



PRESS RELEASE
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SITESOURCE GAINS NEW PARTNER, NEW LISTINGS ***Newflower Farmers Market Seeking Three Additional Austin Area Sites***

(AUSTIN, Texas – December 18, 2009) A boutique real estate firm that specializes in representing retail and restaurant tenants has gained a new partner and new listings.

Jeannie DeFazio has joined Austin-based SiteSource Real Estate Services as a partner. On top of her 30-plus years of real estate experience, DeFazio also brings tenant representation assignments such as Newflower Farmers Market, to the firm.

Newflower Farmers Market debuted in Austin in February when it opened its first local store in a former Hobby Lobby in South Austin. The natural foods grocer plans to open a second store in the Shops at the Galleria in Bee Cave in February 2010. DeFazio is charged with helping find three to four additional locations for Newflower in the greater Austin area in the next two years. She is representing their site searches in the San Antonio market as well.

“Often slow and steady yields longevity,” DeFazio says of Newflower’s expansion approach, a philosophy she finds applies to many of the retailers she has represented over the years. “It was important to me to align with a firm that shares my philosophy of getting beyond short-term personal gains and focusing on what’s in a client’s long-term best interest. Often that means being patient, creative and highly-selective – which can take more time and diligence on a broker’s behalf.”

DeFazio says she found SiteSource to operate with a kindred philosophy. Founded by Terri Seiler in 2000, the firm has carved out a unique niche for itself in the local real estate market as the only brokerage house solely dedicated to performing tenant representation services for retailers and restaurants. Seiler has added junior-level talent over the years, but DeFazio marks the first partner-level addition to the firm. The company is also seeking to add an additional retail representative with approximately three to five years experience in 2010.

“There’s a real power house here that’s been assembled at 1509 West Sixth Street,” says Seiler, referencing the converted house that serves as her firm’s office space. “Between myself, Jeannie and our younger talent, we now offer the perfect blend of experience, maturity, high-energy and enthusiasm.”

Seiler notes DeFazio brings additional depth. The two both worked in-house representing retailers for many years before making the switch to retail representation. Much of Seiler's experience was with restaurants, such as McDonald's, Taco Bell and Schlotzsky's. DeFazio's background includes working in-house for Payless Shoes, Regis Corp. (Supercuts) and Factory 2-U.

"We share a similar business philosophy and focus, and complimentary backgrounds," Seiler says of the new union between her and DeFazio. "We both realized we could accomplish more together on behalf of our clients, and that's what good partnerships are all about."

About Site Source Real Estate Services

SiteSourceSM Real Estate Services, LLC is a commercial real estate company specializing in retail site selection and portfolio management. SiteSource provides a high level of expertise to assist your organization in establishing and meeting your real estate department goals and objectives. The company provides skilled negotiations, creative deal making, and the formation and management of corporate development organizations. For more information, visit: www.sitesourceusa.com.