

ASG Executive Overview

ASG in 2026

Helping retail leaders see where portfolio risk and opportunity actually live and act deliberately.

What ASG Is (and is not)

Our role is to help leadership teams understand where risk or underperformance is actually coming from, then support deliberate action across strategy, operations, and execution. We do this by combining experienced operators with visibility across multiple retail portfolios nationwide, allowing us to recognize patterns and failure modes that are often invisible from inside a single organization.

ASG is a retail advisory and operations firm that works with established and scaling brands at moments of complexity, transition, or scrutiny.

WE ARE:

- Experienced retail operators
- Portfolio-level thinkers
- Accountable partners in execution

WE ARE NOT:

- A brokerage
- A software company
- A design firm selling concepts for their own sake
- A one-off consulting engagement

How We Typically Engage

Most relationships with ASG begin with a focused, guided conversation, not a proposal.

THE FOCUSED CONVERSATION

That first step is designed to:

- Surface patterns, not assign blame
- Clarify whether issues are rooted in leases, locations, execution, experience, or capital allocation
- Reduce uncertainty before decisions are made



TRUST PIVOT

If nothing meaningful surfaces, the conversation stops there. If it does, ASG helps leadership determine where to engage next, and where not to. There is no default path and no forced outcome.

Where ASG Creates Value

Confidence > Speed

ASG creates value when confidence matters more than speed or optimization. Our value comes not just from execution, but from helping leadership teams interpret what they're seeing through the lens of how similar portfolios behave across the industry.

LEADERSHIP TEAMS ENGAGE ASG TO:

- Gain clarity on portfolio-level performance and risk
- Understand whether issues require structural change or targeted intervention
- Stabilize operations during growth, transition, or disruption
- Translate strategy into execution without losing control
- Make decisions that balance ambition with risk

This often spans multiple disciplines, but always starts with understanding the problem, not selling a solution.

Experience at Scale

ASG's perspective is shaped by continuous exposure to retail portfolios across markets, formats, and brands nationwide.

This cross-portfolio visibility allows us to see where similar issues surface repeatedly, long before they become visible inside any one organization.

What clients value most is not tools or frameworks, it's knowing an experienced team is accountable for helping them move forward without surprises.

CLIENTS ENGAGE US WHEN:

- Scale exposes fragility
- Legacy systems or processes no longer hold
- New growth phases require different operating discipline
- Leadership wants assurance before committing capital

A Disciplined Approach to Growth and Change

ASG HELPS LEADERSHIP TEAMS:

Slow down just enough to see clearly

Route issues to the right level

Act deliberately rather than reactively

Retail growth breaks when decisions outpace understanding.

Sometimes the right answer is lease administration.
Sometimes it's portfolio strategy, location optimization, store refresh, or execution discipline.

Sometimes it's doing nothing at all.
Our value is helping teams know the difference.

A Thoughtful First Step

Most engagements with ASG begin with a conversation, not a commitment.

That conversation exists to create clarity. Everything else follows only if it should.

SUGGESTED NEXT STEP

A short, guided discussion to understand where portfolio risk or opportunity may be emerging and decide what comes next.