

## Soon After Listing Vacant Retail Spaces with Tom Camper, Prospect Crossings Shopping Center is Fully Leased



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Frustrated by the lack of activity on leasing their vacant retail spaces, the owners of Prospect Crossings decided to enlist the brokerage services of Tom Camper. The strip center, anchored by Starbucks, is located in central Peoria at the corner of War Memorial Drive and Prospect Road.

"These were Class A retail spaces in an area with high population density and excellent visibility. The economy was slow in 2010, but I knew that there were businesses poised to expand and I needed to make them aware of this prime location." said Tom Camper, Broker with Joseph & Camper Commercial. "We put our marketing efforts into high gear, targeting local entrepreneurs with niche businesses as well as reaching out to national and regional retail tenants." This strategy successfully filled the available spaces within months of Joseph & Camper taking on the project.

Now open for business at Prospect Crossings are Starbucks, Identity Salon and Day Spa, Pizza Hut, Jimmy Johns, Kelly Services, Sprint and Meineke. Accelerated Physical Therapy will be opening soon.

"We are beginning to see an upswing in demand for retail spaces in the Peoria market." states Tom Camper. "I'm finding that companies who were able to maintain a strong financial footing are now strategically expanding. I am cautiously optimistic that the other business sectors in the Peoria area will follow suit over the next 12 to 18 months."

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