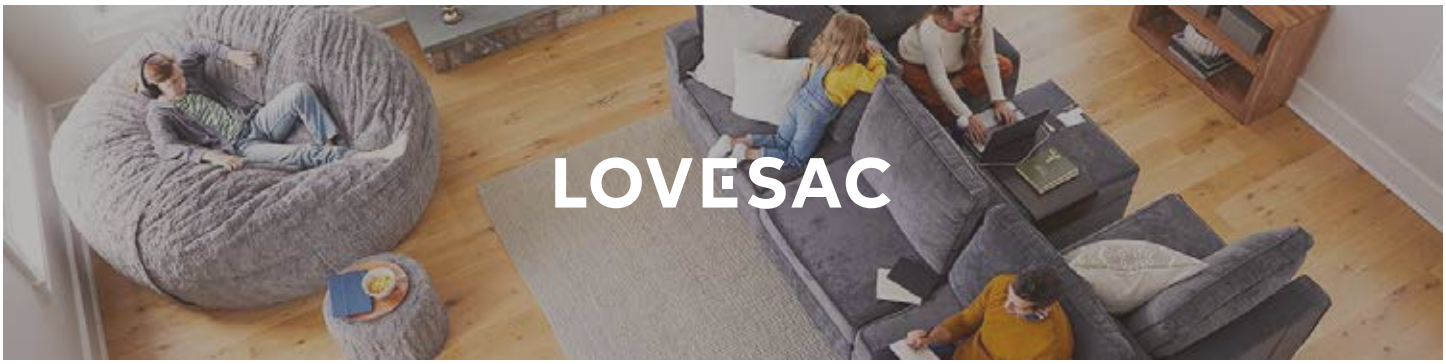
McCAFFERY

TENANT REPRESENTATION



Finding the Deal in the Data

CHALLENGE

When lifestyle furniture brand, The Lovesac® Company, sought to expand its showroom portfolio in the Chicagoland area, website and sales data pointed to the ideal markets. But determining the exact locations required a seasoned approach.

SOLUTION

McCaffery's retail leasing team tapped into its broad network of owners and brokers to strategically identify multiple opportunities for the flourishing furniture brand. Backed by our deep market knowledge as well as current and forecasted economic and consumer trend data, McCaffery's recommendations ranged from off-market, high-traffic streetside malls to historic buildings on Main Street.

> "McCaffery was instrumental in assisting Lovesac with identifying targeted trade areas in the Chicagoland area. They aggressively scouted multiple opportunities in those markets and were able to finalize great deals."
>
> CLARY GROEN, Vice President of Real Estate, Lovesac

RESULTS

With McCaffery's representation, four new Lovesac showrooms will be open in the Chicagoland area by the end of 2021. Our adept team negotiated highly competitive lease rates and terms in alignment with Lovesac's strategic and financial goals. **Lovesac's growth in the Midwest has helped the brand increase its market cap by nearly $700 million in 2020 and raise its stock by 330%**. McCaffery is now actively representing Lovesac in three additional markets: Pittsburgh, Indianapolis, and Milwaukee.



You May Have to Change a Few Laws Along the Way

An added challenge presented itself as the team sought out space in the City of Naperville. The showroom retail model was banned in Naperville due to its impact on the collection of city sales tax. For Lovesac to open there, McCaffery had to persuade city leaders and local economic developers that Lovesac's "bricks-to-clicks" model was the future of retail and sales tax would still be generated for the City.

After several months of discussions, paperwork, market data presentations and committee meetings, **McCaffery was successful and the ban was overturned**.

An added benefit: McCaffery's work on behalf of Lovesac expanded the breadth of retail opportunity in Naperville and opened the door for other showroom-type retailers to set up shop in the city.

The Right Space. The Right Terms. The Right Team.

ANDREW MACAFEE
312-784-2844
amacafee@mccafferyinc.com