



RETAIL  
SERVICES



## RETAIL SERVICES

Our **SP+ Retail Services** operating division focuses *exclusively* on the retail market, so our expert staff knows exactly what it takes to give customers what they want: clean, safe, well-operated parking facilities staffed with courteous and responsive attendants. Under our management, parking escalates from a convenience to a premium experience.

INNOVATION **IN** OPERATION™

---

[www.spplus.com/retailservices](http://www.spplus.com/retailservices)



### Parking Management



Our dual objectives at retail centers are to maximize parking facility revenues while at the same time ensuring that parking patrons have a pleasant, hassle-free parking experience.

### Parking Management

Through operations analyses, competitive market surveys and advanced systems and technologies, we create customized management solutions combining efficiency and economy with courtesy and convenience. Our parking professionals advise clients on lighting, safety, signage, and automated traffic and revenue control equipment.

- > Facility design
- > Demand forecasts
- > Pro forma development and financial analysis
- > Traffic and revenue controls

### Valet Parking

Valet attendants serve as a retail center's goodwill ambassadors. The personalities, professionalism and pride of hand-picked valet teams reinforce our clients' commitment to customer satisfaction, and customers appreciate receiving the royal treatment.

- > Traffic management
- > Staging
- > Doorman services
- > Package assistance



## Revenue Generation

Our in-house interactive marketing staff uses digital tools and customized marketing campaigns to promote facilities through the power of the Internet. Our relationships with select advertising and marketing promotion companies provide our clients with new opportunities to enhance revenue.

- > Website and marketing program development
- > Social media campaigns
- > **Click and Park**® reservations
- > Mobile consumer apps

## We're More Than Parking



**SP+** professionals can provide an expanded range of expertise and services to our retail clients.

## Transportation

**SP+ Transportation** provides effective and efficient transportation solutions for a retail complex. Our shuttle buses provide reliable transportation options to commuter hubs and within large retail centers and malls.

- > Vehicle selection and financing
- > ADA compliance
- > Routing and scheduling
- > Off-retail center options

INNOVATION **IN** OPERATION™

[www.splplus.com/retailservices](http://www.splplus.com/retailservices)



## Facility Maintenance

**SP+ Facility Maintenance** offers a wide range of cleaning, painting and repair services to keep parking facilities looking crisp and appealing.

- > Power sweeping
- > Painting
- > General housekeeping
- > Concrete and asphalt repairs

## Security

Our parking facilities are always clean and well-lit, with easy-to-follow way-finding signage and clearly marked emergency signs and exits. In select markets, our **SP+ Security** team can provide professionally trained and licensed security officers to address enhanced safety and security needs.

- > Security officer services
- > Integrated security systems
- > Outside risk management reviews
- > Vehicle escort services

### Learn More About SP+

We operate with an ongoing commitment to delivering added value to clients through innovation, sustainable practices, new technology and diverse subject matter expertise.

Please visit our website for more information on our complete line of services.

[www.spplus.com](http://www.spplus.com)

INNOVATION **IN** OPERATION™

[www.spplus.com/retailservices](http://www.spplus.com/retailservices)



RETAIL  
SERVICES



**SP Plus Corporation**  
200 East Randolph Street  
Suite 7700  
Chicago, IL 60601  
312-274-2000

INNOVATION **IN** OPERATION™

[www.spplus.com/retailservices](http://www.spplus.com/retailservices)