



### Patty Time

There's more to burgers than meats the bun



### Health Care Primer

What every franchise needs to know right now



### Wheeler Dealer

Homebuyers get taken on a slow ride home

# Franchise Times®

www.franchisetimes.com

The News and Information Source for Franchising

May 2010



## The Chain's Unbroken

Restaurants are finding their way back into the stomachs of Americans

## Real Estate Survival

We debunk real estate myths; give lease tips and show you how to get small

# It's a Matter of Facts

Popeyes CEO Cheryl Bachelder has discovered the right combo — data topped off with a gut check

\$4.95 U.S. • \$5.95 Canada • PERIODICALS

Special Report **Real Estate**

## Temporary storefronts take commitment out of retail real estate

**W**hen looking for a temporary storefront (or “pop-up shop”) for her eTabletop.com, an online porcelain, china and glassware store, Christina Norsig experienced something else popping up: an idea. “I realized that pop-up retail was an effective marketing tool for both retailers and landowners, and that demand existed in the marketplace to provide highly target services specifically focused on this niche sector.

So with Eric Michael Anton, she launched PopUpInsider — a website that matches commercial landlords who have vacant space with retailers seeking a temporary home — at the beginning of the year. “Landlords and brokers utilize the site by placing paid ads on the site to market vacant spaces. Retailers utilize the

site at no cost by searching for available temporary spaces,” Norsig says, adding that landlords and retailers can hire PopUpInsider’s “concierge services” to help set up labor, insurance, space design, marketing and more for their pop-up stores. The site works mainly with spaces in and around New York City, but is looking at expanding based on high activity.

Now might seem like a strange time to start this type of business, but Norsig says she and her business partner felt that conditions in the retail and real estate markets would accommodate their service.

“Despite challenges to the overall commercial real estate market, we are seeing strong pop-up retail activity,” Norsig says. “As opposed to the risk associated with committing to a

long-term lease, and the often expensive construction build-out costs associated with this, a temporary lease allows a retailer to test the market conditions before making this commitment, and allows a landlord to generate cash flow on what would otherwise be vacant property.”

Norsig sees pop-up stores as retail’s wave of the future: “In my view, I see pop-up retail as a permanent form of marketing for retailers. I call it ‘Bricks, Clicks and Quicks.’ Bricks & Mortar as the permanent stores; Clicks meaning the Internet and e-commerce; and Quicks, or pop-up retail, as a way for merchants to have a retail store but only on a temporary basis. Pop-up is quickly becoming a standard marketing tool for merchants.” **FT**

—Meredeth Barzen