



**Vern Park**  
**Sierra Pacific Retail Group, Inc.**

**Address:** 2255 Watt Avenue, #160  
Sacramento, CA 95825

**Website:** [www.sprg.com](http://www.sprg.com)

**Email:** [vern@sprg.com](mailto:vern@sprg.com)

**Phone:** (916) 576-3701

**Fax:** (916) 576-3710

**Cell:** (916) 765-1668

## Qualification Summary

- Over 27 years of Commercial Real Estate experience of demonstrated success in the marketing, development, and design of commercial retail projects. Principle strengths lie in...
  - Site selection and acquisition for major retail tenants and developers
  - Project feasibility studies and market evaluation
  - Governmental agency negotiations and approvals
  - Lease and purchase negotiations
  - Shopping center leasing
  - Investment marketing and sales
  - Tenant Representation

## Background Experience / Achievements

- Co-founded Sierra Pacific Retail Group, Inc., July 1998.
- Formerly a senior broker with CB Richard Ellis, Sacramento, California.
- Successfully leased many shopping centers, which include neighborhood shopping, community shopping centers and specialty centers within the Sacramento and Central Valley Region.
- Successfully subleased and/or sold surplus properties for major tenants such as Rite Aid Corporation, REI and Texaco.
- Successfully packaged, marketed and sold numerous investment properties, including single and multi-tenant NNN investment.

## Professional Affiliation

- Member of the International Council of Shopping Centers (ICSC).

## Tenant Representation

- Established relationships with many national and regional tenants and currently represent...

Staples

America's Tire

CARMAX

Mattress Firm

Camping World

Rite Aid

Famous Footwear

Islands Restaurant

Party City

The Habit Burger

DXL