



# spark

merchant information system

A specialty leasing platform to spark prospecting, deals, communication and sales.



How do you collect and

**convert more leads**

to increase your NOI?

traditional methods are

slow

intimidating

error prone

cumbersome

inefficient

Flyers &  
Brochures

Contact Me  
Signs

License  
Applications

Excel  
Spreadsheets

Sales  
Reporting

spark is the first and only digital platform  
for **specialty leasing** which was  
custom designed to help solve

# 4 common challenges:



attract  
merchants



prospect  
tracking



merchant  
communications



sales  
reporting

# attract merchants



## Merchant Information System



**Mall Information**  
The key factors why partnering with Ownership is the right decision for your business.



**Lease Plans**  
Explore the center to see the potential waiting when you retail, advertise or sponsor at our center.



**Available Space**  
Discover your next location by viewing photos, 360 panoramas and layouts for the available space in the center.



**Testimonials**  
Hear what other businesses are saying about our center.

center information

lease plans

available spaces

360 panoramas

testimonials

mall as media



# prospect tracking

License Applicants

	Center Name	Company	DBA	Primary	First Name	Last Name	
1	Example Mall 1	231 Graphics and Web Des			Herbert	G	
2	Example Mall 2	231 Graphics and Web Des	Muskegon Biker LLC		Jackson	Everett	CEC
3		231 Graphics			JJJ	GGG	this
4		Johnny's Jewelry			Bobby	Tester	CEC
5		Cosmetics Zone			Johnny	Eyeshadow	
6		Celle Smart			Rahm	Despaniel	

## License Application

### Merchant Application

Tell us who you are and what you would like to do

Center Name \*

Example Mall 1

### Contact Information

First Name \*

Last Name \*

Title

Email \*

digital license applications

email notifications

automatic alerts

portfolio views



# merchant communications

Criteria



## Merchant Handbook

Your source for all technical information, rules and regulations to operate in the center



## Visual Merchandising

Criteria, guidelines, tips and tricks to create stunning displays that drive sales



## Temporary Store Signage

Criteria for temporary retail store signage

digital handbooks

visual merchandising

signage requirements

center notifications

Notifications



## Meet the Management

Mar 22, 2014

This Friday night join us for a networking event with the Mall Management and Staff. We will provide food, drinks and a fun game of bocce ball (or two) in the food court. This is a must attend event. See you there.



# sales reporting



online submission form

certification statement

center summary

quick sort views

A white smartphone displaying a mobile web form. The status bar at the top shows AT&T, 10:25 PM, and 39% battery. The URL is mis.workshop-mg.com. The form is titled "Merchant Sales Form - Example Mall" and includes a "WORKSHOP" logo with a lightbulb icon. The form contains several fields: "Merchant Name" (text input), "Doing Business As" (text input), "Shopping Center Name" (dropdown menu), "Sales Month" (dropdown menu), "Sales Year" (dropdown menu showing 2016), and "Gross Sales" (text input). A note above the form asks to complete the information on or before the 5th of each month.



Try it yourself

<http://mis.workshop-mg.com>

The specialty leasing system  
your team deserves



spark

merchant information system



 @workshopMG |  [www.workshop-mg.com](http://www.workshop-mg.com)