



Company Profile

COMPANY BACKGROUND

Founded in 1997, Main Street Property Services, Inc. with offices in Lafayette and Pleasanton, California is a premier retail real estate services company providing the highest level of specialized leasing, project positioning, merchandising, development, and tenant representation services for retail property owners, investors, tenants and municipalities throughout Northern California.

By focusing exclusively on retail, Main Street Property Services, Inc. provides clients with a competitive edge by supplying first-hand knowledge of activities and transactions throughout the retail real estate industry.



3569 MT. DIABLO BOULEVARD, LAFAYETTE, CALIFORNIA

Main Street Property Services, Inc. is a hands-on company that involves itself in a project from entitlement to completion of leasing. Responding to the needs of developers, owners, investors and retailers, the company provides a full-range of services and has established



310 MAIN STREET, PLEASANTON, CALIFORNIA

itself as a leader in leasing and downtown shopping districts and retail projects throughout Northern California.

The primary focus at Main Street Property Services, Inc. is positioning merchandising and leasing downtown retail shopping districts, mixed-use, development as well as community, neighborhood, and lifestyle shopping centers.

Special attention is paid to every detail in the projects represented by the company. Main Street Property Services, Inc. works to establish the best possible merchandise mix for each project creating a selection of retailers that results in increased retail performance.

Main Street's objective is to achieve maximum value for our partners and clients by providing superior long term solutions to retail projects utilizing creative leasing strategies.

PROJECT POSITIONING

The merchandising of any successful center drives the marketing efforts. For this reason, Main Street Property Services, Inc. provides in-depth analysis of a trade area's retail activity, competition, demographics, and psychographics to determine leasing strategies prior to developing a merchandising plan. These steps are crucial to expand the customer base and potential consumer drawing power of retail districts and shopping centers.

With over 25 years of industry experience and successful long-term long-term retailer relationships, develop retailer relationships, Main Street Property Services, Inc. develops merchandising plans and facilitates their implementation beyond the initial leasing process, including an appropriate ongoing action plan.



BEL AIRE PLAZA, NAPA, CALIFORNIA

The discipline to implement the project merchandising plan and create the ultimate merchandise mix, often requires manufacturing a deal.



LA FIESTA SQUARE, LAFAYETTE, CALIFORNIA

Retail experience and landlord roles on properties provides Main Street Property Services, Inc. with the exceptional position to visualize a store and its use prior to speaking with an interested retailer. The company develops relationships with business owners that fit the marketplace and help them in their expansion to make sure a space is leased to the right operator. Committing to the strategic plan shows through our long-term relationships with both property owners and retailers.

Main Street Property Services, Inc. capitalizes on the potential of a retail property with an understanding of its merchandising potential which reflects current trends and market conditions and includes the impact of a leasing strategy on the future value of the property. Real estate knowledge and interpretation of the current retail market provides a competitive advantage to the projects that the company represents.

DEVELOPMENT SERVICES

Main Street Property Services, Inc. provides a full range of development services for shopping environments. The company's specialty lies in identifying underutilized properties with greater retail merchandising opportunity and creating development strategies which maximizes the potential of the site. Main Street Property Services, Inc. pays attention to specific physical changes and consistent application of retail principles promoting the best re-tenanting efforts. Achieving the optimum sales performance maximizes the value of each project.



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Main Street Property Services, Inc. is a partner in several downtown retail projects. As a development partner with Main Street Pleasanton, LLC, and Main Street, II, Main Street Property Services, Inc. successfully rebuilt and re-merchandised two city blocks in downtown Pleasanton.



FIESTA LANE, LAFAYETTE, CALIFORNIA

As a direct result of Main Street Property Services, Inc.'s involvement and careful supervision of architectural design, construction, and proforma development, the Main Street Pleasanton projects have exceeded the goals and expectations of the partnership.

Main Street Property Services, Inc.'s development responsibilities include: acquisition entitlement of new developments and redeveloped properties, coordination with architectural and construction management, proforma development, tenant improvement, management, merchandising, leasing, and property management.

PROPERTY MANAGEMENT

Main Street Property Services, Inc. has the expertise to conceive and develop long and short-term strategies and solutions to ensure asset preservation. The company's experienced property management team is dedicated to executing these plans. The primary goal is to work to enhance the value of each asset through pro-active, hands-on management; strategic property repositioning and construction management, timely and accurate financial reporting, structured to fit each individual owner's specific needs delivered to Main Street Property Services, Inc. clients and partners.



PARK PLAZA SHOPS, LAFAYETTE, CALIFORNIA

Main Street Property Services, Inc. facilitates a seamless link between development, leasing and ownership, providing a conduit for information and results. The added advantage is immediate access to both leasing and development, with availability to specialists in these divisions.



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This access enables Main Street Property Services, Inc. to operate with seamless communication, timely coordination, and immediate responsiveness to owners and retailers. The overall result is the ability to deliver superior service, thus maximizing the value of the assets in the property portfolio.

Main Street Property Services, Inc.'s experienced property managers and administrators have a direct hands-on approach. The company has a reputation for putting quality performance first, ensuring each property receives outstanding service and the best value from its vendors. A personalized management style makes Main Street Property Services, Inc. readily available and responsive to tenants and their needs.

RETAILER RELATIONSHIPS

Main Street Property Services, Inc. identifies market trends and uses them to create and implement strategies for retail properties by blending experience and ongoing retailer relationships.

Main Street Property Services, Inc. has been helping dynamic retailers expand since its inception. In 1997, Principal involvement, individual attention, and an in-depth understanding of the retail industry gives Main Street Property Services, Inc. an advantage over other leasing companies. Represented by the firm, Main Street Property Services, Inc. consults with retailers to devise strategic business plans. Acting as a retail partner, the company assists with building store design, and merchandise mix.



FLORET, LAFAYETTE, CALIFORNIA

Providing more than an evaluation of current market conditions to expanding retailers, the company identifies retail trends which may help position our clients above their competitors.



BOBA GUYS, SAN FRANCISCO, CALIFORNIA

Working to clearly understand the client and their competition, Main Street Property Services, Inc. creatively and effectively market their concept and provide the best options for available site selection in the market. In addition to site selection, Main Street Property Services, Inc. educates Landlords about the potential of expanding retail businesses and emerging trends, which favorably reinforces the position of the retailers.

Main Street Property Services, Inc. prides itself on testimonials from retail prospects represented by the company, as well as retailers that we have represented at the projects leased by the company. Prosperous retailers beget successful retail projects. Main Street Property Services, Inc.'s success lies in the creation of both.

PROJECT CONSULTING

In addition to its traditional leasing, management, and redevelopment activities, Main Street Property Services, Inc. also provides specialized consulting services to municipalities. These services are focused on upgrading under-performing retail trade areas that lack a critical mass of quality retail. This is done through the creation of a new project or trade area identity while being sure to maintain the City's objectives by keeping their best interest in mind. Main Street Property Services, Inc. has developed a successful track record in attracting quality retailers that ensure a project or trade area's long-term success.



FIESTA LANE, LAFAYETTE, CALIFORNIA

The new identity is then used to attract the highest quality retail tenants possible. Through project positioning, aggressive marketing campaigns, public relations, and proper tenant evaluation.

Main Street Property Services, Inc. includes the following in its scope of municipality consulting services to ensure the highest level of success for retail tenants:



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Application of shopping center business principles and best practices to retail streets and districts.

Education of property owners, government officials, retailers, and restaurants on the benefits of adhering to a retail business plan.

Development of a merchandising plan and prospective tenant list specific to each project/trade area's potential and position.

Recruitment of restaurants and retailers appropriate for the project/trade area's location and status.

Coordination of all forms of project/trade area marketing; including consumer marketing to enforce the image and perception established for the project.

These types of services frequently act as the revitalization catalyst to improve the quality of retail tenancy not only in the subject project/trade area but also in surrounding retail properties. The result is enhanced retail property values throughout the subject area with a noticeable increase in retail sales and corresponding revenue.

Partial List of Tenants with Which We Have Executed Successful Lease Transactions.

Whole Foods	Sweet Tooth Candies
Yogurt Shack	Chow
Pippen Hill	Entourage Salon & Spa
Cold Stone Creamery	Duchess Boutique
Hollywood Video	Alliance Title
Sharp Bicycle	Prometrics
Francesca's Collection	A Child's Delight
Jamba Juice	Pasta Cuisine
Peet's Coffee and Tea	Bittersweet Chocolates
Hallmark	Bank of America
Roundtable Pizza	Juice Appeal
United States Post Office	La Salsa
Opes Advisory	President Tuxedo
O'Brien Land Company	Cattails Gallery
Umpqua Bank	Togos
Sift	Rocky Mountain Chocolate Factory
Mocha Lisa	Ritz Camera
Noah's Bagels	General Nutrition Centers
Pure Barre	Whole Grain Bread Company
RadioShack	Crescent Jewelers
Baskin Robbins	Mail Boxes, Etc.
Starbucks Coffee	Chili Up!
Wolf Camera	Kinko's
Great Clips	Take 5 Newsstand
High Tech Burrito	Misto Lino
Sonoma Valley Bagel Co.	Art & Science of Eyewear
Postal Annex	Countrywide Mortgage
McDonald's	Una Mas
Juice Time	Keva Juice
Strings Restaurant	Naan and Curry
Cocolat	Parada
Lavande Spa	Pier One
Red Wagon	Sideboard
Sumbody	Heritage Eats
Copeland's Sports	Patrizia Marrone
Sway	Vitality Bowls
Elisa Wen	Guitar Center
Yankee Pier	M Clothing
Jos A. Bank	Cafe Esin
Arizmendi	Cost Plus
Food Co.	Egghead Software
International Interiors	KinderCare

Partial List of Tenants with Which We Have Executed Successful Lease Transactions. (cont'd)

Federal Express
 Healthrider
 Chico's
 Staples
 Walgreens
 The Cooperage
 Sweet Tomatoes
 Ben & Jerry's
 Amphora Nueva
 Powell's Sweet Shoppe
 Imaginarium
 A Day in the Country
 Lucy
 Zoom Room
 House of Bagels
 Panama Bay Coffee Co.
 Tomatina
 Happy Trails
 RE/Maxx
 Chinese New Age Express
 Firewood Cafe
 The Flower Garden
 Koo Koo Roo California Kitchen
 Stacey's Cafe
 A.G. Ferrari Fine Foods
 Books Inc.
 Dog Bone Alley
 Pans on Fire
 Bloom Fusion
 18 | 8 Mens Salon
 T-Mobile
 Yo Belle
 Bollinger Nail Salon
 Amaranta
 Fleet Feet
 Copperfield's Books
 Men's Wearhouse
 Fountain Cafe
 Clocks, Etc.
 Papyrus
 Diablo Books
 Beyond Flowers

Cotton and Company
 Manrico Cashmere
 Nekter
 Left Bank
 Pasta Pomodoro
 Zao Noodle Bar
 Sunrise Mountain Sports
 The Hop Grenade
 Tully's Coffee
 Nitro Dog
 Chipotle
 Metro PCS
 Matsui
 Hot Italian
 Impressions Floral Gallery
 Fidelity Title
 Olive
 Pendleton
 Pure Beauty
 Pharmaca
 E.J. Phair Restaurant & Alehouse
 BarBersQ
 Toscana Ristorante
 Teacake Bake Shop
 Color Me Mine
 Paradise Foods
 Joe & the Juice
 Rocket Fizz
 Cannery Kitchen & Tap
 Castro Valley Natural Grocery
 Seven Hills Baking Co.
 Udon Time
 Niku Steakhouse
 The Butcher Shop by Niku Steakhouse
 Boba Guys
 Truly Mediterranean
 The District Barbers
 Gobi BBQ
 Potrero Hill Dental
 Street Taco
 El Pipila
 Pizza Squared

Partial List of Retail Projects Successfully Represented by Main Street Property Services, Inc.

1 Henry Adams San Francisco, California GLA: 13,140 square feet	Gilman Village Berkeley, California GLA: 38,000 square feet	Pleasant Hill Center Pleasant Hill, California GLA: 234,000 square feet
234 Main Street Pleasanton, California GLA: 4,840 square feet	Jack London Square Oakland, California GLA: 210,000 square feet	Potrero 1010 San Francisco, California GLA: 21,625 square feet
300/310 Main Street Pleasanton, California GLA: 13,691 square feet	La Fiesta Square Lafayette, California GLA: 70,000 square feet	The Promenade Emeryville, California GLA: 11,500 square feet
349 Main Street Pleasanton, California GLA: 12,662 square feet	Lafayette Mercantile Lafayette, California GLA: 23,000 square feet	The Public Market Emeryville, California GLA: 260,000 square feet
3200 College Avenue Oakland, California GLA: 18,000 square feet	Lakeshore Plaza San Francisco, California GLA: 172,000	Red Hill Shopping Center San Anselmo, California GLA: 97,000 square feet
402 Railroad Avenue Danville, California GLA: 5,000 square feet	Main Street Plaza Walnut Creek, California GLA: 160,000 square feet	The Rose Garden Danville, California GLA: 48,550 square feet
855 Brannan San Francisco, California GLA: 22,124 square feet	The Marketplace at San Ramon San Ramon, California GLA: 166,585 square feet	Salvio Pacheco Square Concord, California GLA: 37,000 square feet
Avalon Walnut Creek Walnut Creek, California GLA: 40,000 square feet	Orinda Theatre Square Orinda, California GLA: 87,000 square feet	Shops at Todos Santos Plaza Concord, California GLA: 30,096 square feet
Bel Aire Plaza Napa, California GLA: 260,000 square feet	Pacheco Plaza Novato, California GLA: 73,000 square feet	Silverado Plaza Napa, California GLA: 84,000 square feet
The Clocktower Lafayette, California GLA: 26,000 square feet	Park and Central Alameda, California GLA: 40,000 square feet	The Riverfront Napa, California GLA: 42,000 square feet
Downtown Pleasant Hill Pleasant Hill, California GLA: 340,000 square feet	Park Plaza Shops Lafayette, California GLA: 8,000 square feet	Three Ygnacio Center Walnut Creek, California GLA: 160,000 square feet
Fiesta Lane Lafayette, California GLA: 12,000 square feet	Parc on Powell Emeryville, California GLA: 13,681 square feet	Ygnacio Plaza Walnut Creek, California GLA: 110,000 square feet

CRAIG SEMMELMEYER

Principal

Craig Semmelmeyer is Founder and Principal of Main Street Property Services, Inc. As Principal and Founder of Main Street Property Services, Inc. Mr. Semmelmeyer acts as development partner and leasing agent on downtown properties and shopping centers throughout the San Francisco Bay Area. Property owners, developers, municipalities and retailers alike seek his ability to provide retail solutions which respond to the marketplace and the needs of the communities which they serve.

In addition to providing leasing strategies to property owners and developers, Mr. Semmelmeyer has consulted on the development and remerchandising of retail projects for institutional clients such as AMB Property Company, GMS Realty, Branagh Development, Burnham Pacific, Bay 511 Corporation, Prudential, The Yarmouth Group, Bramalea U.S. Properties, The Clorox Company, Kemper Real Estate Management, United Bank of Switzerland, The Cortese Investment Company, Oakland Portside Associates, and the RREEF Funds. In addition to his work with property owners, he has also worked representing retail properties, some of which include The Public Market, Emeryville; Oakland City Center, Oakland; The Marketplace at San Ramon, San Ramon; Ygnacio Plaza, Walnut Creek; Tassajara Crossing, Danville; Crocker Galleria, San Francisco; Riverpark Square, Spokane, Washington; Downtown Pleasant Hill, Pleasant Hill; Lakeshore Plaza, San Francisco; Bel Aire Plaza, Napa; La Fiesta Square, Lafayette and Salvio Pacheco Square at Todos Santos Plaza in Downtown Concord.

Mr. Semmelmeyer's contributions extend beyond the leasing of new and redeveloped projects and include the overall remerchandising and repositioning of projects throughout Northern California.

In his capacity as Principal of Main Street Property Services, Inc. Mr. Semmelmeyer directs all company development efforts and is a partner in Main Street Pleasanton, LLC. This company successfully rebuilt and remerchandised two city blocks in downtown Pleasanton. As a partner in the company, Mr. Semmelmeyer's responsibilities included acquisition entitlement of new and redeveloped properties, coordination with architectural and construction contractors, merchandising, leasing and property management.

Along with directing the company's development efforts and providing site selection and lease negotiation services, Mr. Semmelmeyer evaluates market conditions, trends, and competition to help growing retailers.

Prior to founding Main Street Property Services, Inc. in 1997, Mr. Semmelmeyer was a retail leasing specialist in the San Francisco headquarters of Terranomics Retail Services for five years. His ongoing commitment to the retail real estate industry is reflected in his role as speaker for various audiences. Mr. Semmelmeyer is an active member of the International Council of Shopping Centers and has also served as a member of the Northern California Program Committee for ICSC which directs all programming efforts at the state level for the 40,000 member trade association.

RYAN SEMMELMEYER

Leasing Coordinator

Ryan Semmelmeyer is a Leasing Coordinator for Main Street Property Services, Inc. and is responsible for coordinating the retail outreach for Main Street Property Services, Inc.'s projects. Mr. Semmelmeyer works as part of the Leasing Team to develop and maintain relationships with local, regional, and national retailers and restaurants for Main Street Property Services' projects throughout Northern California. He is responsible for proactively seeking out high-caliber, specialty retailers and restaurants and incorporating them into Main Street Property Services' various projects.

Mr. Semmelmeyer's primary goal is to establish the best possible merchandising mix ensuring each property is positioned to maximize the value of the assets. He is dedicated to recruiting quality retailers and employing an optimal tenant mix. Mr. Semmelmeyer's retail expertise results in the successful leasing and transformation of Main Street Property Services' projects into unique lifestyle villages and main streets that will maximize the client return on investment, while creating a profitable experience for the project's specialty retailers and restaurants.

Mr. Semmelmeyer prides himself on the relationships with property owners and developers throughout the Bay Area, including JCM Partners, Avalon Bay Communities, The Andrews Family Trust, and Park Street Properties, LLC. Experience as a retail leasing agent has facilitated Mr. Semmelmeyer's understanding of how to get a deal done. Mr. Semmelmeyer is accredited with bringing local, regional and national retailers to Main Street Property Service's various projects such as Starbucks, Third Workplace, Bridges Salon, The Hop Grenade, Poke Koma, Parada, Naan N Curry, as well as other tenants.

Mr. Semmelmeyer attended California State University, Chico and studied Business Marketing. Mr. Semmelmeyer is a Licensed Real Estate Salesperson in the State of California and is an active member of the International Council of Shopping Centers (ICSC).

RITA LIU

Graphic Design Coordinator

Rita Liu is a Graphic Design Coordinator for Main Street Property Services, Inc. She oversees all visual communication including advertising, marketing, and promotional material. The design department also provides graphic design and advertising services to Main Street Property Services, Inc. clients.

In addition to Graphic Design projects, Ms. Liu is responsible for website development, shopping center signage, corporate and event photography, and developing strategic direct mail campaigns, designed to lead retailers and restaurateurs to Main Street Property Services, Inc.'s projects for expansion. She has developed unique logos and designed corporate identity packages for a diverse portfolio of clients.

Ms. Liu has planned and coordinated special events to promote Main Street Property Services projects, The Castro Valley Marketplace and The Alameda County Economic Development. She has also coordinated marketing campaigns for Assembly and Atlas in Oakland, The Vaudeville Theatre in Alameda, and The Castro Valley Marketplace in Castro Valley, earning the respect of her peers in the real estate industry for her creativity and execution. She's developed the branding for Lab 200, the Lab 200 Collaboration space within the The Castro Valley Marketplace.

Ms. Liu is a critical part of the Main Street Property Services team, servicing clients such as Equity Residential, Carmel Partners, Wood Partners, LOWE Enterprises, La Jolla Management and The Related Companies.

Prior to joining Main Street Property Services, Inc., Rita earned a Bachelor of Arts degree at San Jose State University and focused her efforts on creating an impressive design portfolio. Her expertise in design programs makes her an integral member of the Main Street Property Services, Inc. team.

PAMELA YANG

Graphic Designer

Pamela Yang is a Graphic Designer for Main Street Property Services, Inc. She designs and maintains the company websites, project brochures, corporate marketing material and technology systems. By implementing strategic web designs, Ms. Yang has a proven track record of creating a superior online presence, tailored to meet the specific needs of each client. She positions the Main Street Property Services, Inc. website ahead of the competition with the integration of a variety of remarkable website features.

As a Graphic Designer, Ms. Yang also designs and updates all company and project brochures, as well as supplemental marketing material. This includes elaborate site plans and project signs. She is responsible for maintaining the company's technology systems in optimal conditions for increased productivity. Ms. Yang's expertise is imperative to the transformative process of company projects going from concept to reality and supports Main Street Property Services, Inc.'s reputation for implementing creative and superior marketing plans.

Some of the most notable projects Ms. Yang has recently worked on include assisting the Main Street Property Services brokerage team with creating unique marketing materials and gifts for several different brokerage projects, including working with the Marketing Coordinator to put together a gift for Diablo Magazine to promote Lemon, which had recently opened their doors in Lafayette's Park Plaza Shopping Center. Ms. Yang is also thrilled to be a part of the Castro Valley Marketplace project, which will be opening in the neighborhood she resides in and will bring much value to the community and surrounding areas. She has worked with several prominent real estate development companies including Equity Residential, The Related Companies, Wood Partners, LOWE and Carmel Partners.

Ms. Yang's extensive graphic design experience includes advanced use of Illustrator, InDesign, Photoshop as well as other Adobe Creative Suite programs. She has earned a Business Administration degree from Chabot College and is currently pursuing a degree in Graphic Design at Laney College.

VICTOR AMPORNDANAI

Office Manager

Victor Amporndanai is the Office Manager at Main Street Property Services, Inc. He is responsible for all operational, administrative and business plans for each of the Main Street team members. He has extensive experience managing different aspects of commercial real estate projects, specifically restaurants including Thai Fine Dining, American Breakfast and Vietnamese Casual Service. His industry knowledge is a key factor which enables him to manage the operational and support needs of the broker, agents, clients and staff optimally.

In addition to his role at Main Street Property Services, Mr. Amporndanai is also the Founder and Managing Partner of two restaurants in San Francisco; Mr. East Kitchen, and Tycoon Kitchen. Some of his most notable achievements include managing Hollywood Café from 2016-2018 and assisting with the acquisition of Velo Rouge Café.

Mr. Amporndanai's previous experience includes assisting clients at Mason McDuffie with acquiring small businesses, restaurants and cafés in the competitive San Francisco market, so he is a natural in his consequential role in such a fast-paced commercial real estate office with numerous responsibilities.

After moving from San Francisco to the East Bay, Mr. Amporndanai was excited to discover Main Street Property Services, Inc. as a thriving, locally based company that would allow him to utilize his unique set of skills and commercial real estate experience in a challenging and rewarding environment.

Mr. Amporndanai received his California real estate license in 2013, at which time he also joined the California Association of Business Brokers. He earned a Bachelor of Arts Degree in Architecture from Chulalongkorn University in Thailand and architectural license in Bangkok in 2008. Mr. Amporndanai is an active member of the International Council of Shopping Centers.

CHARON SEMMELMEYER

Property Accountant / Office Manager

Charon Semmelmeyer is the Property Accountant/Office Manager for Main Street Property Services, Inc. As the office manager, Charon uses her keen organizational skills and personable demeanor to maintain the Human Resource files as well as conduct quintessential employee orientation and training. Due to her exemplary ability to multi-task, Mrs. Semmelmeyer provides reinforcement to all departments as needed.

Mrs. Semmelmeyer is instrumental in the coordination and administration of corporate accounting for Main Street Property Services, Inc., including payroll production. She is also responsible for handling the accounts payable and accounts receivable for the corporate accounts.

Mrs. Semmelmeyer is highly skilled in Lease preparation and documentation and provides valuable assistance to the Property Management Department. Mrs. Semmelmeyer oversees all compliance and maintenance of corporate, management, and tenant files. She is the primary support to the principal of Main Street Property Services, Inc., the property administrator, and the leasing team.

In addition to her human resource duties, Mrs. Semmelmeyer oversees all office management and is responsible for completing business statements and corporate forms from the State of California.

Mrs. Semmelmeyer is proficient in Yardi, Excel, and Quickbooks. She has been an essential employee at Main Street Property Services, Inc. since 1999.

