



FOR IMMEDIATE RELEASE

Moberly, MO, Selects Retail Strategies as Retail Recruitment Partner

BIRMINGHAM, AL (July 24, 2019) - Moberly, MO has partnered with Retail Strategies to assist with market analysis and recruitment of retail, restaurant, and hospitality brands. Founded in 1866, Moberly earned the title "The Magic City," due to its explosive growth in 1873. Moberly is located in southeast Randolph County, MO, and is home to two colleges and approximately 500 acres of parkland.

"Retail Strategies has built an excellent reputation for its client services," said Brian Crane, City Manager of Moberly. "Retail Strategies offers a complete service package where they do outreach and recruiting. Their model focuses on site development and real estate marketing. They provide services that will give Moberly a fresh approach to retail recruitment."

Through the new partnership, the Retail Strategies team will work hand in hand with city leaders to help them understand their market and real estate. Retail Strategies will perform a market analysis of the businesses located in Moberly and identify areas of opportunity with expanding businesses. Most importantly, the commercial real estate professionals at Retail Strategies will proactively reach out to potential businesses, property owners, brokers, and developers on behalf of the county.

"Moberly has a great retail footprint, and we are excited to be trusted to join in on the efforts to bring more retail to their community," said Matthew Tate, director of business development for Retail Strategies. "For years they have leveraged the hard work and efforts of the Moberly Area Economic Development Corporation (MAEDC) to help both retail and industrial partners find a home in Moberly."

ABOUT MOBERLY, MISSOURI

As a growing community in central Missouri, Moberly is home to Orscheln Farm & Home, Wal-Mart, Aldi, Lowe's and many other businesses that have defined Moberly as a prime market and invested in opening locations to further their growth. As a community, Moberly has a base population of 13,471 with an average household income of \$51,112. Within a 20 minute drive time retailers and restaurants have access to over 25,000 consumers.

ABOUT RETAIL STRATEGIES

Retail Strategies is a leading national advisory firm focused on retail market analysis, strategic planning, retail recruitment and development. Our mission is to provide the real estate expertise, tools and human effort that position deserving towns as alluring locations for national businesses. With confidence, we pursue this mission by delivering unparalleled customer service as a unified team with unmatched real estate expertise. Our activities pay a return in sales taxes, added jobs, and businesses that enhance and add to the unique qualities of your community.