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For Immediate Release

## Shopping Center Veterans Carolyn Feimster, Keith Thompson Join Woodcliff Realty Advisors

*Retail property consultancy announces two long-term retail real estate professionals  
to provide real estate management consulting for retailers and shopping centers*

WOODCLIFF LAKE, N.J. (March 23, 2018) - **Carolyn J. Feimster**, CRX, CMD and **R. Keith Thompson**, CRX, CLS have joined Woodcliff Realty Advisors LLC, announced **Rudolph E. Milian**, CRX, CSM, CMD, president and CEO of the Woodcliff Lake, N.J.-based commercial real estate consulting group.

"Carolyn Feimster and Keith Thompson bring new areas of expertise previously missing from the consultant lineup at Woodcliff," Milian said. The full-service management consultancy brings together an elite group of real estate professionals across North America to serve shopping center companies, retailers, commercial real estate organizations, communities and investors.

Feimster is the founder and president of CJF Marketing International with offices in Hollywood, Fla., and North Brunswick, N.J. For more than three decades, Feimster has been administering tourism training programs as well as researching, writing and implementing retail tourism marketing plans for developers, municipalities, shopping center associations, development agencies and retailers worldwide. Additionally, she has represented a number of shopping centers at domestic and international travel trade shows. Prior to CJFMI, Feimster headed corporate marketing for shopping center legend James W. Rouse, cited as the pioneer developer of tourism-oriented retail projects. Before that she oversaw marketing for Turnberry Associates, where she helped lay the groundwork for the flagship Aventura Mall in South Florida since its grand opening in the 1980s.

"I'm excited to join the Woodcliff team in this innovative venture," said Feimster, who will assist Woodcliff clients in areas involving tourism and conventioner marketing to capture retail sales from the lucrative travel and leisure market. "The U.S. Department of Commerce's research proves that shopping and dining are consistently ranked within the top three activities of all visitors. After we properly identify and market to this lucrative sector, we are able to capitalize on this trend and capture a significant share of business for our clients."

Thompson will assist Woodcliff shopping center clients seeking to diversify their tenant mix from apparel-based to entertainment, dining, hospitality and other contemporary internet-proof uses and services by creating a redevelopment plan for the property to maximize its entertainment appeal as well as help draw the appropriate theater and other entertainment tenants.

"More and more 'retail' properties are incorporating entertainment uses from theaters to bowling

alleys to live performance stages to attract guests of all ages," Thompson said. "I'm excited to work with Woodcliff and its team of professionals as we remake shopping centers for 21<sup>st</sup> century consumers."

Thompson is the managing partner of Entertainment Real Estate LLC, as well as a principal at Chrysolite Management Group, a commercial real estate company in Kingsport, Tenn., that represents retailers and landlords. Previously, he co-founded Phoenix Theatres Entertainment and before that headed up real estate for Regal Entertainment, where he grew the company from 14 to 400 theaters nationwide.

Since its inception in January 2016, Woodcliff has served clients with a wide array of services including raising equity participation in a ground up development, marketing, public relations and leasing consulting for a newly developed retail, dining, entertainment and office project, expert witness testimony for a shopping center developer, evaluating a retail chain's vast real estate portfolio for a global investment firm, handling marketing and publicity for a new retail real estate software company, providing lease accounting examination and retail sales audits for a private shopping center developer and a retail real estate investment trust. Additionally, Woodcliff provided tenant coordination services, created tenant criteria manuals, packaged equity investment for a retail company, provided leasing services for a mixed-use project, conducted an asset potential assessment for an open-air center, and devised a redevelopment, repositioning and remerchandising strategy for a large real estate investment trust.

Most Woodcliff consultants have been professionally certified by the International Council of Shopping Centers (ICSC), and each has more than 20 years of shopping center experience. In addition to Feimster, Milian and Thompson, Woodcliff's other consultants are: G. Lamont Blackstone, CRX (Vernon, N.Y.), Ronald L. Braun, CRX, CDP (Dallas), Eric C. Buckner, CPA (Owings Mills, Md.), George Caraghiaur, LEED AP (Indianapolis), Donn Carr (Orlando, Fla.), Suzanne K. Cayley, CLS, SLD (Toronto, Ont., Canada), Rene F. Daniel, CLS, CRX (Baltimore), Alberta Davidson, CMD (San Diego), John M. Genovese, CRX, CDP, CSM, CLS, CMD (Los Angeles), Gordon T. "Skip" Greeby, Jr., P.E., CRX, CDP (Lake Bluff, Ill.), Debra Hazel (New York), Kenneth S. Lamy, CRX (New Orleans), Steven Levy (Memphis, Tenn.), Pamela Lippe, LEED Fellow (New York), David D. Lobaugh (Atlanta), James E. Matanky, CRX, CLS, CDP, CSM (Chicago), Jack Nugent (Atlanta), Michael E. Rulli, CRX, CSM, CMD (Dallas), Ronald F. Simkin (Germantown, Tenn.), and Bill Speer (San Diego).

"What makes Woodcliff different from other consultancies is that many leaders in retail real estate are offering their expertise through a coordinated consortium," Milian says. "Our clients have access to an all-star team so they can focus on what they do best: running and growing their companies."

For more information, call +1 (201) 391-0585 or email [info@woodcliffllc.com](mailto:info@woodcliffllc.com).



Feimster



Thompson

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**About Woodcliff**

Woodcliff Realty Advisors, LLC is a full-service consultancy serving retailers, commercial real estate owners and service providers. Woodcliff offers scores of services in various areas of specialties geared to adding value to commercial properties and maximizing their income potential. Its affiliated industry-leading experts and professionals provide a myriad of services to help clients achieve their goals related to their income-producing real estate. Woodcliff is headquartered in Woodcliff Lake, N.J., and works with professionals located throughout the United States and Canada to service clients worldwide. <http://www.woodcliffllc.com/>

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