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04-03-2014 - The Retail Bus Tour is rolling into Boston

February 27, 2014 - Retail

The Retail Bus Tour, Inc. (www.retailbustour.com), a new marketing and networking event specifically designed for the shopping center industry, has expanded into the Boston market area. This industry event is scheduled for April 3, and registration has already begun with over 45 attendees pre-registered.

Three chartered buses, each with two "on-board" moderators, will guide attendees through 35 major shopping centers in the Boston Metropolitan market area, providing information on each property, including rental rates, existing and upcoming vacancies and future redevelopment plans.

The Retail Bus Tour provides property owners and their representatives a new platform to showcase their properties to real estate industry professionals as well as retail company representatives.

"We are extremely excited to bring The Retail Bus Tour to our market as this venue provides the most effective networking opportunity for our industry to share ideas while increasing our knowledge in the market and showcasing retail properties" said Lawrence Platt, a twenty-five year retail real estate veteran and principal with Platt Realty Group and the regional director for The Retail Bus Tour.

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