

For Immediate Release
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News Release

ASG Expands Offerings to Include Store Design and Construction

Debbie Urton, former SVP of Store Design and Construction for Limited Brands, Inc., recently joined ASG to lead the firm's initiative of offering store design and construction services to retailers. This newest offering, which compliments ASG's store strategy, tenant representation, lease administration, and landlord auditing services, is the latest step in our vision of offering retailers turnkey real estate supply chain solutions.

During her sixteen year tenure at Limited Brands, Inc., Debbie worked on over 6,000 store design and construction projects. Her experience includes all phases of the process, from creating design concepts (four years in a row, her designs won the annual NRF award for best store design) to purchasing owner-supplied materials and managing construction projects. In addition, she implemented major process changes and did extensive cost engineering on store designs. She has a rare combination of design, process, and financial sensibility, which together helped her deliver 3,150 projects on time and on budget during her last five years at Limited Brands. Most recently, Debbie created the store design and helped manage the construction for Jule, a women's accessory store which opened its first store in November 2005.

"I am pleased to renew my working relationship with everyone at Asset Strategies Group," said Debbie Urton. "I am especially looking forward to helping ASG expand their services to retailers and doing what I know best, store design and construction."

"We're excited to be working with Debbie again," said Steve Morris, one of ASG's founding partners. "We believe there is an incredible opportunity to help retailers, whether long established or in the early stages of their growth cycle, with their store design and construction processes. And there aren't many people in the country who understand the process from start to finish like Debbie, or who have had the breadth and depth of her experience."

Asset Strategies Group, LLC is a leading retail real estate consulting firm based in Columbus, Ohio. In its first three years, it has completed over 80 engagements for more than 25 clients.

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