



HOLLYWOOD + HIGHLAND

SPECIALTY LEASING APPLICATION

Today's Date _____, 200 ____

Proposed Business Name/ DBA

Sole Proprietor/Partnership/Corporation? _____

Owner/Company/Corporate Name:

Telephone: (office) _____

(fax) _____

Business Address: _____

Email Address: _____

Federal Tax ID #: _____ OR

Social Security #: _____

Primary Contact Person/Owner:

Telephone: (home) _____

(business) _____

(fax) _____

(mobile) _____

Home Address: _____

Email Address: _____

Additional Contact Person/Co-Owner:

Telephone: (home) _____

(business) _____

(fax) _____

(mobile) _____

Home Address: _____

Email Address: _____

DESCRIPTION OF BUSINESS

1. **Have you ever had a retail business before?** _____

In a shopping center? _____

2. **If so, please list location and dates:** (please include photos)

Location:

Dates:

Location:

Dates:

3. Describe the product(s) that you wish to sell.

(Please be specific. For example, if you sell hats, 50% will be caps and 50% will be dress hats.)

4. What are the prices or price range of the merchandise you will be selling?

5. How will your merchandise be packaged once it is sold? (ex: given in a box, plastic bag)

6. What were the average sales in your most recent business?

January - October Sales: (Avg. per month) _____ / month

November - December Sales: (Per Term) _____ (holiday sales)

7. What are the demographics for your target market for your merchandise?

(Who is your customer? Ages, gender, Income Level, etc.)

8. Briefly describe your retail concept, business identity and/or theme:

9. Please describe your retail background in detail: (Have you ever been a retail merchant?)

10. References. Please List Business references that may be contacted.

Name: _____
Phone: _____
Name: _____
Phone: _____

Please return this application to the management office with a business proposal and financial information via regular mail or fax to:

**Jordan Lolli
Leasing Manager**

6801 Hollywood Blvd Ste#170
Hollywood, CA 90028
Phone: (323) 817-0203
Fax: (323) 460-6003