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## **Plotkin of NRL&M brokers two new Town Fair Tire store leases**

July 21, 2010 - Retail

According to Daniel Plotkin, principal of Windsor-based Northeast Retail Leasing and Management Company, two new Town Fair Tire stores have opened - in Braintree (8,000 s/f) in the Stop & Shop center located at 300 Grove St. and Keene, N.H. (7,200 s/f) on Key Rd. adjacent to Autozone.

The two stores represent the latest in tire retailing and installation technology and have the newest, state of the art tire balancing and four wheel alignment equipment in the industry.

The two new stores follow the retailers formula of locating in or as close as possible to regional trade areas with high traffic, middle to upper middle incomes, high vehicle counts and high-draw co-tenancy. Both stores are examples of Town Fair's ability to redeploy existing space rather than build new buildings, although its prototypical building of 70' x 100' is preferred when feasible.

Town Fair continues to seek locations throughout eastern Massachusetts, New Hampshire and Maine. Plotkin of Northeast Retail Leasing and Management Company exclusively represents Town Fair Tire.

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