

## ShopCore Properties – The MyShop Program Transcript

(00:00) Upbeat music. Visual of woman changing a sign that says “Open” in a store window.  
Text: MyShop. Dream, Pop-up, Grow. Retail space tailored to your highest expectations.

(00:03) Visual of Female Speaker 1 sitting down in front of a wall of geode rocks.  
Text: Spiritually Bold, Pop-up retail space, The Promenade, Scottsdale, Arizona  
Audio: Since I've opened here at the ShopCore center, my business has grown tremendously. What really drew me to the MyShop program was I was able to just do a six month popup.

(00:13) Visual of Female Speaker 2 sitting in front of a wall of black female magazine covers  
Text: The Black Hair Experience, Pop-up experiential event, Lincoln Square, Arlington, Texas  
Audio: The decision to go into brick and mortar was a hundred percent based upon wanting to physically connect with customers when online or a virtual option just wouldn't have done it justice.

(00:18) Visual of The Black Hair Experience logo, “Black hair is art” wall, and building exterior

(00:24) Visual of Female Speaker 3 and Male Speaker 5 sitting at a table in front of a colorful coffee truck.

Text: Color Wheel Coffee Roasters, Coffee truck, West Broad Village, Glen Allen, Virginia:

Audio: Opening a coffee company during a pandemic is pretty difficult to do. ShopCore Properties, uh, their customer service was incredible. It just was a seamless process. They just care. They care so much.

(00:30) Visual of exterior coffee truck and interior kitchen space

(00:36) Visual of Female Speaker 4 sitting in front of women’s clothing and handbags

Text: M.Andonia, Pop-up retail space, One Colorado, Pasadena, California:

Audio: Our customer base has grown tremendously. Uh, the best part about it is that we have repeat customers. The uniqueness of everything that's happening here in the store makes it exciting. The brand looks great in here, the people love the brand and we like being here.

(00:43) Visual of M.Andonia storefront window, a woman putting a dark brown handbag into a pink shopping bag.

(00:52) Visual of dreamcatchers, home décor, bracelets, and Female Speaker 1

Audio: I really feel like the shopping center is completely behind me. They help me with my Instagram, they're always calling me making sure that I'm okay or sending me an email. It's been really a great support system.

(01:04) Visual of Female Speaker 2 interacting with store products, wall filled with post-it notes

Audio: Being with a partner that believes in what you're doing and supports. It has really just opened our eyes and our minds to how far we can really take this thing is kind of like, where can we go next?

(01:14) Visual of Female Speaker 3 and Male Speaker 5 sitting at a table in front of a colorful coffee truck.

Audio: We've become kind of an integral part of the west broad village community. It's, it's helped the business model as a whole kind of grow and develop through the customers, um, and the exposure that we've gained in this location.

(01:18) Visual of someone preparing a pour over coffee, pouring cream in a pattern into coffee beverage

(01:26) Visual of Female Speaker 4 interacting with handbags and sitting in front of store products

Audio: It's the, the ambiance, the overall presence of what's happening here is wonderful. We've decided to stay cause we love it here.

(01:34) Text on screen: MyShop. Dream. Pop-up. Grow. We've got the perfect space for you. Contact us today to create your new tomorrow. [ShopCore.com/myshop](http://ShopCore.com/myshop).

Visual of ShopCore Properties logo