



# Preferred Development

*In 1997, Armstrong Development won a bid from CVS Pharmacy.*

It was a development contract for one store, in a small town south of Pittsburgh. GPS is a great help in finding it.

CVS liked the results. They soon granted us a small development territory in Western Pennsylvania. Over the next few years, the territory grew to include all of Southwestern Pennsylvania and parts of Ohio and Maryland.

Then CVS asked us a question. CVS was a regional company interested in becoming a national one. Would we be interested in expanding with them?

It was the beginning of the preferred development program at Armstrong Development.

From one store, we've now built over 400 CVS Pharmacy across the United States. More than 150 additional stores are in the development pipeline.

Armstrong has opened regional offices in some of the nation's fastest growing cities. Guided by our Pittsburgh headquarters, these offices control a

sophisticated development effort for CVS Pharmacy and retailers looking to expand in new and existing markets.

## *Retail Growth*

An expanding retailer must impact a new market. It's vital to quickly locate, secure and open multiple sites, sometimes in many markets concurrently. Issues of distribution and cost effective marketing exist. However, the overriding concern is the need to reach customers interested in your products or services. Establishing multiple locations is critical in reaching these goals.

With a growth strategy in place, a company faces many questions:

**Financially**, do we have the resources to build multiple sites in multiple markets?

**As an organization**, how do we develop the systems needed to control the expansion process?

**Where do we find** the qualified personnel vital to the development process?

**Armstrong Development has the answers.**

## *Financial Strength*

Armstrong Development has the financial strength to develop multiple sites in multiple markets. We build over 40 CVS locations each year, and we support the pre-development costs of dozens of other sites. We are a subsidiary of the Armstrong Group of Companies, a telecommunications firm located north of Pittsburgh. With investments that include the 15th largest cable TV and internet provider in the country, the Armstrong Group has the financial strength to back preferred development efforts across the nation.

**Over 400  
stores  
complete  
Over 150  
stores  
in progress**



## Organization

An expansion effort of any size requires processes to evaluate, select and build locations. Armstrong Development has created procedures for CVS that have been adopted for all developers in their system. CVS has said our procedures have saved them years of internal development time.

There's no need to reinvent the wheel. We've given years of thought to the retail expansion process. With Armstrong Development, clients have access to more than a decade of retail development experience and practices.

## Qualified Staff

A decision to expand requires people. Sometimes a lot of people. It can easily take a year before new staff and new procedures start to bring deals to the table. That's a year you cannot afford to lose to your competition.

With Armstrong Development as your preferred developer, your staff is already in place. We are trained, experienced and possess the market knowledge vital to an expansion effort. Our regional office staff provides the boots on the ground necessary for the evaluation of sites. In turn, they are supported by our Pittsburgh head-quarter staff, who provide the technology needed to assist in site evaluation and site package preparation.

## The Process

Starting with market strategy, we work with your staff, acting as your sole representative in each market. We become the clearinghouse for all offers made by local brokers, insuring that you are not bidding against yourself on a property offered by multiple brokers. Working under guidelines set by you, we control all aspects of the negotiations, from initial inquiries, through entitlement review, to site purchase, construction and turnover.

**From conception to completion, we are your real estate department.**

Few retailers have the resources that we dedicate to building multiple sites in multiple markets. For retailers with a vision of growth, selecting Armstrong Development as your preferred developer is the first step in a successful expansion program. Join CVS Pharmacy, Chase Bank and AutoZone in our preferred development program.

### INTERESTED?

For additional information about our preferred development program please contact:

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