

# LET US MARKET YOUR PROPERTY!



## MOST RECENT SALE TRANSACTIONS:



**50 Providence Pike, Putnam**  
26,379 s.f.  
Represented Buyer



**170 Olive Street**  
New Haven - 7,000 s.f.



**880 West Main Street**  
Branford - 1.48 Acres



**367, 375 & 377 East Main Street - Branford**



**424 Grand Avenue**  
New Haven  
20,000 s.f. Industrial  
Warehouse on 1.6 Acres

Let us help you market your property.

- We have over 40 years of successful experience representing landlords, retail shopping centers, CBD's.
- We have a proven track record for success.
- Marketing covers all facets of giving your property the greatest exposure:
  - Email blasts
  - Social media
  - Local canvassing
  - National & Regional contacts

## Most recent concluded LEASE transactions in CT are:

- East Lyme (Niantic), 15 Industrial Park – Viking Firearms and Training – 40,982 s.f.
- Fairfield, 740 Villa Avenue – Planet Fitness – 25,473 s.f.
- New Haven, 170 Olive Street – AVIS – 8,000 s.f.
- North Haven, 380 University Drive North – At Home Stores – 82,000 s.f. (Represented the tenant)
- Orange, 131 Boston Post Road – Ring's End – 5,000 s.f.
- Wallingford, 980 North Colony Road – Bowlero – over 25,000 s.f.

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# WELCO ABOUT US



## ABOUT US

Welco Realty, Inc. was established over 40 years ago and has become one of the Premier Retail Real Estate Experts in the Northeast. Welco specializes in retail tenant representation, shopping center, mall, and CBD retail leasing primarily focused in the metropolitan New York, New Jersey, Connecticut & Pennsylvania markets. We are proud to represent and to have represented such notable national and regional chains, including JCPenney, AMC Theatres, Pier 1 Imports, Federated Department Stores, TJX Companies, Toys R Us, Party City, Fairway Markets, Dress Barn, HSBC Bank, Modell's Sporting Goods, Jo-Ann Fabric & Crafts, Hook & Reel, KPot Korean Barbecue, to name a few.

Our list of esteemed landlord and developer clients include Hartz Mountain Industries, RREEF, Prestige Properties & Development Company, Gabrellian Associates, TREECO, Vornado, Inc., Thor Equities, Urstadt Biddle Properties, Inc., Pagano Real Estate, Inc. & Urban Edge Properties.

Welco Realty's objective is simple: To provide high quality professional Real Estate Consulting and Brokerage services tailored to our client's needs. Welco works closely with its retail clients to help develop their store expansion strategy, which encompasses market analysis, site selection, demographics, competition evaluation, and lease negotiations to successfully complete all transactions.

Welco Realty Inc. has a successful track record; leasing millions of square feet of shopping center and CBD retail space throughout various New York, New Jersey, Connecticut and Pennsylvania markets. We specialize in difficult leasing projects. When representing developers and landlords, Welco will develop a marketing strategy suited to the needs of the project which include tenant mix evaluation, advertising program planning, canvassing, business & lease negotiations, and coordination and input with architects and designers.

If you are a retailer, we can help your retail expansion strategy from top to bottom. If you are a landlord or developer, let our team of leasing professionals help you create the right tenant mix for your shopping center and find a prime tenant for your vacancy.

## LANDLORD & SHOPPING CENTER REPRESENTATION:

We understand the complexities and challenges every landlord faces when making real estate decisions in today's environment. The combination of experience, insight and market knowledge is what enables us to execute successful real estate strategies for every client. From beginning to end we have the resources to get the job done right. Serving as more than leasing agents, we are part of your team, working to enhance the value of your projects through the following services:

- Assist with site selection and acquisition of land
- Review and make recommendations for site and lease plans
- Perform property and market assessments
- Analyze pro-formas and review tenant financials
- Design and implement leasing strategies and merchandising
- Recommend any improvements required to maximize marketability of the property and coordinate improvements
- Create and execute marketing plans
- Install leasing signs and produce marketing materials
- Develop a "hit list" of viable local, regional and national retailers to target as potential tenants
- Aggressively market the property to the retailer "hit list" potential tenant and other brokers in the community through direct mail, ongoing calls, e-mail marketing, meetings and website marketing.

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