

CROSSMARC SERVICES

“BUILDING COMMUNITIES TOGETHER”

PRESENTED BY: JOHN CROSSMAN





CrossmanCareerBuilders



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SCAN TO CONNECT WITH US!





Faison



Trammell Crow Company



Crossman Career Builders



ABOUT CROSSMARC SERVICES



Mission STATEMENT

CrossMarc Services is a nationally recognized commercial real estate brokerage organization that provides business partners with property management, tenant representation, leasing, sales, and consulting services to uniquely shape the commercial landscapes in the communities we serve.

Vision STATEMENT

CrossMarc Services is a passionate, results-driven team of commercial real estate professionals, with a firm foundation built on integrity, innovation, and a commitment to exceeding client expectations.



NOTEABLE PROJECTS



FAIRBANKS CROSSING

805 W Fairbanks Ave,
Winter Park, FL



THE VILLAGES

1000 Lake Sumter
Landing, The Villages,
Florida



KILLARNEY DEVELOPMENT

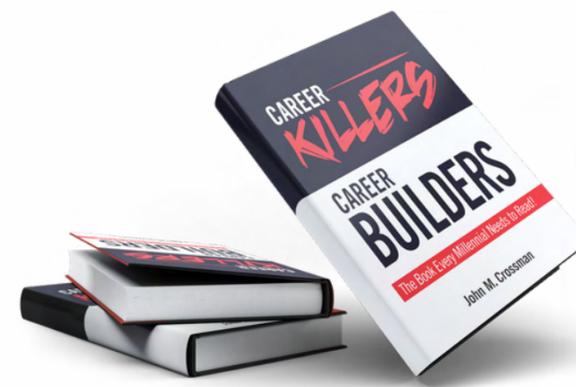
17211 W Colonial Dr,
Oakland, FL 34787



ABOUT CROSSMAN CAREER BUILDERS

CrossmanCareerBuilders

Crossman Career Builders provides resources for college students, young professionals, and the people who employ them with a focus on the most relevant and difficult subjects. John Crossman was first asked to speak to students on a college campus when he was 24 years old. Over the next 25 years and after speaking on 30 different college campuses, John began to work with executives and corporations to train young leaders to be exceptional employees while maintaining healthy, balanced lives.



“John Crossman is a leading authority and expert on inspiring students to build strong career paths”

–Caryn Beck-Dudley, Dean of the Leavy School of Business at Santa Clara University





RELATIONSHIPS



CrossmanCareerBuilders



FAMU'S REAL ESTATE CLUB CELEBRATING 10 YEARS



CAREER
KILLERS

CAREER
BUILDERS

AVAILABLE ON





FEATURED GUESTS



TOPICS COVERED

COMMERCIAL REAL ESTATE

CAREER ADVICE

COMMUNITY IMPACT

BROKERAGE & LEASING



AVAILABLE ON



Rev. Kenneth C. Crossman



faith sponsored housing program designed to provide low-cost housing that will help take people out of the ghetto.

Ken Crossman was also a guiding light to the "Summer Thing" program at Walker Elementary School which brought whites and blacks together in a happy learning environment.

For his leadership as conscience of the community, his special dedication to reaching the young, his voice of reasoning together blessed with sound accomplishment, we salute Rev. Crossman as an engaged Christian leader.

Rev. Crossman, minister, community "bridge-builder," youth leader, has devoted his energies and know-how for better black-white relationships.

He was the guiding force behind Rebuild, the inter-



Reverend Crossman, Julian Bond, and Congressman Lewis



The Florida State Legislature and Governor Rick Scott designated the bridge near Winter Park as the "Rev. Kenneth C. Crossman Bridge"

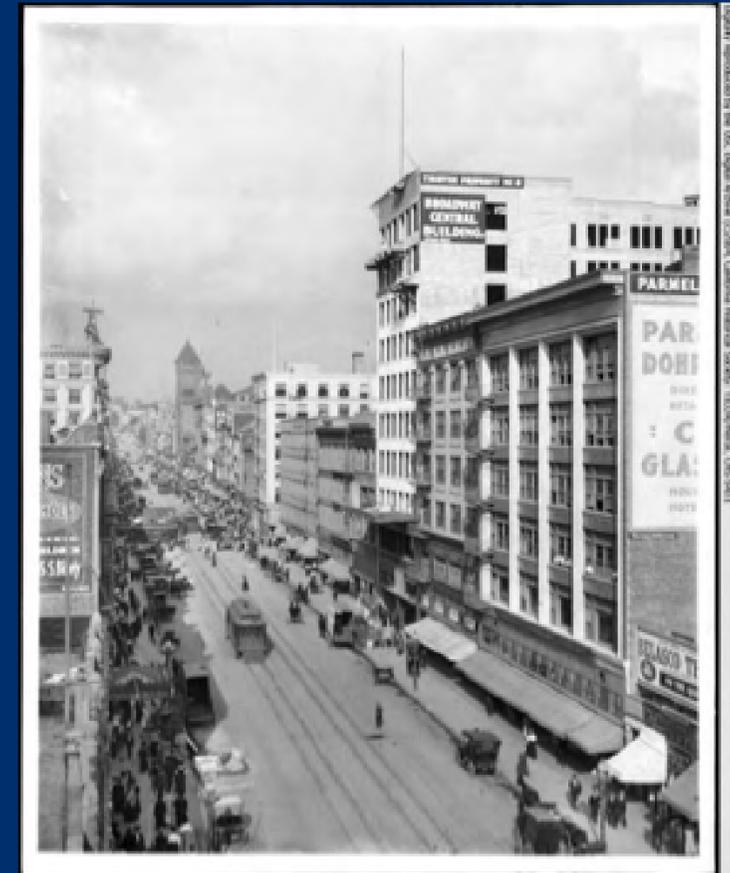


EARLY 1900'S DOWNTOWN SHOPPING CENTER

A CITY'S CORE IS IT'S

Central Business District

- Geographical, Commercial, and Community sense.
- Concentrated 2-mile radius



Downtown in LA

IT'S A WONDERFUL LIFE



1950'S THE ENCLOSED MALL



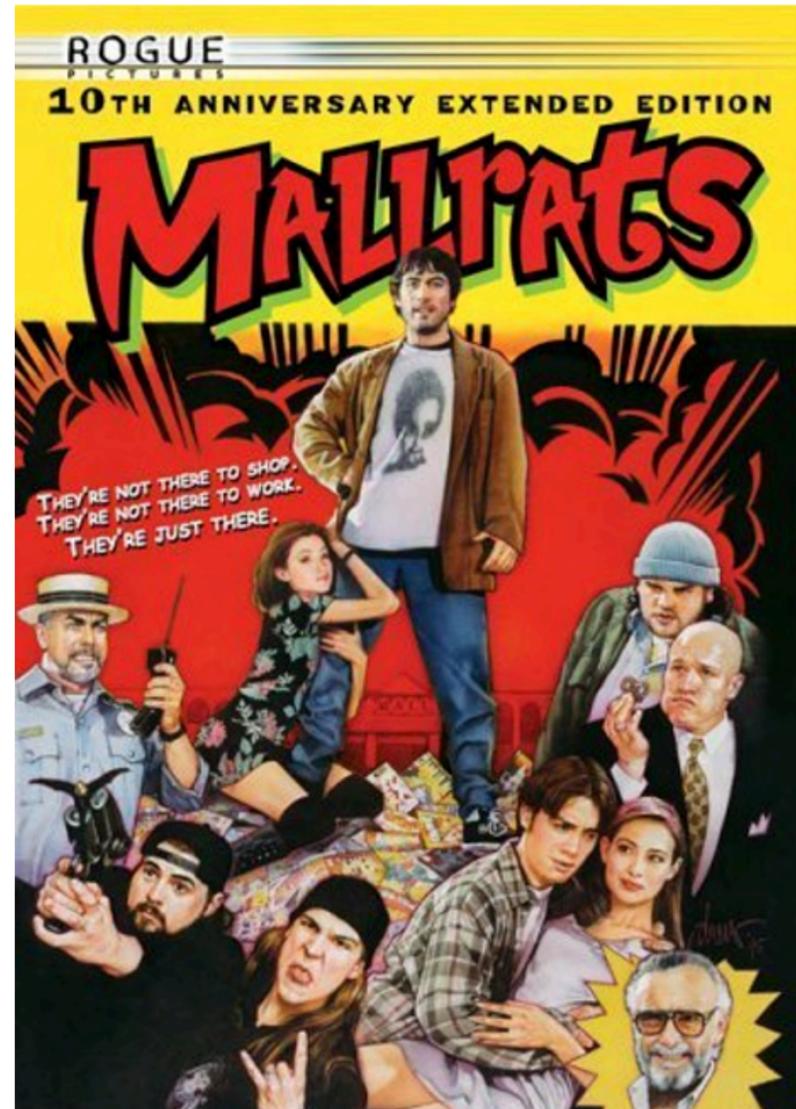
- On-site parking
- Weather protected
- Regional/super-regional center



South Dale Center in Edina, MN 1956

TABLOID SCREENS

“ELVIS SEEN IN A SHOPPING MALL!”





1990'S WALMART SUPERMARKET



- Walmart founded in 1962
- First Supercenter opened in 1988
- Type of Open Air Center
- One stop shopping experience – from groceries and clothing to hardware and work-out equipment
- Always Low Prices

LATE 1900'S & EARLY 2000'S

TYPES OF OPEN AIR CENTERS



Neighborhood Center



Community Center

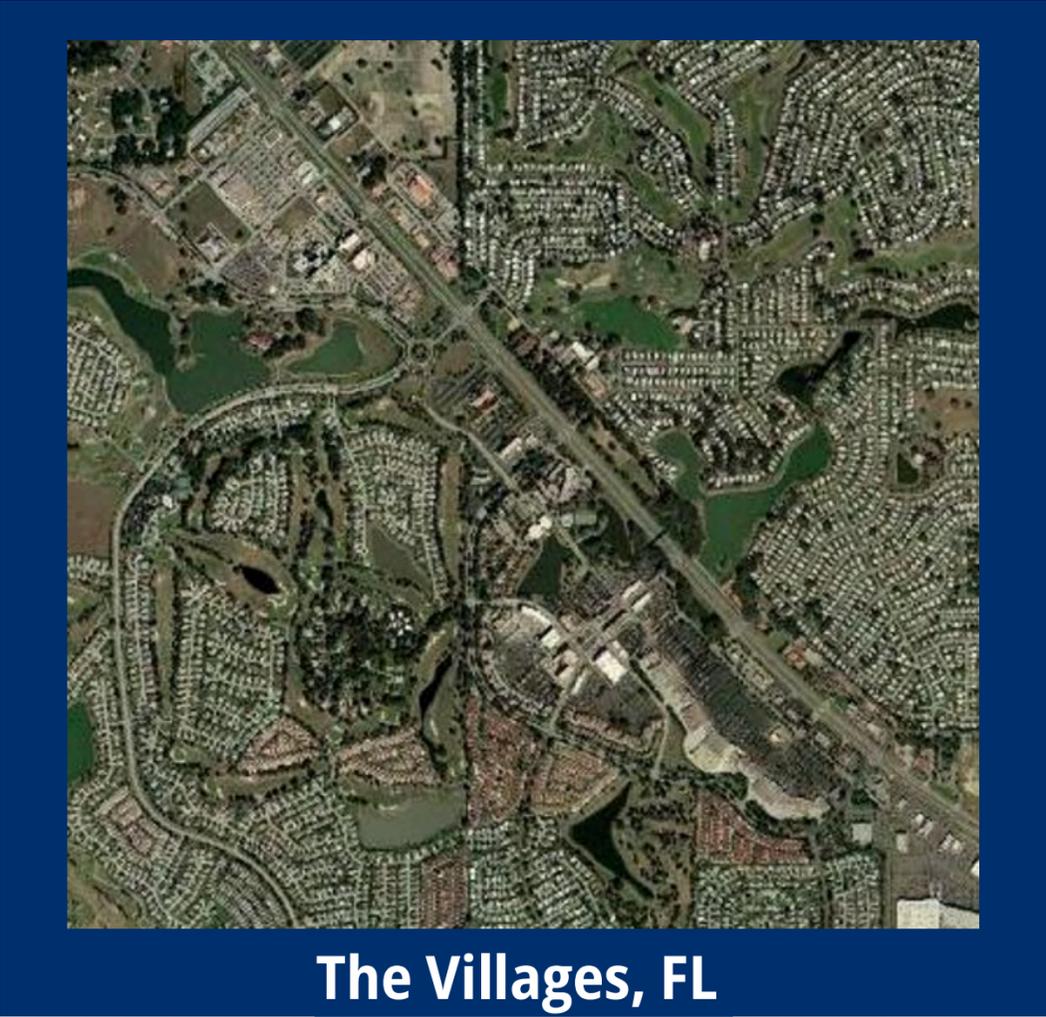


Power Center



Lifestyle Center

LATE 1900'S & EARLY 2000'S TOWN CENTERS



- Live, Work, Play
- Life's necessities and amenities are available within the communities
- Civic component



THE VILLAGES





TOURIST RETAIL



RETAIL APOCALYPSE

IMPACT OF AMAZON & COVID-19

Amazon's Rise: Online shopping became faster, cheaper, and more convenient



Falling Foot Traffic: Malls and big-box retailers (Sears, JCPenney, Toys "R" Us) faced mass closures and bankruptcies.

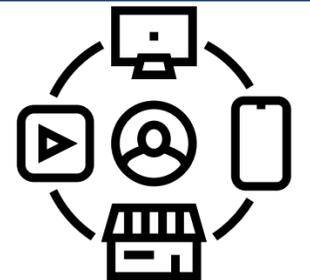
COVID-19 Impact: Lockdowns forced store shutdowns, pushing shoppers even more toward e-commerce.



While many retail categories declined, **grocery-anchored centers stayed resilient.**



Aftermath: Retailers shifted to omnichannel strategies and focused on experience over inventory.



THE RISE OF MIXED-USE RETAIL

Blended Spaces: Combines shopping, dining, residential, office and entertainment in one walkable environment.

Post-Retail Apocalypse Shift: Developers moved toward experiential destinations rather than single-use retail centers.

Community-Centered Design: Encourages foot traffic, live-work-play lifestyles, and local engagement.

Market Appeal: Attracts diverse tenants, increases property value, and builds long-term resilience against e-commerce disruption.



THE FUTURE OF RETAIL:

EMBRACING TECHNOLOGY WHILE STAYING HUMAN

Tech Integration: AI, data analytics, and automation are reshaping how retailers understand and serve customers.

Human Touch Remains Key: Personalized service, community connection, and emotional engagement still drive loyalty.

Handwritten Notes

Artificial Intelligence

Adapting to Change: Retailers who blend innovation with empathy will define the next generation of success.

The Goal: Use technology to enhance, not replace, the human experience of retail.





COMMUNITY IMPACT



MY FRIEND GUNNY & THE POWER OF THE HUG





NEWS



Chick-fil-A was open Sunday in wake of Orlando mass shooting



Photo by: Tom Pennington

FORT WORTH, TX - AUGUST 01: Drive through customers wait in line at a Chick-fil-A restaurant on August 1, 2012 in Fort Worth, Texas. Chick-fil-A restaurants across the country experienced heavier than normal traffic after Mike Huckabee, the former governor of Arkansas and a 2008 presidential candidate, encouraged a "Chick-fil-A Appreciation Day" in support of the company's stance on gay marriage. (Photo by Tom Pennington/Getty Images)

By: WRTV (Indianapolis) Webstaff

Posted 2:11 PM, Jun 14, 2016 and last updated 2:36 PM, Jun 14, 2016

Chick-fil-A employees in Orlando, Florida did something on Sunday they aren't used to. They went to work at the restaurant.

Chick-fil-A has closed its locations on Sundays since 1946. [Founder Truett Cathy](#) said he believes that all Chick-fil-A operators and employees should be able to rest, spend time with family and friends, and worship if they choose to do so.





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JOHN CROSSMAN'S RULES

- The Rule Of 10,000 People
- The Two Mile Rule
- Retail Follows
- Retail Gets False Pressure
- Size Matters



WHERE IS VACANCY

- Its Upstairs
- Its Behind The Foundation
- Its Around The Corner

KEYS TO LEASING

- Urgency
- Marketing
- Merchandising Mix
- Submarket



KEYS TO MANAGEMENT

- Proactive
- Vendor Relationships
- Tenant Relationships
- Know When to Judge and When to Give Grace

