



CELEBRATING
55 YEARS

nerej

Litsky of SullivanHayes Companies launches 65 stores for Pocket Wireless

May 20, 2009 - Retail

Jonathan Litsky of SullivanHayes Companies has completed 65 leases for Pocket Wireless ranging from 1,000 - 2,500 s/f. The stores are located throughout Springfield, Hartford, and New Haven. Pocket Wireless is the third largest flat rate wireless carrier in the nation.

Litsky credits SullivanHayes' marketing team of Micah Beem-Miller and Ed Moran for providing him with superior marketing resources. Recent advances in mapping and demographic research enabled SullivanHayes to implement Pocket Wireless' strategic growth plan.

"Using a combination of our market knowledge and resources, we were able to identify and target the corridors that fit the Pocket Wireless' model. The marketing team and administrative staff were instrumental in this truly team effort," said Litsky.

Rocky Crossland, COO of Pocket Wireless initially contacted SullivanHayes Companies in late April 2008 with an aggressive roll out plan for the northeast.

"SullivanHayes Companies outlined a detailed strategy for our company in the northeast. Their local market knowledge was invaluable to our rapid growth strategy," said Crossland.

In less than nine months the SullivanHayes' team was able to produce 65 stores with locations identified and leases signed in time for Pocket's grand opening in the first quarter of 2009.

Jonathan Litsky is also on the planning committee for the Hartford International Council of Shopping Centers.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540