



Retail Leasing Startup Resquared Provides New Lead Generation Software to Macerich for Short-Term Leasing

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New York, NY (June 9, 2022)—Resquared, an emerging startup focused on commercial real estate lead generation, today announced it will provide its software solution to Macerich, one of the nation's leading owners, operators and developers of major retail properties in top markets.

Resquared's software will be rolled out to Macerich's Business Development teams nationwide to support the company's outreach to local and nontraditional tenants for short-term, pop-up and specialty leasing.

Class A retail property owners and operators, like Macerich, are prioritizing local businesses more than ever before, a trend that began even before the pandemic. "Our regional town centers succeed by delivering more choices and experiences to more people," said Ted Kaminski, Senior Vice President, Specialty Leasing, Macerich. "Local and other unique retail concepts are an increasingly important part of the mix at our centers, and Resquared offers a terrific technology solution to help us connect with more of these potential tenants."

Resquared's software dovetails with Macerich's new proprietary online platform, QuikSpace, which facilitates flexible, short-term lease opportunities for tenants. The powerful combination of these two technologies adds efficiency powered by digital solutions to the short-term leasing process.

Griffin Morris, Co-Founder of Resquared, added, "Macerich has always been a leader in this industry, and their outlook on local businesses is set to help shape the future of the industry. It's been a pleasure to work with Macerich's Business Development team on the nationwide rollout of our software, as they understand the power of digital technology to support their business and local small businesses. We are looking forward to seeing the positive impact that Resquared has on their results."

About Resquared

In March of 2020, Resquared launched the first marketing platform specifically designed to reach local businesses. The software has built-in data on every local business and includes training and workflows that have been proven to effectively get in touch with business owners through social media and personalized email outreach. Case studies available on www.re2.ai demonstrate how Resquared can save, on average, 3+ hours per day of prospecting while generating 10x more leads.

About Macerich

Macerich is a fully integrated, self-managed and self-administered real estate investment trust (REIT). As a leading owner, operator and developer of high-quality retail real estate in densely populated and attractive U.S. markets, Macerich's portfolio is concentrated in California, the Pacific Northwest, Phoenix/Scottsdale, and the Metro New York to Washington, D.C. corridor. Developing and managing properties that serve as community cornerstones, Macerich currently owns 48 million square feet of real estate consisting primarily of interests in 44 regional town centers. Macerich is firmly dedicated to advancing environmental goals, social good and sound corporate governance. A recognized leader in sustainability, Macerich has achieved a #1 GRESB ranking for the North American retail sector for seven straight years (2015-2021). For more information, please visit www.Macerich.com.