Specialty Leasing -Berkeley Mall Prospective Merchant Application

DBA:
Date:
Company/Owner Information
Business Name and/or DBA:
Contact Name:
Business Address:
Other Address:
E-mail Address:
Telephone: (Home)
(Cell)
FED ID# S.S.#:
Driver's License or ID) #: State:
DOB:
Proposed Business Terms
Type of Unit Desired:CartKioskIn-LineOther
Lease Term: From: To: (Month/Day/Year) (Month/Day/Year)
Do you need a phone line? Yes No
Retail Business Experience (if applicable)
Have you ever had a retail business in a shopping centerYesNo
What type of business do you have? Cart Kiosk In-Line
Please list the current or previous locations of your retail business:
Location: Date:
Location: Date:
What are the average sales of your current retail business?
Monthly Sales Average: \$Yearly Sales Average: \$
References Please list business references that may be contacted:
Name: Phone:
Name: Phone:

Na	Phone:
M	erchandise/Product Line
Br	iefly explain your retail concept, business identity, and/or merchandise theme:
Ту	pes of merchandise to be sold:
M	erchandise price points are:
Cı	istomer Information
De	escribe your customer:
Pr	ojected Sales
W	hat are projected sales for this location? Monthly: \$ Annual: \$
Av	rerage Sales – Holiday Term (Nov-Dec): \$
Vi	sual Merchandising
De	escribe the visual merchandising plans for your new retail location:
Ту	pes of fixtures: Props:
Cc	olor Scheme: Signs:
Pl	ease return this application along with:
	Photographs, catalog cut sheets or any other material that reflects your product which you would like to submit in consideration of your proposal for a retail location at our shopping center. Include brochures of your products and/or photos of your business (only items that we may keep on file).
	A current Operating Statement, if you have another location for this business;
	A photograph of your current unit, if you have another location for this business.
to	is application is subject to the approval and is this application is non-binding, further neither party is under any obligation the other in respect to this application, until a mutually agreeable license agreement has been prepared and properly ecuted.
Sig	gnature of Applicant: Date:
Sig	gnature of Co- Applicant: Date: