

# Verizon Stores

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A Guide for  
Retail Franchising  
Opportunities



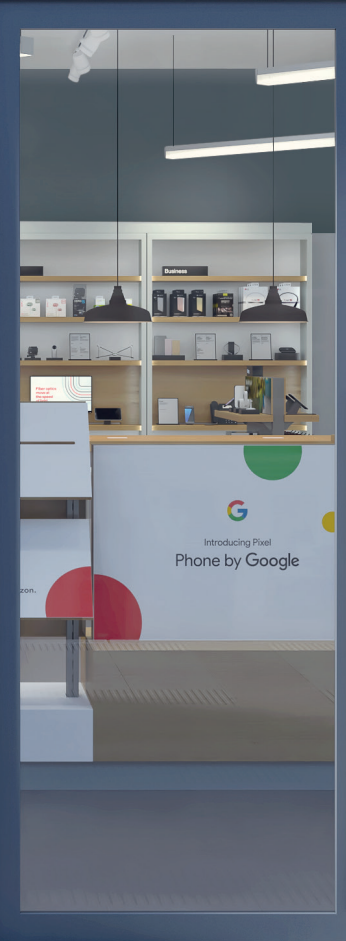
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# A new generation.

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We all know things are different now. Demand is higher. Technology has changed the way people shop. So retail needs to be thought of in a completely different way.

Now, design is more important than ever. Keeping it approachable, void of clutter, and modern, we have created a new type of store that invites people in and leads them directly to what they need.



# Our vision.

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Because our new stores are designed to help people get what they need, we've kept them simple, intuitive, and convenient. This gives them the experience of a stress-free environment where they're able to not only get what they came for, but also to explore new brands and products.

It's all about supporting the ever-evolving digital lifestyle of our customers.



# The right experience.

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Our stores provide the ideal place to bring people and technology together. Clear sightlines and an open layout invite you to discover the latest and greatest products. A minimal color palette accented with natural materials creates a neutral canvas that softens and elevates the presentation of devices and services.

The result is a store that removes the distractions and helps you connect with the people and things that matter most.



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# Products with a purpose.

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People come to our store for expertise. So we curate the products and content, with a focus on highlighting the benefits to individual customers. Our hands-on experiences with products get people to really understand what they want. It's about connecting with them on a human level so that technology can actually help their lives.











# More than products.

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We're here for more than just devices. We're here to connect people to everything the digital world has to offer. We encourage exploring and discovery by displaying everything in ways that relate back to a lifestyle, activity, or occasion.

Using simple, human language, we become the trusted advisor, relating emerging technologies to the customer's busy life.







# Join the new generation.

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As a landlord considering, you will benefit from an ideal tenant, one that provides a retail halo typically associated with an anchor tenant. Together, you and Verizon have the tools to forge a rewarding and enduring partnership.

- 1,400 – 2,400 sq. ft. urban locations or 2,500 – 3,500 sq. ft. suburban locations
- Free-standing pad or predominant end cap
- Highly visible buildings with unobstructed store signs; 50 ft. of frontage preferred
- Busy regional shopping area anchored by big boxes with multiple junior tenants
- Easily accessible storefront parking with 25 spaces minimum
- Pylon and/or monument signs
- High traffic counts
- ADA compliant site, facility and tenant space





# A few things to think about.

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- Connections: Over 113.9M
- Annual revenue 2016: \$126B
- Employees: 161,004 worldwide
- Company Stores: 1,600+
- 98% U.S. wireless network coverage