



## J.R. YOCCO

### GRANT STREET ASSOCIATES RETAIL SERVICES GROUP

MANAGER | RETAIL BROKERAGE & LEASING

Mr. Yocco joined Grant Street Associates in May 2005 as a Brokerage and Leasing Manager and shifted his focus from office to retail properties and tenants in 2009. J.R. has 10 years of experience in the commercial real estate industry. Prior to joining Grant Street, he worked for the Soffer Organization where he was promoted from a Security Supervisor, to General Manager, and then to the Leasing Agent responsible for the Penn Center East Portfolio. Penn Center East is comprised of seven office buildings and two retail strip centers. Here he developed a strong working knowledge of brokerage and leasing and tenant mix strategies.

Since joining Grant Street Associates, Mr. Yocco has been successfully providing professional Landlord and Tenant representation for national and regional landlord and tenant clients in Western Pennsylvania. J.R. believes in working closely with his clients to not only develop business plans, but also to take into account exit strategies from the onset of any project. This is accomplished by implementing risk management provisions during lease negotiations, creating a multiple site search matrix to peer one opportunity against others, while taking into account tenant mix strategies, demographics, market trade areas, and vehicle traffic analysis. Recent retail tenants with whom J.R. has worked, include: Subway, AT&T, Snap Fitness, Niko's Coffee House, Diamond Athletic Club and Moe's Southwest Grill.

Mr. Yocco has been successfully providing professional Landlord agency services for existing mixed use opportunities, redevelopment projects, retail plazas, and new mixed use retail developments. A few of the ways in which J.R. works to bring his Landlord clients added value is by providing market research, leasing/subleasing policy, and placing into action tenant mix strategies. His current agency assignments include: Champion Plaza, BNY Mellon Center, Belle Vue Commons and Pittsburgh Office & Research Park.

J.R. is a licensed Real Estate Salesman in the state of Pennsylvania, a member of ICSC., and a repeat recipient of the prestigious CoStar Power Broker Award. He is an active member of F&AM #635, KOC#12219, is a chairperson on the Our Lady of Joy Parish Young Adult Committee and sits on the Board of Directors for the Greater Monroeville Area Chamber of Commerce.