

Linda Congleton

Principal/Owner, Linda S. Congleton & Associates

lscongletonassoc@aol.com

Summary

Founded in 1984, LINDA S. CONGLETON & ASSOCIATES (“LSCA”) offers practical solutions to the marketing challenges of existing and proposed retail projects, including master-planned community centers; mixed-use developments; regional centers; main street/pedestrian/ specialty & “lifestyle” centers; value-oriented promotional centers; neighborhood, community and town center projects; and integrated resort shopping centers.

We provide a broad range of market research, financial, and strategic planning consultation services. Work products include:

- Feasibility studies.
- Strategic market optimization and implementation programs.
- Repositioning strategies.
- Tenant mix recommendations.
- Acquisition/financing due diligence.
- Consumer market research.
- Retail brainstorming charrettes.
- Expert witness research/testimony.

Specific consulting functions include:

- Conduct trade area analysis, competitive assessment and voids inventory.
 - Identify key effects of trade area demographic and lifestyle characteristics and determine prime target markets for positioning strategies.
 - Prepare expenditure potential project sales projections from target markets.
 - Determine retail center, supportable square footage and realistically achievable rents.
 - Prepare “highest-and-best-use” development concept programs, including detailed product mix, pricing and sizing recommendations.
 - Recommend tenant mix and development implementation strategies for sales and rent optimization.
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Experience

Owner at Linda S. Congleton & Associates

September 1984 - Present (32 years 4 months)

LINDA S. CONGLETON, principal of LINDA S. CONGLETON & ASSOCIATES (LSCA), brings nearly 30 years of experience to client assignments. A graduate of the Stanford University Graduate School of Business, she founded LSCA in 1984, specializing in strategic, market-based, retail real estate consulting. She is an active member of the Urban Land Institute, including serving for many years on ULI's Commercial/Retail Development Council. She has also served on numerous Urban Land Institute Advisory Panels and has spoken at ULI's major conferences. Ms. Congleton is also an active member of the International Council of Shopping Centers.

Ms. Congleton's extensive knowledge of the retail real estate market has been a valued resource to LSCA's clients, which include real estate developers, financiers, cities, and state agencies. She is a frequent speaker on major retail trends, on-street shopping district optimization strategies, shopping center investment market fundamentals, and entertainment/dining and lifestyle center topics. For several years, she was the principal instructor at the Urban Land Institute's two-day multi-city shopping center development educational Workshops for experienced real estate professionals. She has taught courses at UC Irvine's Graduate School of Urban & Regional Planning and UCLA's business extension program. Her expert witness work has included numerous litigation and arbitration hearing assignments.

LSCA is committed to using sophisticated market research techniques that produce realistic and workable solutions for our clients. We are noted for insightful analysis, straightforward presentations, creative implementation strategies, and customized client products. Our approach is designed to provide clients with the effective tools to maximize their economic goals.

Skills & Expertise

Real Estate

Sellers

Investment Properties

Short Sales

Condos

Property Management

Relocation

Investors

Listings

Real Estate Transactions

Real Estate Development

Shopping Centers

Retail

Marketing

Tenant

Education

Stanford University Graduate School of Business

Master of Business Administration (M.B.A.), Finance, Real Estate, Marketing, 1977 - 1979

University of California, Berkeley

Bachelor of Arts (B.A.), English Literature and Modern Drama, 1970 - 1974

Interests

Horses, Dressage

Linda Congleton

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[Contact Linda on LinkedIn](#)