

# Wireless Lifestyle – Sprint Dealer Case Study

**Wireless Lifestyle Becomes the Largest Independent Sprint Dealer in the nation with assistance from the NAI DESCO Retail Services Group.**



## Background

In January 2006, Wireless Lifestyle (WL) had 22 locations throughout Kansas and Missouri, primarily focused around the Kansas City area.

In order to expand their presence outside of Kansas City, WL acquired a small dealer in the St. Louis area that had only kiosk locations in the regional malls.

WL, who had previously handled all real estate functions in-house, began working with the NAI DESCO Retail Services Group to open more traditional retail locations throughout the St. Louis area.

## Challenges

WL wanted to expand further in Missouri and other states, but had no formal real estate process or plan in place.

WL's in-house resources were over-taxed, spending too much time on real estate matters instead of focusing on business operations.

## Approach

The NAI DESCO Retail Services Group aided WL in creating a real

estate process that included the formation of a standard letter of intent, incorporating important terms critical to WL's business, and a standard construction letter, outlining the construction scope of their retail locations.

The NAI DESCO Retail Services Group assisted WL in market research, site selection, letter of intent negotiation, lease review, and vendor management services.

The NAI DESCO Retail Services Group created a project tracking system to monitor and document the progress of each transaction.

## Results

Outsourcing their real estate services to NAI DESCO allowed WL to become more efficient, focusing their time and energy on market strategy and day-to-day business operations.

Since partnering with NAI DESCO, WL has expanded to 200 locations throughout the continental United States and Puerto Rico, and is now the **LARGEST** Sprint independent dealer in the nation.