

PROFESSIONAL PROFILE

MARC POLLOCK

President / Broker
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PARTIAL LIST OF TENANTS SECURED

Aaron Brothers Art Mart
AT&T
Auto Zone
Barbeques Galore
Burger Lounge
Cost Cutters
Famima
FedEX / Kinkos
Frazee Paint and Wallcovering
Frederick's of Hollywood
Goodwill Industries
H & R Block
Herman Miller Company
Jamba Juice
Lenscrafters
Oreck Vacuums
Ortho Mattress
Party City
Patio World
Performance Bicycles
Petco
RE/MAX
Sherwin Williams Paints
Sprint PCS
Starbucks Coffee
Subway Sandwiches
Supercuts
Thomasville Home Furnishings
Verizon Wireless
Walgreens
Waterworks
Wells Fargo Bank
Whole Foods Market

PROFESSIONAL EXPERIENCE

Marc Pollock's specialty is the representation of property owners for the lease and sale of retail properties in and around Los Angeles, with a primary focus on the positioning of properties to attract national and regional chain retailers. In his 30+ years of retail property specialization, Mr. Pollock has personally consummated more than 1,000 retail lease and sale transactions.

One of Mr. Pollock's gifts is his ability to re-position failing properties. An example of his abilities would be the Ramada West Hollywood, a 175 room hotel-anchored mixed-use project in the heart of West Hollywood. As late as four years after completion of the project, the properties' ownership was still unable to affect a successful leasing program for the retail portion of the project. Combining creative marketing strategies, a knowledge of successful tenant mix, and his established tenant relations, Mr. Pollock created a retail component now considered the center of attraction for this neighborhood, securing many national and regional chain tenants, and achieving record rents for this area. The project now maintains a waiting list for upcoming vacancies. A sampling of sale transactions for Mr. Pollock include:

Barneys New York Flagship Portfolio Sale	\$170,000,000
Westward Ho supermarket chain	\$12,000,000
Westside Center, Westwood, California (Sold twice)	\$12,000,000
Santa Monica / Vermont Plaza	\$10,965,000
Home Depot Shopping Center, La Mirada, California	\$8,450,000
Pico Prime Center (12121 West Pico Boulevard), Los Angeles, California	\$6,500,000
Pico Boulevard & Dorchester Avenue (Land)	\$5,385,000
Westwood Boulevard & Ohio Avenue	\$5,250,000
Kmart, North Hollywood, California	\$5,050,000
Sav Max Foods, San Leandro, California	\$4,200,000
Family Dollar, Atlanta (STNL)	\$2,213,400
Family Dollar, Albany (STNL)	\$2,050,000
Just Brakes, Denver (STNL)	\$1,475,000

PROFESSIONAL AFFILIATIONS

- International Council of Shopping Centers
- California Licensed Real Estate Broker

ACHIEVEMENTS AND RECOGNITION

Mr. Pollock has participated as a panelist at several real estate forecasts offering a front-line view of the Los Angeles retail market. In addition, Mr. Pollock has been selected to testify as an expert witness in various legal arenas, as well as offering testimony at numerous Los Angeles County Tax Assessor hearings, supporting values of Los Angeles area retail properties.

