

T-Mobile Case Study



Situation

T-Mobile has been a client of JLL for over 12 years. JLL provides multiple services across the entire portfolio. Retail portfolio services include location analytics, transaction management, program management, lease administration and lease renewal/restructuring. T-Mobile is one of America's fastest growing retailers, averaging over 400 new locations per year for the last five years. Following the acquisition of Sprint in 2020, the combined retail portfolio had over 18,000 points of retail distribution (Corporate and branded partner)



Initiatives

T-Mobile's current retail requirements of JLL include:

- Sourcing and managing new store growth opportunities (Transaction and broker management)
- Ongoing renewal management of all mall store leases
- Market valuation data
- Project management of all new store builds and remodels
- Urban retail lease restructuring



Results

JLL assigned a Retail Transaction Lead to serve as the main point of contact for T-Mobile to: provide strategic advice, introduce best practices, manage teams and calls, make adjustments to program and practices, and manage all reporting for retail transactions alone, JLL provides a team of 11 individuals, along with the Transaction Lead. JLL hires and currently manages 60 local broker partners assisting on gathering market valuation data and sourcing new store opportunities.

- 144 lease renewals completed in past 36 months resulting in excess of 13M in occupancy costs reductions
- 275 new stores completed in the past 36 months
- Analyzed store development process and made recommendations for improvement
- Reduced overall cycle time by 28%

