

FAQS

WHAT IS THE BIG DEAL WITH POP-UPS ANYWAYS?

Pop-ups are designed to create a sense of urgency and excitement since people understand they will not be open for the long-term. They can also draw customers by offering unique products and brands that are not otherwise available in the area. Overall, they give shoppers an immediate reason to visit or revisit an area.

WHAT DOES A POP-UP LEASE LOOK LIKE?

AEDP has developed a very simple 7-page lease that you can use for pop-up tenants. The duration of the lease can be for as long or short as you would like. You can also choose to renew it on a monthly basis so the space can be vacated quickly in the event you secure a long-term tenant.

HOW MUCH CAN I CHARGE FOR RENT?

You can charge the pop-up whatever rent you think is reasonable. We do recommend that the rent is inclusive of all utilities for the sake of simplicity.

WHO IS POPPING-UP?

Pop-ups are run by entrepreneurs to test the demand for their products in certain markets. If business is good, they could turn into your long-term tenant.

HOW WILL HOSTING A POP-UP BENEFIT ME?

Hosting a pop-up will put you on the map with shoppers and potential long-term retail tenants. Even after the pop-up leaves, shoppers will continue to pass your storefront wondering what is coming next. Like staging a home to sell, hosting a pop-up will help other retailers see the potential of your space. Also, this pop-up may become a permanent tenant. Pop-ups are a good way for both parties to 'test' one another.



CAN I STILL SHOW MY SPACE EVEN WITH A POP-UP TENANT PRESENT?

Yes. Work with your pop-up tenant to determine appropriate times to show the space to potential long-term lessees. If you want to be able to show the space anytime, that can be included in the initial agreement with the pop-up.

For more information on our pop-up program:
growalx.com/popup

