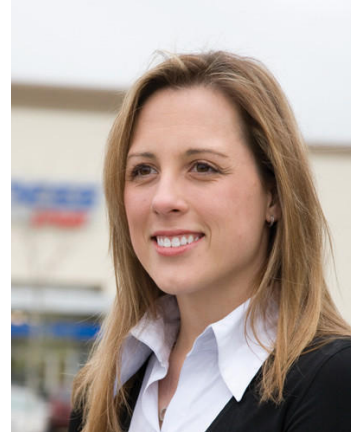


## At Work

*Lauren Brunner has been with Site Source Real Estate Services for over four years. Site Source specializes in tenant representation in Central Texas and provides competition analysis, trade area information, site selection and market planning for additional locations. Some of the company's clients include Staples, 24 Hour Fitness, Einsteins Bros. Bagels, Panda Express, Willy O's Burgers and More, Backwoods, Chase Bank ATM division and Sylvan Learning Center.*



**Lauren Brunner**  
SiteSource Real Estate

**Q: What special skills are needed to get into this role?**

A: Organization and task management are a large part of my daily duties. I often have numerous clients with multiple projects and they depend on me to help keep their information in order and readily available. It's also important to be a good listener and communicator. Since most of our clients are national multiunit operators, we serve as their eyes and ears on the ground in Central Texas. It's my duty to keep them current on new sites, future developments and competitive entries into the market, becoming an overall extension of their real estate department.

**Q: What's the most challenging part of your job?**

A: A big challenge is matching the demand with the supply for ideal space for my clients' use. Challenges related to certain sites include: entitlement restrictions, visibility, impervious cover, signage and accessibility. From time to time there are also set exclusives in existing shopping centers that restrict my clients from being able to operate in there. This can limit choices, especially in the high-density areas in Austin.

**Q: What's the most rewarding?**

A: I enjoy becoming a part of my clients' real estate team, especially when they enter the Austin market for the first time. Taking them from the site selection process through

developed HEB Plus, a larger model of its current stores with additional household goods. Target and Wal-Mart are increasing their square footage to maximize their sales potential and to meet their customers' needs. Major retailers are opening these extra-large stores on the outskirts of Austin and are fulfilling the motto "Everything's bigger in Texas."

**Q: How is Williamson County different from Travis?**

A: The limited space in the core of Austin restricts big-box retailers from entering established areas, therefore developers are entering into suburban markets with greater availability of land and with high retail demand due to rapid residential growth. Additionally, the extension of State Highway 130, State Highway 45 and U.S. 183A has increased commercial and residential development opportunities. There are also fewer restrictions on zoning, exclusives and impervious cover as well as a much shorter permitting and construction time. Williamson County has more retail space inventory available, thus providing more choices at a lower price and allowing our clients to maximize their profits and minimize their risk.

**Q: Are there any particular cities that are garnering more interest?**

A: Round Rock has had tremendous retail growth over the last five years, especially with IKEA joining other tenants in the area as well as being the home to Dell's