

Dear Potential Specialty Retailer,

Thank you for your interest in Urban Pop at Reston Station. To apply, please complete and return the attached application in order to be considered for any business opportunities at Urban Pop.

Once your application has been submitted, it will be reviewed. Applicants whose concepts are a good match for the mixed-use center will be contacted to set up a meeting. If you are not contacted for a meeting at this time, please be aware your application will be kept on file in the event that an opportunity arises for your product in the future. Thank you again for your interest in Urban Pop.

Sincerely,

Christine Masney - Specialty Leasing Representative   
  
[CMasney@comstockcompanies.com](mailto:CMasney@comstockcompanies.com)

(301) 461-1978

**Specialty Retailer Application**

The key to a successful business is planning. Filling out this application as completely as possible is the first step. It is important to note that approval is not given unless this form is completed and returned for review.

Date:

Applicant Name:

Company Name:

Name of Proposed Retail Concept:

Federal ID#:

Home address:

Phone:

Cell:

E-mail:

Business Address:

Phone:

E-mail:

Are you Eligible to work in the United States for any U.S. Employer?

Yes  No

**APPLICANT PROFILE**

Sole Proprietorship LLC\*  Partnership\*  Corporation\*

State of Formation:

List all direct and indirect owners of Application (down to natural persons or publically traded companies):

Are you registered to conduct business in the Commonwealth of Virginia: Yes  No

**PROPOSED CONCEPT:**

Please describe in detail your retail concept:

**If merchandise concept and designs are approved, what is your desired start date and term?**

Start Date:

Desired Term:  30 days  60 days  90 days

**BACKGROUND:**

Have you ever been a retailer at a shopping center before?  Yes  No

If yes, please list centers below:

Center Name/Location:

Product(s):

Monthly Sales:

Name of last Landlord:       Phone #:

Company/Contact Person:

Have you ever been delinquent in paying rent over the past 3 years?

Yes  No

If yes, please explain the situation:

What type of consumer purchases your merchandise? (Average age; male/female; trendy; family- oriented, etc.):

Why do you feel your product concept would be successful at Urban Pop?

**APPLICANT SALES/EMPLOYEE PLAN**

Will you be working your own unit/store?  Yes  No

How many employees will be hired?

What operational costs do you anticipate for:

**MISCELLANEOUS**

Will you utilize any special packaging for your product (logo bags, gift boxes, special labels, etc.)? If so, please identify:

How frequently will you change out/refresh the merchandising mix (ie, weekly, monthly, other):

**REFERENCES Business References (Please list at least two business references/ contacts):**

Name:        
Relationship:        
Phone:        
Email:

Name:        
Relationship:        
Phone:         
Email:

**ATTACHMENTS**

PLEASE INCLUDE THE FOLLOWING WITH THE SIGNED APPLICATION:

**PICTURES OF PROPOSED PRODUCTS (INCLUDE COLOR CATALOGS, PHOTOGRAPHS OF EXISTING STORES, AND/OR CARTS OR KIOSKS, AND SAMPLES WHERE APPLICABLE).**

*Note: Samples will be returned to you within 30 days of application receipt.*

I have made an honest representation in responding to the question above, and do hereby certify that all information contained in the preceding pages is accurate, correct and complete.

I certify that I am eligible to work in the United States for any U.S. employer, lawfully present in the United States, and not prohibited from doing business with U.S. persons under any law or regulation. I further certify that I am able to provide documents that demonstrate my identity and work eligibility and that I will provide these documents upon request by Urban Pop.

**Print Name:**

**Signature:**

**Date:**

**PLEASE FORWARD COMPLETED APPLICATION AND REQUESTIED INFORMATION TO:**

Christine Masney - Specialty Leasing Representative   
  
[CMasney@comstockcompanies.com](mailto:CMasney@comstockcompanies.com)

P: (301) 461-1978

**Applicant’s execution of this Application does not in any way constitute an acceptance of Applicant for tenancy by Urban Pop at Reston Station. This application has been executed by Applicant solely for informational purposes and confers no rights whatsoever on the part of the Applicant. Urban Pop at Reston Station shall have the right, in its sole discretion, to accept or reject this application without any liability whatsoever.**