



HELM
VENTURES

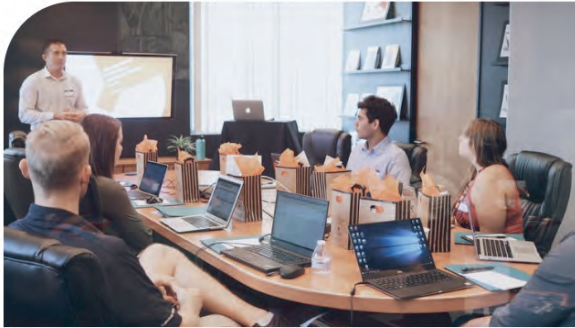
RETAIL + DEVELOPMENT +



HELM VENTURES IS A FULL-SERVICE REAL ESTATE FIRM FOCUSED ON RETAIL, VALUE-ADD DEVELOPMENT AND BUSINESS DEVELOPMENT.

WE OFFER A COMBINED 20 YEARS OF EXPERIENCE WORKING IN THE REAL ESTATE INDUSTRY AND A DECADE WORKING WITH SOME OF THE BIGGEST RETAIL BRANDS IN THE DC AREA AND NATIONALLY.

RETAIL



Business Plan and Concept Development

Developing and getting your concept laid out in a formal report is a necessary component to secure a location, ensure project financing, and achieve long-term positive cash flow.

In this forward-looking process we will help you evaluate ideas prior to committing extensive resources. If you are planning a new retail concept or restaurant, rebranding an existing operation or looking to expand to new markets, you'll come out of it with a fleshed out plan of action to not only bring your ideas to life but ensure their financial viability for years to come.

- + Full concept development and prototype
- + Branding and positioning
- + Market analysis
- + Restaurant menu engineering
- + Cash flow projections and 5-year budget
- + Capital sources and applications

Brokerage

Whether you are looking for your first brick and mortar location or looking to aggressively expand a successful concept, we provide full-service brokerage, helping you to identify and secure the best location(s) at unbeatable prices. We build on our broad market knowledge and deep local ties to find the best real estate suited to your business. We negotiate on your behalf and help you secure favorable terms that provide the best long-term changes for you to succeed and grow your business.

- + Sites evaluation
- + Cost analysis
- + Zoning review
- + Space analysis
- + Code review
- + Lease negotiation

Design, Permitting + Construction Management

Helm Ventures specializes in bringing your concept to life. We utilize a practical approach developed over our many collective years of designing and building hundreds of restaurants. We have the ability to furnish all plans, including architectural, food service, plumbing, electrical, and mechanical.

We can help expedite your permit process with checklists, permit management and issuance of your needed construction permits, business licenses and certificate of occupancy.

Our construction management service will help you meet important deadlines, saving you time and money. We act as your skillful ambassadors between architects, contractors, developers and the community – saving you the headaches of navigating unfamiliar territory. We are present in coordinating all aspects of construction, including facilitating the bidding process, and monitoring build outs so that they adhere to scheduling,

DEVELOPMENT



Strategy and Planning

From long-time pros to first time investors, we work with clients interested in generating value and focused on great design. From risk profile assessment to long-term strategy development, to joint ventures and capital sourcing, we work with each client to identify the best way to grow their exposure to the growing real estate market. We focus on all property types, from retail, to office, to industrial and beyond. Our decade-long experience has given us insights on up-coming trends and our deep connections to the private and public sector offers us an unparalleled ability to secure expertise, funding and investment opportunities.

Acquisitions

We source one-of-a-kind investment opportunities and creative capital stack options. We specialize in land development, renovation and repositioning, and ground-up development, focusing on quality sites and value-add opportunities. Our team offers brokerage services that considers every phase and costs of the development process, providing our clients with the assurance that their interests are considered from purchase to disposition.

Development + Construction Management

From design team selection and management, budgeting and scheduling, entitlement and permitting; contractor bidding and selection, and project closeout, we provide comprehensive oversight and management to get projects from planning to delivery. With each project in our portfolio, we evaluate how we can improve the design and execution, and build on each success. We use best in class practices to balance design, usability, and sustainability - putting users as our first priority.

ADVISORY



Strategic Planning

From start-ups to expanding businesses, we help our clients navigate new markets and identify exciting business opportunities. Through financial planning and business development, we provide the experience and expertise that lets our clients focus on their core services and products. We help navigate the regulatory, legal and financial loopholes necessary to grow a business and ensure that our clients have the tools, processes and connections to succeed.

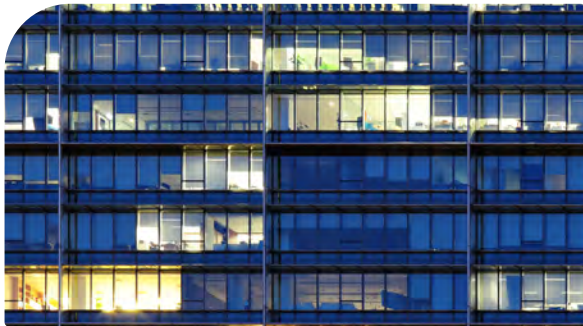
Marketing + Branding

From website, to logo design and social media management, we work to create a complete branding strategy. Our design team will build a professional online presence and maintain it throughout your company's growth. Beyond that, we will work with you to effectively design a marketing strategy to reach new customers and increase your visibility with your current clients. From brochures, to newsletters to social media management, we provide an all-in-one long-term branding development and marketing implementation team.

Client Sourcing

Taking advantage of our branding and business strategy expertise, we work with each client to develop and implement sustainable and effective business development plans, letting our client focus on the day-to-day management and operation of their business. As your partners, we work diligently to represent your interest in the marketplace, increasing brand awareness and presenting your services and products to potential customers. We help you close deals and secure advantageous partnerships to help you grow toward long-term profitability.

LEASING



Space Planning + Budgeting

Helm leverages its design and financial background to create a comprehensive real estate plan – from determining with precision the required square footage and best layout, to working on a long-term real estate strategy to account for any expansion needs. This enables our clients to focus on cost-effective options while planning for the future.

Location Strategy + Brokerage

Helm works diligently with its clients to explore the best locations within the DC area and beyond - minimizing commuting time for employees, finding locations that respond to the work culture, and maximizing the office's visibility and accessibility to its business partners.



WWW.HELM-VENTURES.COM

**7200 WISCONSIN AVE. SUITE 500
BETHESDA, MD 20814**

+ ADVISORY + LEASING