



FOR IMMEDIATE RELEASE: September 20, 2017

Maggie Whittemore  
Beck Partners  
850.477.7044  
[mwhittemore@teambeck.com](mailto:mwhittemore@teambeck.com)

## Beck Partners Takeaways and Results from ICSC Florida Conference

Pensacola, FL: [Beck Partners](#) attended the ICSC (International Council of Shopping Centers) Florida Conference & Deal Making with ten of their team members representing all four divisions, with Beck Partners being the only local Real Estate and Insurance firm to represent the area specifically. They are sharing the key takeaways specific to Florida derived from this retail-specific real estate conference.

"We can say the event itself was an overall success for our team, but what we really walked away with was excitement for strong growth in our markets and the state of real estate development as it stands in Florida," states Justin Beck, CEO of Beck Partners. "This allows us to properly advise our clients on the right opportunities at the right time to ensure successful futures for our clients and our company."

Many new exciting projects underway in Florida shows strong economic development throughout the state. Good examples of this are [Lake Nona](#) and the [Creative Village](#). Investment from national and regional retail owners are continuing to be made in Florida. Developers and owners alike see the state as being an effective venture due to the market value of property compared to the larger metro markets. Cap rates and profitability on quality assets are still more favorable than the costlier metro markets.

Mixed-use projects are still the popular choice in latest developments. Take the [Cascades Park](#) project from North American Properties as a recent example of this in Northwest Florida. These types of development are very desirable to the public. This could be due to marketable walkability and access to amenities for residences, increased foot traffic for businesses and reduced risk to the investor through diversification. This urban lifestyle that caters to accessibility and a sense of community is trending among all age groups.

Retailers are continuing to seek space in the growing markets, especially in the food service department. Restaurant spending has increased and is expecting to increase more in the coming year. Retailers, specifically grocers, are getting more and more creative on providing on-the-go type products to reach growing requests for faster service.



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Unique experiences that are memorable and can be easily shared are gaining more momentum in retail. People are looking for higher levels of entertainment that is more experienced based. This is pushing the envelope for retailers to be more creative and intentional with their new concepts.

The brokers also walked away with some prospecting tips for all types of deal making. One speaker explained how their firm utilized LinkedIn solely for making appointments at the conference. The response rate was drastically more effective than using traditional email methods. With changing technology, traditional forms of communication and prospecting are being put to the test with the need for creativity being more prevalent.

About Beck Partners: The only firm offering Real Estate, Property Management, Commercial Insurance and Personal Insurance services in the Gulf Coast that is passionately engaged in our clients' businesses and ours. Our unique combination of integrated services allows our team to collaborate openly, share ideas and provide critical solutions with speed and efficiency.

Connect and protect: it's what we do. Beck Partners creates innovative partnerships that bring awesome people together to forge successful futures. We do this by recruiting and developing the best people, securing our clients' best interests and investing in our communities.

Beck Property Company, an innovative commercial real estate firm founded in 1981, merged with McGraw Insurance, a proven property and casualty insurance agency since 1979, to create Beck Partners in 2014. Our forward-thinking firm has deep roots in the community and was built on a firm foundation of strong principles. For more information visit [www.TeamBeck.com](http://www.TeamBeck.com).

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