

## RETAIL BRIGHT SPOTS

Sure we've heard the woes of **Circuit City**, **Linens N Things**, and even **Starbucks**, but that's not the whole story, at least around here.

We sat down with retail guru **Peter Framson**—well, it was a little crowded, having to share space with his idol **John Wayne**—to get a download. Peter founded Bethesda-based **Green Light Retail**, a brokerage and development firm, in 2000, after years at **Carey Winston** and **KLNB** representing the likes of AMC Theatres and Sears. He acknowledges that many retailers are ready to jump out the window. But he currently represents a number, he says, who are hot to trot: **Forman Mills** discount ready-to-wear apparel is looking for multiple 50,000 foot stores in the region; **Sonic Drive Through Burgers** is looking for pad sites, and **Party City** and **Off Broadway** shoes want locations, too.



**His advice:** Regionals here should take advantage of the market to **expand**, which is more difficult in boom periods. Don't put out a "**suffering**" message; create **brand and customer loyalty** that will continue into better times. And "don't let the green eye shade people make decisions for you": You may have a hard time regaining traction. The most successful retailers are nimble and ready to adjust to changing consumer demand; retailers should give maximum autonomy to their **regional managers**.

