



Nancy Erickson, MBA

Executive Managing Director | Tampa Bay Florida
Retail Services

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colliers.com

311 Park Place Blvd.
Suite 600
Clearwater, FL 33759

Education or Qualifications

MBA, Management, Monmouth University

BS, Marketing, Kean University

Licensed Real Estate Broker in NJ, NY and FL

Affiliations or Memberships

International Council of Shopping Centers (ICSC)

CREW (board member multiple years)

Area of Expertise

Nancy Erickson joined Colliers in January 2016 as an executive managing director with over 25 years' experience in retail services, mixed-use development, landlord representation, strategic brand and portfolio planning, site selection, deal negotiations, acquisitions and dispositions of real estate nationally, along with many years of marketing experience in the design and construction industries. Her seasoned tenant representation experience comprises expert master brokering, handling national representation for hundreds of roll-outs, lease negotiations, lease restructuring, and market recommendations (rent restructuring), and disposition sites, and continues to help grow many brands. Nancy is well respected in the industry and has outstanding long-standing with landlord developers and local brokers. She holds a chair position on Collier's national retail leadership region board since joining the firm.

Professional Accomplishments

- One of Colliers highest earning retail brokers
- NJ Top 10, Cushman & Wakefield's "Highest Earning Director"
- Nancy has managed some of the most prominent Landlord assignments while in the northeast including Bell Works, Riverhead Centre, Plaza at Harmon Meadow, Valley & Bloom in Montclair, Streets of Chester, Harrison Yards, along with numerous others.

Community Involvement

Hudson Valley SPCA

Sun Coast Humane Society

Business and educational background

As Master Broker, Nancy travels with her clients, assisting with development direction aligning retailer goals, preparing complete packages for client, managing and reporting on all market tours to determine direction to lease, buy or dispose of to align with their respective business and financial plans. Nancy is currently and/ or performed as master broker or preferred broker for several national brands including Macy's, Ruth's Chris, Benihana, 99 Ranch, Madison-Reed Color Bar, AT&T, Cabela's, Speedway, IHOP, Crunch Fitness, among others. She represents clients at industry events. Nancy has the ability to work with nationals to first timers, all with a confident but easy-going style that clients appreciate.

Prior to joining Colliers, Nancy was at Cushman & Wakefield for 12 years, in the NY corporate office and led and developed the NJ Retail operations from 2008-2016. Her focus was on national retailer representation, along with working with some of the most recognized developers, all while building the company's retail team, and retailer and agency portfolio.

Nancy served as a Senior Director in the Corporate Services group at GVA Williams (now Colliers). She rounds out her real estate knowledge and marketing experience in the design, development, and construction industries, including positions at IA Architects; HLW Architects; Tishman Realty and Construction; York Hunter; Morse Diesel; Frederic R. Harris; Edwards & Kelcey.

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Colliers

Represented Clients and Projects

Landlord	Macy's dispositions
	Bell Works
	Riverhead Centre
	Plaza at Harmon Meadow
	Valley & Bloom, Montclair
	Streets of Chester
	Harrison Yards
	Edison Woods

Ruth's Chris Master broker beginning 2016 for U.S. growth working with the retailer's real estate and executive team

Preferred or exclusive broker multi-state

	Benihana
	Madison Reed
	99 Ranch
	Speedway/Hess
	Macy's
	L'Aquarium - Blau Life
	ASAP Urgent Care

Kool Smiles Exclusive master broker at the brand inception. Continued to meet the steadily growing needs for over 10 years and more than 140 locations, along with serving an internal role for several months, leading the CRE

99 Ranch Continues to grow this top of class Asian grocery store chain nationally since 2012

Hess/Speedway Disposed of dozens of under-performing locations, while growing the brand on a retainer

New location growth strategies

	Restoration Hardware
	School of Rock
	Gold's
	One River
	Planet Fitness
	Kobeyaki
	Apple Montessori
	Kiddie Academy
	Amazing Last Studio
	b. good
	Hibbett Sports
	Street Corner

Retailer lease renegotiations for numerous retailers

	Macy's
	Kool Smiles
	IHOP