

A SMARTER APPROACH TO RETAIL ROLLOUT

We unify site strategy, design, construction, and lease management so retail brands avoid missteps and open stores that actually perform.



THE ASG RETAIL LIFECYCLE: STRATEGY TO EXECUTION, FULLY CONNECTED



STRATEGY & RETAIL ANALYTICS

We help brands determine where to grow, when to expand, and how to optimize their footprint using real-time customer data and site selection analytics.



EXPERIENCE DESIGN

Chute Gerdeman creates immersive, brand-aligned store environments that maximize customer engagement and operational efficiency.



DESIGN DEVELOPMENT

We translate concepts into scalable, cost-efficient store prototypes, ensuring consistency, modularity, and ease of rollout across multiple locations.



TENANT REPRESENTATION

We negotiate smarter lease terms based on operational costs, projected sales, and total portfolio impact—not just rent prices.



PLANNING + CONSTRUCTION

We ensure every project stays on time and on budget, integrating real-time cost intelligence to prevent overruns before they happen.



LEASE MANAGEMENT

We provide real-time lease oversight, identifying cost-saving opportunities, underperforming locations, and strategic lease renewals to maximize ROI.



ASGedge

Our proprietary platform centralizes lease, construction, and site performance data, enabling smarter decision-making, cost control, and portfolio optimization.

TRUSTED BY:

J. CREW

YETI



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PREMIUM BASICS

Bath & Body Works

WHY SMART BRANDS CHOOSE ASG

- ✓ **We Accelerate Rollouts Without Losing Control** – You’re scaling fast. We help you open new doors without chaos: clean permitting, real-time dashboards, and a team that’s built to move at your speed.
- ✓ **We Stretch Every Dollar** – We know your CapEx has to work harder. From smart TI guidance to rollout-friendly design standards, we help you build more stores with less waste.
- ✓ **We De-Risk the Process** – Most early retail builds cost more than they should. We prevent that. Avoid the rookie mistakes that blow up timelines and damage landlord trust.
- ✓ **We Give You an Ecosystem, Not Just a Vendor** – ASG isn’t a single-service partner. We handle location strategy, lease management, design, and construction all under one roof—so you’re not juggling agencies or translating vision across teams.

WHAT BRANDS UNLOCK WITH ASG:

ASG Program	KPI
Lease Management	\$13.5M in 2024 pre-payment savings via real-time reconciliation audits
Store Planning & Construction	\$14.6M in savings across 102 stores (avg. \$158K per store) + 3 weeks faster build times
Experience Design	Up to 20% sales-per-square-foot improvement post re-model
Portfolio Strategy	Up to 40% CapEx savings through tiered reinvestment model vs full rebuild
Tenant Representation	One playbook across all deals means fewer miscommunications, cleaner execution, and faster LOIs
ASG Edge (Data Infrastructure)	100% real-time visibility across lease, construction and performance workflows

“With ASG’s partnership, we now have the confidence and ability to scale our retail fleet with a kind of speed, cost, and efficiency.”

-Head of Stores



“Retail’s landscape is constantly changing and ASG can provide guidance and expertise to start up retailers to bring their brick and mortar concepts to life.”

-Retail Operations Manager

