



SP PlusSM
Retail Services

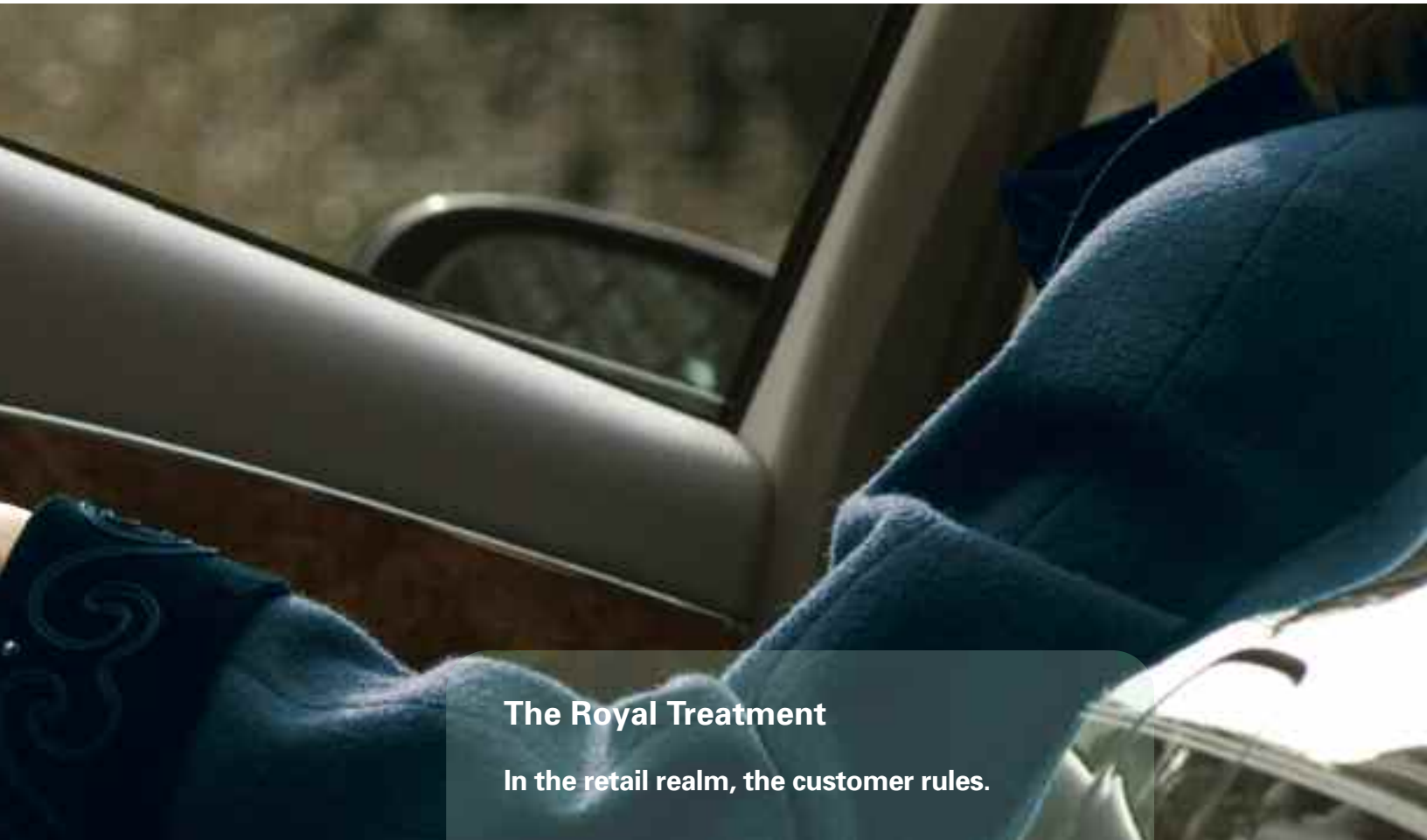
Superior People. Superior Performance.

A division of Standard Parking



“SP PlusSM Retail Services has been a first-rate operator of our parking facilities with a wealth of information at their disposal for the benefit of their client. We are completely satisfied with their services and look forward to a very long business relationship.”


Jamison Services, Inc.



The Royal Treatment

In the retail realm, the customer rules.

SP PlusSM Retail Services gives customers what they want: clean, well-operated parking facilities staffed with courteous, responsive attendants. Under our management, parking escalates from a convenience to a premium experience. Retail center owners and managers welcome the added value of satisfied parking patrons and enhanced garage revenues. And customers appreciate the royal treatment they get from our hand-picked team.



SP PlusSM Retail Services, a division of industry leader Standard Parking, offers clients the advantages of multifaceted corporate resources and one-stop shopping for a complete catalog of services.

The Whole Package

Parking planning and management

Parking facility planning


- > New facility design
- > Facility reconfiguration
- > Graphics/signage
- > Lighting/security
- > Automated traffic and revenue controls
- > Preferred parking areas

Our parking professionals advise clients on lighting, security, signage, and automated traffic and revenue control equipment. At existing facilities, we ease crowding with solutions from stack parking to layout redesign. As an added service, our signage specialists can create parking facility graphics compatible with each property's brand identity.

Parking facility management

- > Facilities startup
- > Self-park operations
- > Cash-flow management
- > Revenue controls
- > Monthly parking/validation management
- > Pro forma projection of traffic volume
- > Pricing optimization/profit maximization

Our expertise helps transform retail parking from a cost center into a revenue-producer. By introducing automated parking systems, we improve traffic flow, reduce operating costs and increase revenues. Through analysis of competitive market rates and validation programs, our experienced professionals create customized management solutions that maximize both revenues and customer service.



"The security program you have established encompasses all of our needs from security patrol and crime prevention to a total redesign of our CCTV systems. We have been very impressed with the professionalism of your management staff and security personnel."

Westside Plaza, LLC



Valet service

- > Traffic management
- > Staging
- > Doorman services
- > Package assistance
- > Directions and maps

Leveraging our “white glove” valet expertise at five-star hotels, we bring superior valet service to premier retail centers nationwide. Our prompt and courteous service reflects well on the properties we represent. As a division of a leading parking management company, we often manage nearby garages where we can access extra capacity to meet peak demand.

Transportation

- > Drivers
- > Routing and scheduling
- > Vehicle selection
- > Turnkey startup services

We work to provide efficient, reliable transportation within the retail complex or connecting with nearby attractions. Our services incorporate the expertise of SP PlusSM Transportation, which operates a nationwide fleet of hundreds of shuttle vehicles that transport more than 20 million passengers a year.

Safety and security

Our attendants work with mall security to maintain an active presence to improve parking safety. In selected markets, we provide more comprehensive services through SP PlusSM Security.

Maintenance

We set meticulous standards for our facilities and maintain them through a carefully developed, strictly enforced monitoring system. SP PlusSM Maintenance provides more extensive services in some markets.





Dollars and Values

Advanced technologies

SP PlusSM Retail Services adapts the latest parking technologies to the retail environment. We evaluate technology needs, advise on solutions, plan upgrades, oversee installation and test equipment. Our buying power helps clients realize significant savings on technology investments.

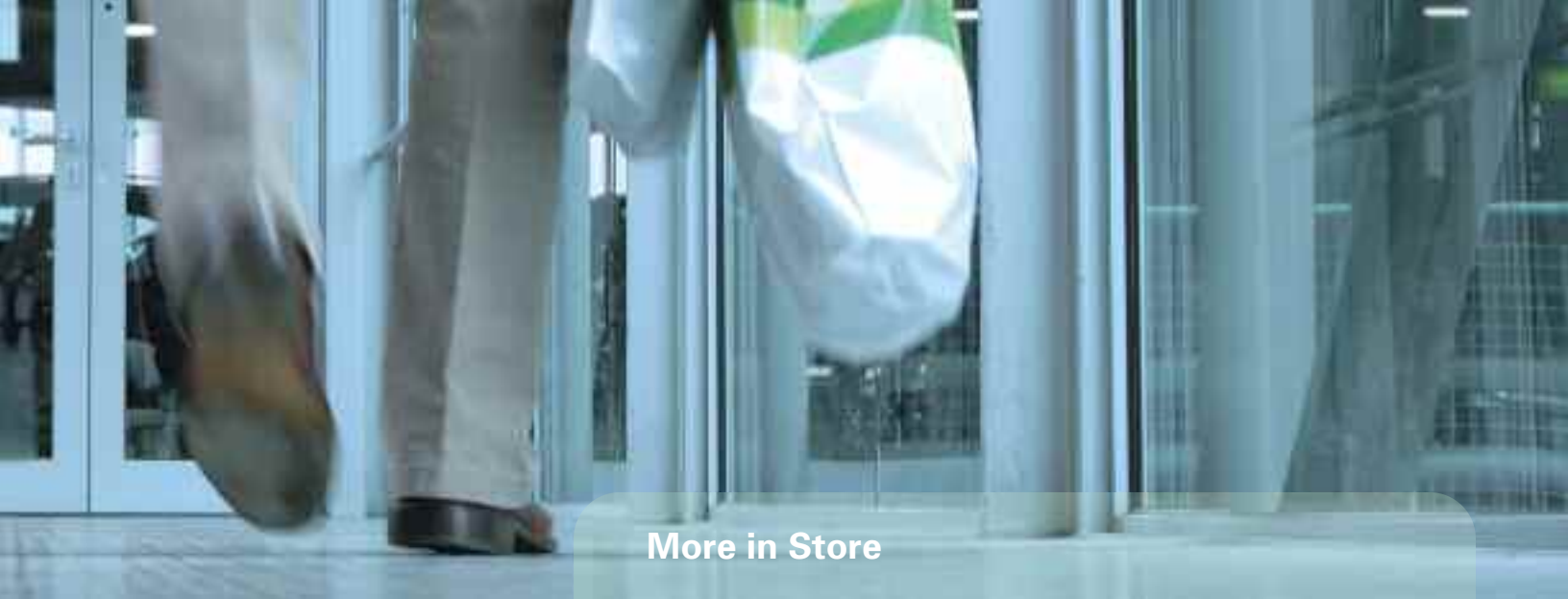
Eco-friendly operations

We look for every opportunity to make our operations more eco-friendly and reduce our carbon footprint. Our innovative business processes won an "Empower the Green Enterprise" award from software giant Oracle. With our new processes, each year we expect to save 312 tons of paper, 624 tons of trees, 5.1 million gallons of water, 600,000 pounds of waste and 19,000 pounds of emissions.

Client profit maximization

Our financial systems are designed to increase revenue and control costs. Transaction automation eliminates cashier labor costs and reduces cash handling. Volume purchasing saves our clients money, while electronic procurement streamlines invoicing and validates expenses. And with our Web-based Client View[®] system, the property management team can securely download monthly financials and detailed backup reports at its convenience.





More in Store

Staffing and training

Outstanding customer service is an expectation that our employees meet or exceed every day. We maintain high standards for recruiting and screening employees, and those selected receive extensive training through Standard UniversitySM. Our graduates understand and embrace their roles as front-line ambassadors for our clients' properties, and their courtesy and professionalism make positive impressions with retail center visitors. To maximize efficiency, we use an automated workforce management system that streamlines scheduling, tracks time and lowers labor costs.

Always seeking new ways to improve our customer experience, SP PlusSM Retail Services offers:

- > Books-To-Go[®] CD lending library
- > Films-To-Go[®] DVD lending library
- > Standard Road Assist[®] emergency services
- > CarCare services
- > On-site car wash services
- > Courtesy umbrellas
- > Complimentary vehicle assistance services
 - Tire inflation
 - Tire change
 - Battery jump start
 - Windshield cleaning
- > Customer-appreciation promotions



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