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Plotkin of Northeast Retail Leasing & Mgmt. brokers 7,200 s/f lease

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According to Danny Plotkin, partner with Windsor, Conn.-based Northeast Retail Leasing & Management Company, LLC, Town Fair Tire Centers recently opened a 7,200 s/f store at 75 Providence Hwy. (U.S. Rte. 1), its 27th Massachusetts store .

Formerly the site of a Mitsubishi automobile dealership, Town Fair Tire demolished and rebuilt the interior of the building as a prototypical Town Fair Tire store. The opening is a continuation of a new store development program Town Fair and Plotkin began in 1998 when the East Haven, Conn.-based retailer of tires and custom wheels decided to pursue opportunity east of I-495. Since then, 18 new Town Fair Tire stores have opened in eastern Mass., N.H. and Me.

According to Plotkin, Town Fair Tire's growth is unhampered by the current economic downturn given that many people are replacing tires rather than buying cars and that recently vacated spaces and/or buildings in regional or high traffic areas in New England pose new opportunity for the company's 6,500 to 7,500 s/f stores. "It is easier now than it was during the high-flying times of just several years back," said Plotkin, while referring to the burden of having to compete with other retailers for the same space.

"Landlords understand Town Fair better than they once did; they know the company is not in the automobile repair business and does not sell parts or change fluids, and they also know that unlike a growing list of retailers who are closing stores or are out of business altogether, Town Fair keeps rolling along."

Plotkin exclusively represents Town Fair Tire and seeks land, existing buildings or shopping center space in high traffic regional retail trade areas throughout New England.

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