

# WAL-MART SUPERCENTER PORTFOLIO



Schostak Brothers & Company is proud to present its Wal-Mart Supercenter Portfolio of Shopping Centers. Each center is strategically positioned within the market to allow maximum exposure to consumers and the Wal-Mart shopper. All centers are anchored by the revolutionary Supercenter format store that draws customers from both nearby and great distances, every week of every year.

## WHAT IS A WAL-MART SUPERCENTER?

Wal-Mart was already a dominant retailer when it rolled out its evolutionary prototype store in 1988, the Supercenter. By far, the most significant change in this prototype was the inclusion of a grocery store component. A dozen years later, in 2000, Wal-Mart became the largest grocery retailer in the United States. The grocery sector accounts for 28% of the Wal-Mart segment of Wal-Mart Stores, Inc.

## WAL-MART – THE SUPERCENTER ERA

The Supercenter is the 'end of the road' in an evolutionary sense. Between 2000 and 2004, Wal-Mart opened 992 Supercenter stores and only 194 non-Supercenter stores. Looking at the same era in another way, beginning in 2001, Wal-Mart has increased its number of Supercenters by 137% as compared to an 11% growth of the older format non-Supercenter stores. The Supercenter format has been so successful and so popular with consumers that Wal-Mart has converted 636 (averaging 127 per year) non-Supercenter stores into Supercenters and has **NEVER CLOSED A SUPERCENTER LOCATION.**

## THE GROCERY ANCHORED STRIP CENTER EVOLVES TO SUPERCENTERS

Wal-Mart's Supercenter format has become the catalyst for the next transformation in shopping centers ... the grocery anchored strip shopping center, one of the earliest post WW II formats, has given way to the Wal-Mart Supercenter shopping center. The grocery anchored center is still around but the Supercenters are killing the grocery stores, based upon consumer preferences. A Wal-Mart Supercenter houses 36 departments within, in addition to groceries.

## WHAT DO OUR LOCATIONS HAVE TO OFFER?

In most Supercenter markets, the Wal-Mart site most often has the most consistent and highest traffic levels – day in, day out. Although Wal-Mart has earned a reputation for crushing many merchants, the competitive reality is really the same old story of Retailing 101: Wal-Mart is a giant traffic and transaction machine, but co-existence is not only possible, but it can be quite profitable. Many national chain merchants that were previously committed to grocery anchored locations have adjusted their locational strategies to Wal-Mart Supercenters. With modest rents, our Supercenter locations offer merchants the ability to align their real estate and focus in the best and most consistent shopping center locations ... benefiting from Wal-Mart's powerful drawing power.