

**Education:**

Florida State University, Tallahassee, FL  
Bachelor of Science - Business

**Career Summary:**

Jeff joined in Richard Bowers & Co in 2004. He specializes in Tenant Representation, Landlord Representation; Land Sales, Leasing, and Sales/ Dispositions.

Jeff specializes in retail tenant representation in addition to Landlord representation, retail sales and dispositions.

McMullen's business experience includes sales; management positions in business, retail and wholesale organizations; retail store development, franchising, site selection, build out, sales and lease negotiations. His franchise ownership experience allows him to guide retail storeowners through site selection from an ownership prospective. This in turn creates better long term deals for Tenants and Landlords alike.

Jeff directs real estate growth for retailers; Amazing Lash Studios, Cartridge World USA, BoneHeads, Massage Heights, metroPCS, Pure Life Renal, The Joint, [solidcore], to name a few. Jeff teamed up with the "Master Franchisor of the Year" of a National Franchise and helped engineer the increase locations from 4 to 36 and from 3 stores to 17 before the franchisor sold the company. Goals are achieved by using a systematic location evaluation process that allowed the Franchisor to maximize locations without adversely affecting other stores.

In a similar fashion, Jeff assists other clients in tackling the Atlanta market through the use of in-house resources like demographics, traffic counts, aerials and competitive market analysis. Part of the McMullen success formula includes "face time" with prospective tenants, in-depth market analysis for clients, driving the market and a commitment to the client after the deal is closed. Additionally, Jeff represents Landlords in marketing their centers and spaces to Tenants throughout Metro Atlanta through electronic means, through local contacts and Tenant Reps and of course cold calling stores for opportunity.

Jeff is a member of Atlanta Commercial Board of Realtors, and International Council of Shopping Centers (ICSC).

**Specialty:**  
Retail**Requirements Completed:**

- Amazing Lash Studios
- Boneheads
- Bridgestone-Firestone
- Cartridge World
- Davey Tree
- Dunkin Donuts
- EmbroidMe
- Erbert & Gerberts
- Foot Solutions
- General Electric
- Kale Me Crazy
- Massage Heights
- MD Lab Test
- MetroPCS
- Pure Life Renal
- Smoothie King
- Save-A-Lot
- Signarama [solidcore]
- The Joint
- The Shave
- The Festivity Group
- uBreak I Fix
- Waffle House
- Which Wich
- Yogli Mogli

**Contact Jeff Today!****Jeff McMullen**

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