

AN ICONIC EXPERIENCE
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CRABTREE



► AN ICONIC EXPERIENCE

CRABTREE

#COMETOGETHER

CRABTREE

COMMERCE COMMUNITY CULTURE COMMERCE COMMUNITY CULTURE



PROPERTY INFO

BUILT	1972
STORES	200
TOTAL CENTER GLA	1,370,000 SF
DAILY VISITORS	26,800
ANNUAL VISITORS	10.4 MILLION
PARKING SPACES	6,019
ANNUAL SALES	\$530+ MILLION
RESTAURANT SALES	\$62 MILLION
TOTAL	\$592 MILLION

Crabtree is the largest super-regional shopping Center in the southwest corridor and an admired North Carolina landmark. With more than 1.3 million sq. ft. of retail space, the center hosts 10.4 million shoppers annually, visiting from every corner of the country. It generates \$500+ million in sales annually and boasts over \$62 million in restaurant sales annually.

Crabtree, a community staple for over 50 years, offers a world-class shopping and dining experience, boasting the largest selection of retailers in the Carolinas with approximately 200 local, regional, and national shops with three anchors — Belk, Belk Men's Store, and Macy's.

belk
MEN'S STORE

H&M

★ macy's

FOREVER 21



belk

Fleming's
PRIME STEAKHOUSE & WINE BAR

Seasons 52
FRESH GRILL | WINE BAR



CONVENIENTLY LOCATED IN THE STATE CAPITAL

Conveniently located in the state capital, Raleigh, the “City of Oaks,” and in the heart of the Triangle, Crabtree has easy access to I-40, I-440, the Raleigh Beltline, I-540, and the U.S. 70. It is an ideal location, as Triangle residents are all minutes within a short drive from our doors, and offers convenient access for out-of-town guests and tourists.

Nearby, there are numerous desirable residential communities, such as: GlenLake South and modern luxury hotels that cater to corporate guests and offer meeting and event spaces, including Raleigh Marriott Crabtree Valley.

CRABTREE

RALEIGH, NC

Capital of North Carolina. Booming metropolis with a big city feel and Southern charm.

4 MILES

North of downtown

EASY ACCESS

to I-40, I-440, the Raleigh Beltline, I-540, and U.S. 70

234,000

vehicles passing daily

423,645

employees within 10 miles

FORTUNE 500 COMPANIES

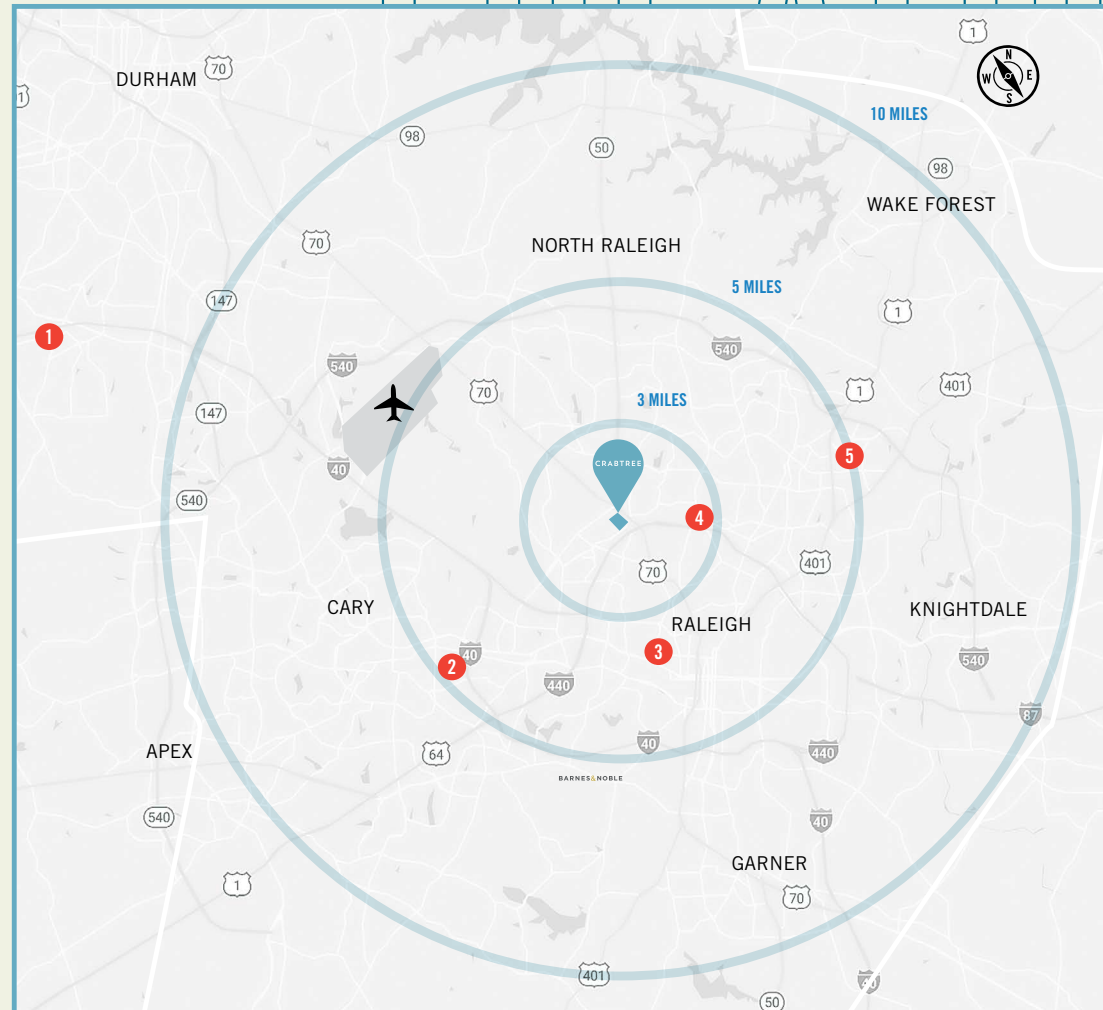
Advance Auto Parts, Bank of America, Duke Energy, Honeywell, Hanesbrands, IQVIA, Labcorp, Lowe's, Truist Financial

300,660

total housing units within 10 miles

379

Hotel rooms at neighboring Raleigh Marriott Crabtree



- 1 The Streets at Southpoint
- 2 Fenton
- 3 Village District

- 4 North Hills Mall
- 5 Triangle Town Center

✈ RDU Airport

ATTRACTIONS + LANDMARKS

1. NC Museum of History (1.2M)
2. NC Museum of Natural Sciences (1.2M)
3. NC Museum of Art
4. Dorothea Dix Park (30K+)
5. State Farmers Market (3M)

CONVENTION CENTERS, STADIUMS, + OUTDOOR

6. NC State Fairgrounds (1.1M)
7. Carter-Finley Stadium (58K)
8. PNC Arena (1.5M)
9. Wake Med Soccer Park (11K)
10. WRAL Soccer Park
11. Raleigh Convention Center (17.9M)
12. Duke Center for Performing Arts
13. Red Hat Amphitheatre

HOSPITALS

14. Wake Med Raleigh (35K+)
15. Wake Med Cary Campus (15K)
16. UNC Rex Healthcare (34K)
17. Duke Raleigh Hospital (261K+)

HOTELS

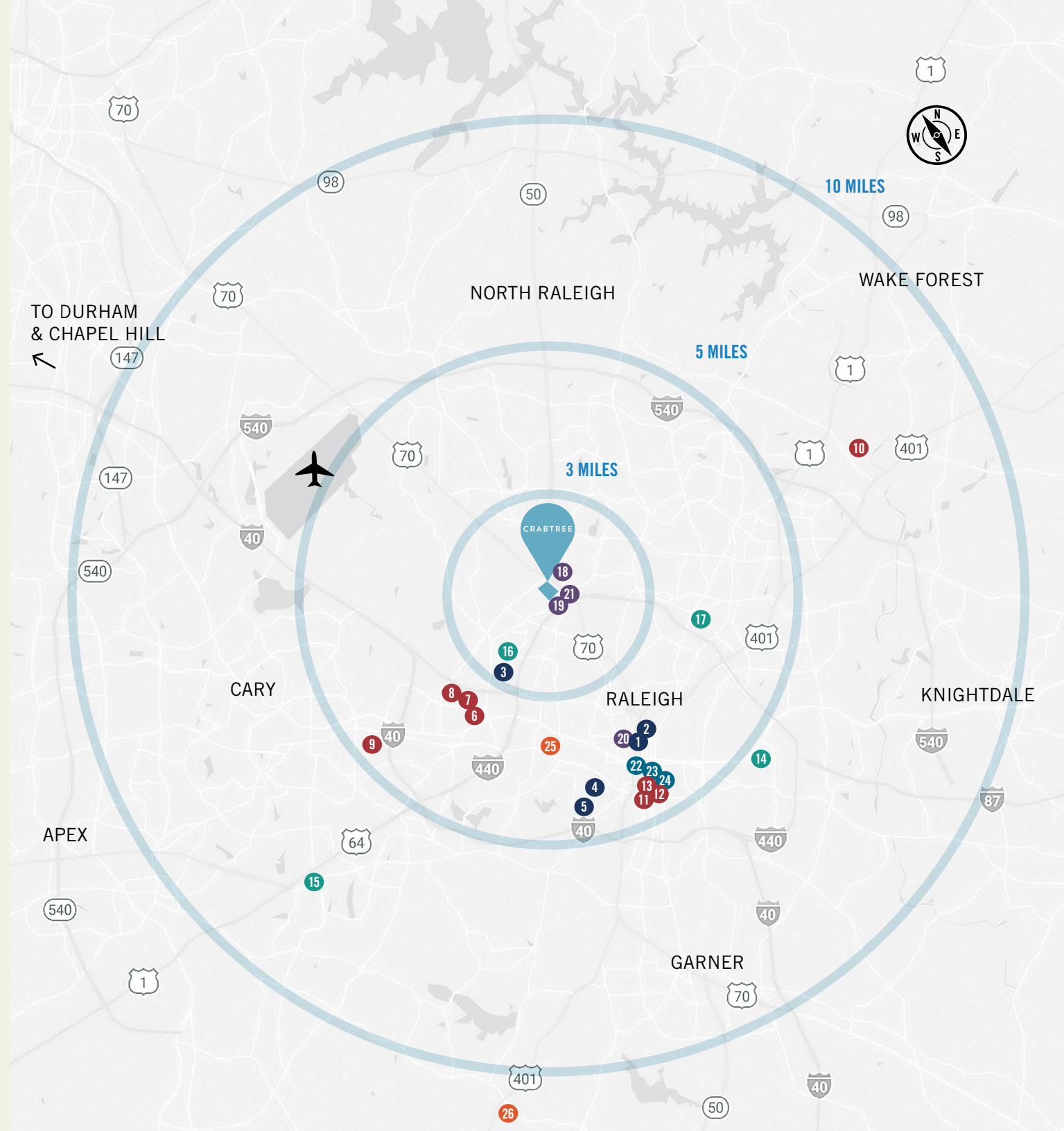
18. Raleigh Marriott Crabtree Valley
19. Hampton Inn & Suites Raleigh/Crabtree Valley
20. Hampton Inn & Suites Raleigh Downtown
21. Hilton Garden Inn Raleigh/Crabtree Valley

BUSINESSES

22. City of Raleigh (3,974)
23. Duke Energy (2,800)
24. Red Hat (2,500)

EDUCATIONAL INSTITUTIONS

25. NC State University
26. Wake Tech (enrollment: 70K)



NEARBY UNIVERSITIES

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Three of the nation's finest universities, North Carolina State University, Duke University, and University of North Carolina at Chapel Hill, totaling over 50,000 students, is within a 20-mile radius from Crabtree. Additionally, Meredith College, a private women's liberal arts college and coeducation graduate school and Campbell University School of Law and Meredith are located nearby in Raleigh.

NORTH CAROLINA STATE UNIVERSITY



NC STATE
UNIVERSITY

Leading public research university that excels in science, technology, engineering, and math. With more than 36,762 undergraduate and graduate students and 2,457 faculty, it's among the largest in the country.

DUKE UNIVERSITY



Duke

Private research institution ranked #12 by US News & World Report. Its graduate programs include the highly-ranked Fuqua School of Business, Pratt School of Engineering, and the School of Medicine. 15,551 undergraduate and graduate and over 3,956 faculty.

UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

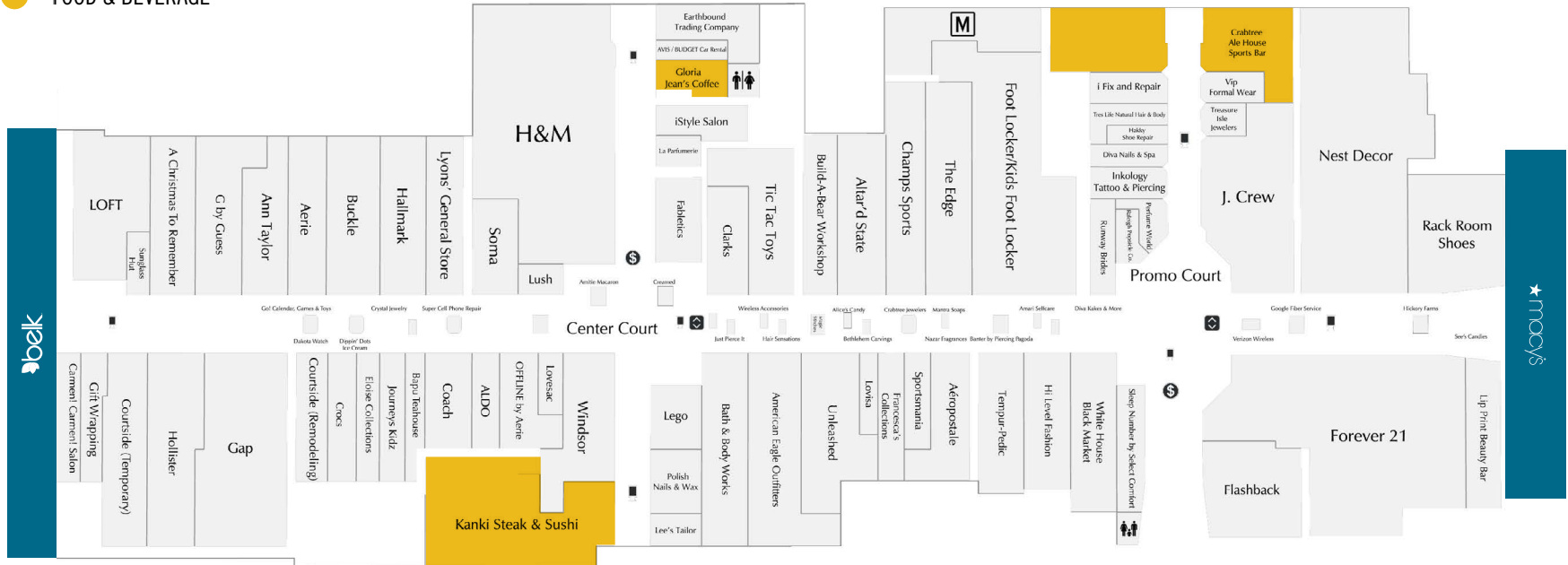
Ranked 3rd best public university by The Wall Street Journal. Business administration, media & journalism, and political science are among their popular majors. UNC has 30,108 undergraduate and graduate students plus 3,887 faculty members.

A CENTRAL GATHERING PLACE

Crabtree offers an experience that is memorable, energetic, lively and fun. This premier destination provides an enhanced shopping experience by engaging the community and activating the center with entertainment and programming for guests of all ages.



- ANCHORS
- DINING TERRACE
- FOOD & BEVERAGE



LOWER LEVEL TENANTS

FOREVER 21

H&M



COACH

LUSH

FABLETICS

BEST
BUY

Foot Locker

LEGO

BUILD-A-BEAR

★ macy's

belk

aerie

BARNES & NOBLE

TENANT PERFORMANCE ACCOLADES



#1 TOP PERFORMING STORE IN THE COMPANY

LILLY PULITZER - #1 IN THE COUNTRY OUTSIDE OF BRAND STORES
 FRENCH CONNECTION - #1 IN SOUTH EAST, #3 IN THE US
 MAC - #1 IN SOUTH EAST CORRIDOR
 JO MALONE - #1 IN SOUTH EAST CORRIDOR
 BOBBY BROWN - #1 IN SOUTH EAST CORRIDOR
 WOMEN'S RALPH LAUREN - #4 IN THE US



GUCCI

PRADA



LVMH

MAC

JO MALONE
LONDON

Lilly Pulitzer

BOBBI BROWN

RALPH LAUREN

FRENCH CONNECTION

TECHNOLOGY BUSINESS DRIVING GROWTH

- ▶ Apple is investing **\$1 billion** over 10 years to establish a campus at **Research Triangle Park**, bringing with it an estimated **3,000 jobs** with an average salary of **\$187,000**.
- ▶ Google moved to **Durham** to create a new engineering hub and created approximately **1,000 new jobs**.
- ▶ **Meta**, the parent company of Facebook and Instagram will have offices in **Durham**.

Population has grown by **23%**, making this the second-fastest-growing metro in the country, behind only Austin.

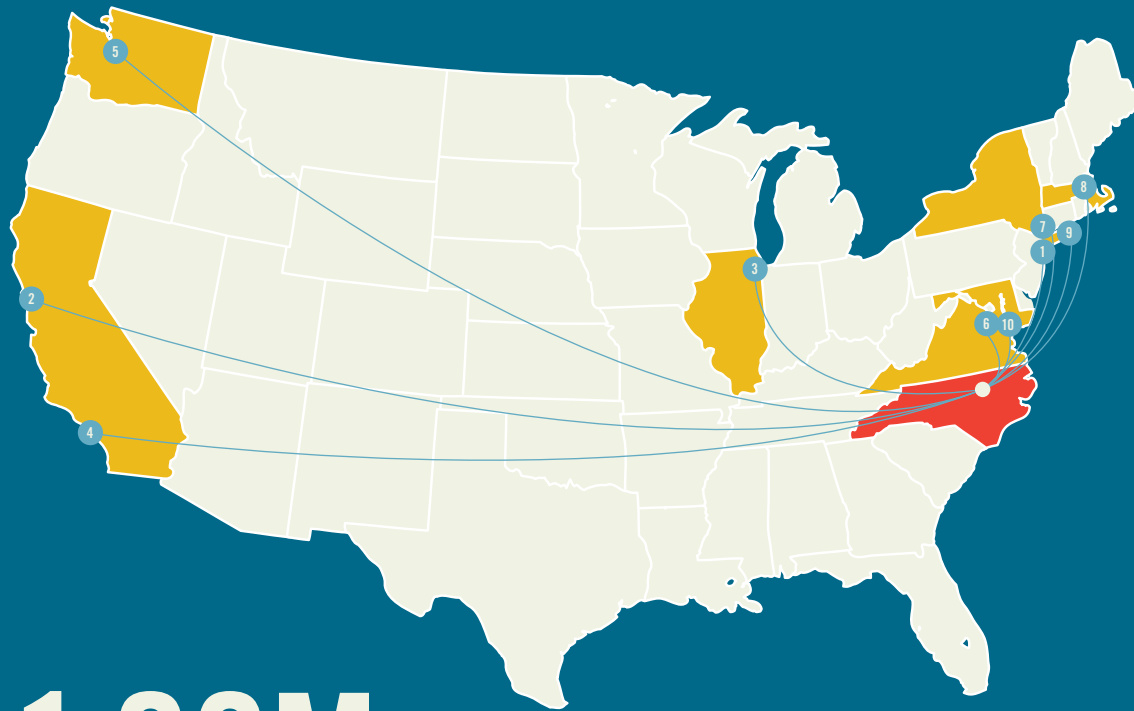
Why? Relatively low cost of living, gorgeous natural landscapes, and a plethora of things to do, much of Raleigh's population growth is driven by job opportunities generated by the dozens of companies moving to the area each year, big tech giants among them.

Over the next **ten years**, future job growth in this area is predicted to be higher than the national average at **44.2%**, driven primarily by the STEM (science, technology, engineering, and math) and tech sectors.

The talent pool is already here, formed by a cluster of top-tier research universities that produce 9,000+ graduates a year. Duke University, UNC Chapel Hill, and NC State are nationally ranked for research programs in medicine, new technologies, biomedical sciences, the environment, data science, and engineering, among others.

TRIANGLE WEALTH GROWS

Wake County gained more than \$260 million in annual adjusted gross income when comparing county in-migration and out-migration patterns among tax filers in 2019 and 2020. The county saw a net gain of nearly 4,000 tax filers – many from New York and southern California – during the period.



1.09M

Population of Wake County
Source: U.S. Census Bureau

LEAVING EVERYONE IN ITS WAKE

Among its Triangle peers, Wake County drew the most income from tax filers moving from other states and Washington, D.C.

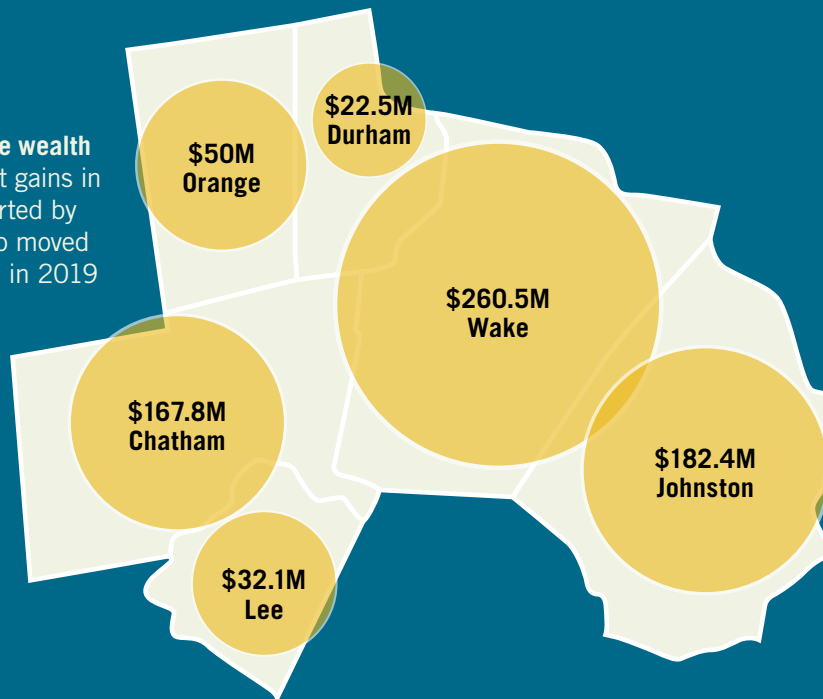
TOP COUNTIES OF ORIGIN	GAIN IN TAX FILERS	TOTAL ADJUSTED GROSS INCOME (IN MILLIONS)	AVERAGE AGI PER FILER
1 NEW YORK, NY	316	\$42.5M	\$134,481
2 LOS ANGELES, CA	328	\$40.8M	\$124,457
3 COOK, IL	283	\$37.1M	\$131,124
4 SANTA CLARA, CA	199	\$35.5M	\$178,668
5 KING, WA	168	\$30.6M	\$182,125
6 FAIRFAX, VA	283	\$30.2M	\$106,534
7 KINGS, NY	289	\$27.5M	\$95,246
8 MIDDLESEX, MA	213	\$26.9M	\$126,047
9 SUFFOLK, NY	251	\$20.7M	\$82,661
10 MONTGOMERY, MD	188	\$20.7M	\$109,963

TRIANGLE WEALTH GROWS

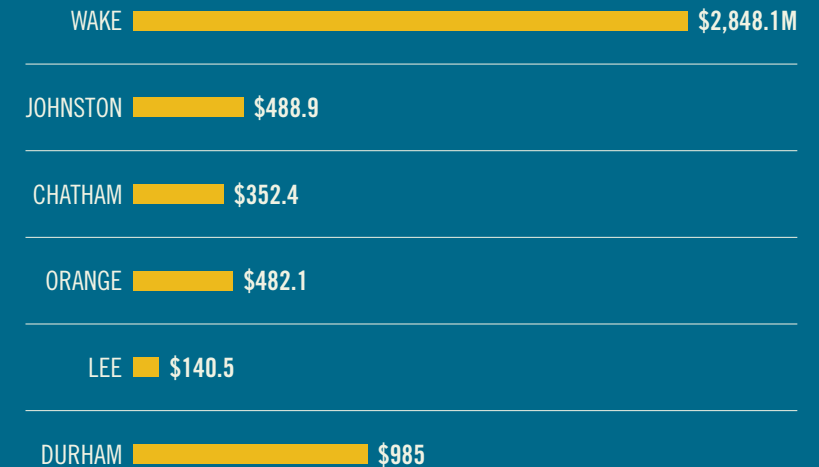
Triangle's Net Gains In Filers, Income

In the tax-filing years analyzed by the Business Journal, the Triangle counties of Wake, Johnston, Chatham, Lee, and Durham netted roughly 8,000 new tax filers with \$715 million in reported annual income.

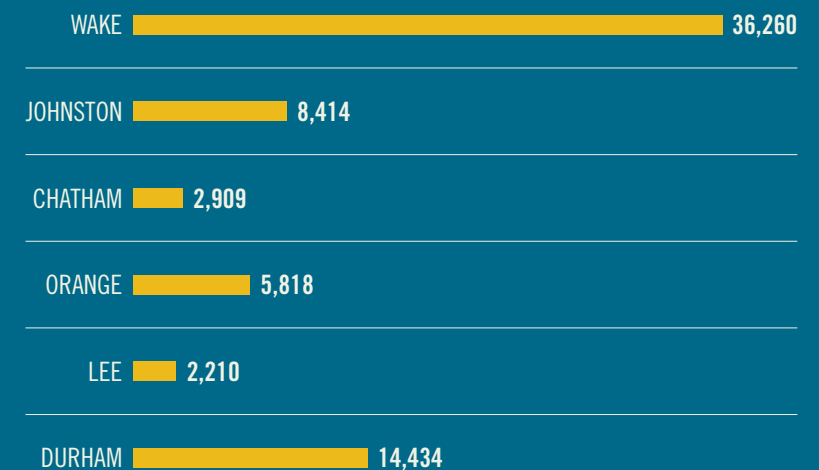
Spreading the wealth
Triangle's net gains in income reported by tax filers who moved to the region in 2019 and 2020.



TOTAL ADJUSTED GROSS INCOME



TOTAL TAX FILERS



RALEIGH MARKET ACCOLADES

2022-2023

RALEIGH IS THE 2ND BEST STATE CAPITAL FOR SAFETY & MORE - **WALLETHUB**, **FEBRUARY 2023**

RALEIGH IS THE 2ND MOST CLIMATE-RESILIENT CITY - **ARCHITECTURAL DIGEST**, **FEBRUARY 2023**

RALEIGH IS 8TH BIGGEST BOOMTOWN - **LENDINGTREE**, **FEBRUARY 2023**

RALEIGH IS THE 5TH BEST CITY AS A GEN Z HOTSPOT - **COMMERCIAL CAFE**, **AUGUST 2022**

RALEIGH ONE OF TOP 15 BEST-RUN CITIES IN AMERICA - **WALLETHUB**, **JUNE 2022**

ONE OF THE 9 BEST PLACES TO VISIT IN NORTH CAROLINA - **LONELY PLANET**, **APRIL 2022**

RALEIGH AMONG TOP 3 HOTTEST JOB MARKETS IN AMERICA ACCORDING TO **WALL STREET JOURNAL** AND **MOODY'S ANALYSIS**, **APRIL 2022**

ONE OF THE SOUTH'S BEST CITIES ON THE RISE - **SOUTHERN LIVING**, **MARCH 2022**

IN RANKING ALL STATE CAPITALS, RALEIGH RANKED:

#2 AS SAFEST

#4 FOR ECONOMIC WELL-BEING

#6 FOR QUALITY OF EDUCATION - **WALLETHUB**, **JANUARY 2022**

“RANKS IN 10 BEST CITIES IN THE U.S.
TO MOVE TO RIGHT NOW”



“RANKS AMONG BEST PLACES TO RETIRE”

Forbes

“AMONG ‘MOST LIVABLE’ UP-AND-COMING
MARKETS FOR TECH JOBS”



2020-2021

RALEIGH IS THE TENTH MOST POPULAR CITY IN THE NATION FOR PEOPLE MOVING TO A NEW METRO AREA, ACCORDING TO THE LATEST MIGRATION DATA FROM THE U.S. CENSUS BUREAU - **INDYWEEK**, **OCTOBER 2021**

RALEIGH IS 4TH BEST LARGE METROS FOR FAMILIES WITH CHILDREN - **LENDINGTREE**, **OCTOBER 2021**

RALEIGH # 1 AS THE MOST DRIVER-FRIENDLY PLACE IN THE U.S. - **WALLETHUB**, **SEPTEMBER 2021**

RALEIGH AND DURHAM COLLECTIVELY RANK #2 BEST PLACE TO LIVE - **U.S. NEWS & WORLD REPORT**, **JULY 2021**

RALEIGH MAKES LIST OF BEST CITIES TO START A CAREER - **WALLETHUB**, **MAY 2021**

RALEIGH'S ECONOMY IS THE 5TH BEST-PERFORMING IN THE UNITED STATES - **MILKEN INSTITUTE**, **FEBRUARY 2021**

RALEIGH RANKS 3RD IN HAPPIEST CITIES IN AMERICA POLL - **MEN'S HEALTH**, **JANUARY 2021**

RALEIGH NAMED ONE OF THE SAFEST CITIES IN AMERICA - **WALLETHUB**, **OCTOBER 2020**

RANKS AMONG TOP 10 METROS FOR MILLENNIALS WHO WANT TO RELOCATE - **COMMERCIAL CAFÉ**, **APRIL 2020**

RANKS AMONG TOP 10 BEST CITIES TO WORK FROM HOME - **SMARTASSET**, **MARCH 2020**

NAMED A HOTBED OF INDEPENDENT MUSIC - **ROLLING STONE**, **FEBRUARY 2020**



Crabtree represents the charm and sophistication
that embodies Raleigh lifestyle.



HOUSEHOLDS AND EDUCATION | 10 MILE RADIUS

2.30AVERAGE
HOUSEHOLD SIZE**166,279+**HOUSEHOLDS
WITH FAMILIES**\$396,343+**MEDIAN HOME VALUE
(RALEIGH)**82,800+** High School Graduate or Higher**14,137+** GED or Alternative Credential**56,547+** Associate Degree**235,611+** Bachelor's Degree**148,098+** Graduate or Professional Degree**\$134,631** Average Household Income**490,490+** full-time office employees are within a 10-mile driveCrabtree is the **STRONG FAVORITE** among shoppers. 79% prefer it over competitive centers.*Crabtree Shoppers are **HIGHLY PRODUCTIVE**, 95% reported making a purchase.*The Crabtree Shopper is **BRAND-DRIVEN** (68%). Nearly half of shoppers (48%) prefer luxury and better brands.*

*Source: Crabtree Shopper Intercepts, December 2022; TruTrade, 12 months ending on December 31, 2022; Esri 2022 Demographic Data. SITES USE DEMOGRAPHIC DATA 2022.

LOCAL DEMOGRAPHICS

	3-MILE	5-MILE	10-MILE
POPULATION	89,247	230,353	676,953
TOTAL HOUSEHOLDS	46,491	118,274	317,805
AVG. HOUSEHOLD INCOME	\$136,800	\$120,583	\$134,631

2.97% annual population growth from 2010 – 2022 within a 1 mile radius

Estimated **10.4 million** shoppers per year.

866,000 shoppers per month - **200,000** shoppers per week

25-49 years of age make up **37%** of shoppers

234,000+ vehicles travel past the landmark shopping center per day

Raleigh/Wake County welcomes nearly **16 million** visitors annually whose **spending tops \$2.3 billion**, 21% of which was specifically on shopping.

- ▶ Crabtree has the **largest shopper origin trade area** in the region (1.9 million vs. 1.3 million for The Streets at Southpoint and 1.1 million for North Hills).*
- ▶ Most (71%+) of Crabtree's customers **do not shop local alternatives** (The Streets at Southpoint and/or North Hills).*

*Source: TruTrade mobile analytics, time period of 12-months ending December 31, 2022.

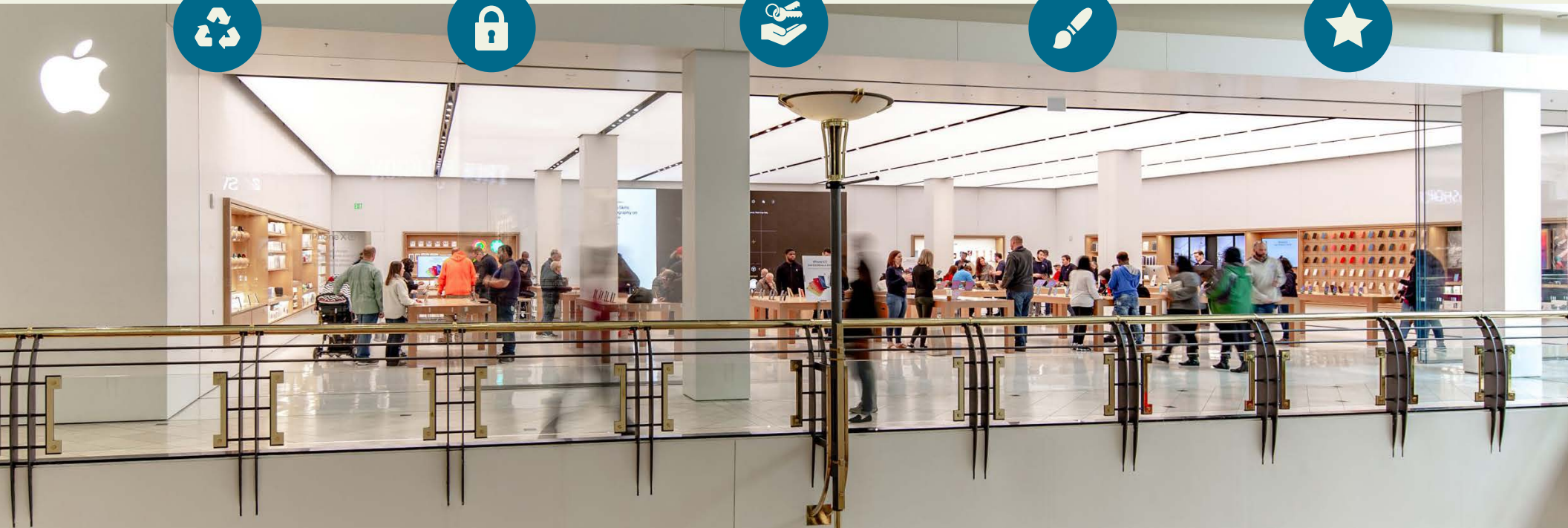
SUSTAINABLE PRACTICES
Energy Management

24/7 SECURITY
PRESENCE

VALET
PARKING

PUBLIC
ART

MAGNIFICENT
TENANT MIX



CURBSIDE
PICKUP

GREENWAY
Adjacent Bicycle & Walking Paths

AMPLE
PARKING

COMMUNITY ACTIVITIES
& ENTERTAINMENT

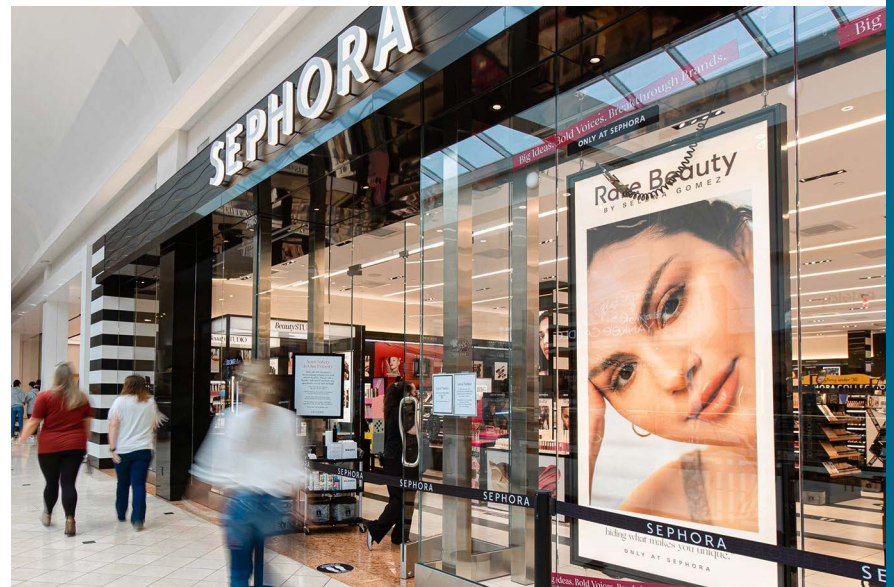
PASSENGER & RIDE SHARE
DROP-OFF/PICK-UP



RETAILERS RETAILERS S S



RETAILERS RETAILERS S S



RETAILERS RETAILERS S S



RETAILERS RETAILERS S S





ART ACTIVATIONS



COMMUNITY PORTRAITS



COSMECON



FASHION SHOW

Community Programming and Signature Events

100+

ANNUAL CENTER
ACTIVATIONS

5+

SIGNATURE EVENTS
PER YEAR

60K+

ATTENDEES
PER YEAR

CHARACTER MEET & GREETs



SUMMER FASHION CAMP



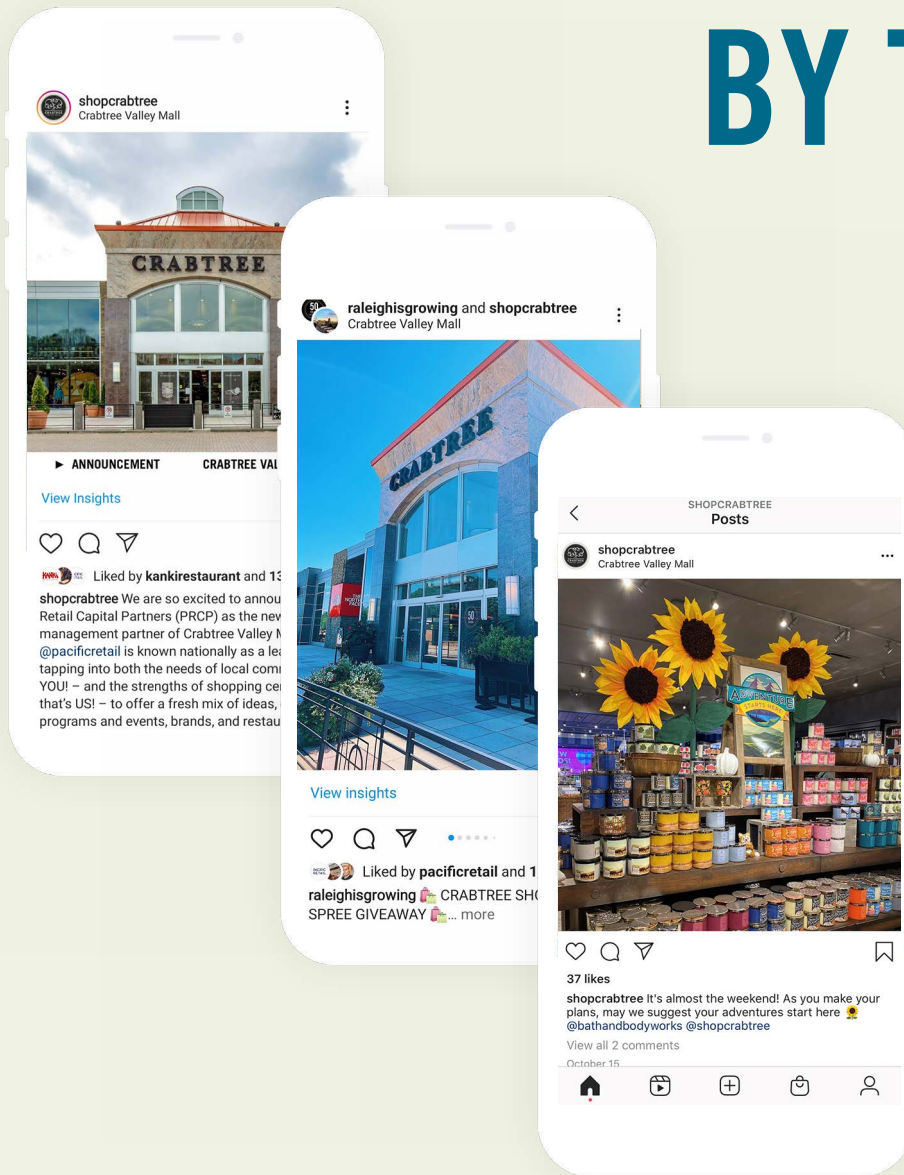
BACK-TO-SCHOOL BASH



PHOTOS WITH SANTA



BY THE NUMBERS



FACEBOOK

232,040+ Impressions

INSTAGRAM

8,150+ Total Followers

TWITTER

1,978+ Total Followers

256,000+ Impressions

EMAIL

104,802+ Total Subscribers

SMS

63,310+ Total Subscribers

WEBSITE

58,447+ Average Monthly Sessions

264,544+ Average Monthly Page Views

46,000+ Average Monthly Visits

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