



CELEBRATING
55 YEARS

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2020 Year in Review: Carol Todreas, Todreas Hanley Associates

December 25, 2020 - Spotlights

Carol Todreas

Consultant

Todreas Hanley Associates

What was your greatest professional accomplishment or most notable project, deal, or transaction in 2020? My greatest professional accomplishment this year may be an insignificant speck on the retail scene but to me it was a triumph. With the pandemic in full bloom in March, retailers were consumed with issues they never expected, especially locals. My mission: To save at least one local retailer. One merchant, one consultant. My help/his perseverance. Determined, we analyzed, redid the numbers, and finally crafted a viable plan. We renegotiated the lease, focused marketing and sales initiatives, opened the store by appointment, and established priority deliveries for loyal customers. This store now alive and well! Merchant/landlord-thumbs up.

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