

# MAY YOUR SALES BLOSSOM THIS SPRING

TIPS FOR TENANTS

SPRING 2021

 **CONSIDER THIS...** The days leading up to the four major holidays of the Spring season see an increase in traffic, as well as sales:

## CREATE A BUZZ!



Plan ahead and start creating a buzz for the upcoming Spring season! Well-timed promotions around holiday gifts and merchandise can help drive both physical and online traffic to your store. Include flash sales, early-bird specials, and loyalty rewards for your best customers. Then, promote your sales and specials in your storefronts, and online via your website, e-mail blasts, and social media channels!

### Upcoming Seasonal Holidays



**EASTER WEEK**  
(3/28 - 4/4)



**MOTHER'S DAY WEEK**  
(5/2 - 5/9)



**MEMORIAL DAY WEEK**  
(5/30 - 6/5)



**FATHER'S DAY WEEK**  
(6/13 - 6/20)



## SPRING CLEANING

Additional operational and marketing tips to get your retail store in tip-top shape this spring!

### WINDOW WASHING



What's the point of having a beautiful window display if the windows themselves are filthy?

Make sure to wash your store windows both inside and out!

### CLEAN & DUST



What's spring cleaning without the cleaning? This is especially important as the pandemic lingers.

You need to continually ensure a clean and safe space for your customers and employees. And, don't forget to dust your fixtures and those hard to reach places too!

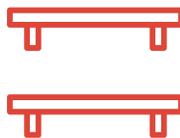
### GET OUTSIDE



Make the most of your curbside! Decorate and draw positive attention to your store.

Host sidewalk sales, continue to encourage curbside pick-up or create a seating area.

### ORGANIZE



Organize your inventory on the front end of your store, and in your backroom too.

Consider bins with labels, hanging racks, and shelving. Retail shelving units may even allow you to store more while maximizing your floor space.

### DECORATE



Once you've done all your cleaning, try adding some seasonal decor to help your store really pop!

Add a splash of color or some flowers to make your store feel warm and welcoming to spring shoppers.

### SERVICE YOUR HVAC



Don't forget to complete preventative maintenance of your HVAC system in

time for the cooling season. Check your service agreement to see what's included, and schedule a check-up before you notice the AC isn't working!