

Louise C. Jennings

Real Estate Southeast, LLC is a southeast based real estate company offering professional services which include property management, leasing, development, construction management, acquisition and financial analysis services. Our team consists of a small group of talented and dedicated professionals, who handle all aspects of day to day property management, marketing and leasing and commercial development, providing investors and tenants a hands-on personal attention approach.

Real Estate Southeast, LLC was founded in 2000 by Louise C. Jennings. Ms. Jennings has over 25 years of experience in retail leasing, property management, marketing and development of commercial real estate. As a property owner, she understands the important aspects of creating value in commercial property, along with its day to day management and operations. As president of a commercial real estate company for over 17 years, she also understands the responsibilities of providing a service to investors, clients, customers and delivering results. Utilizing strong communication and negotiation skills, she works with a variety of national and regional retail businesses, legal professionals, governmental agencies, and lending institutions.

Ms. Jennings began with The Newton Company, Prattville, AL (1986-91) and was responsible for marketing and leasing the company's portfolio. In 1987, Ms. Jennings directed the renovation of Heritage Place Shopping Center (originally developed in 1962). This project included redesign, construction coordination, marketing, re-tenanting and refinancing of the property. Heritage Place maintains a 90% occupancy.

Ms. Jennings was President and co-founder of JP Properties, Inc. (founded 1991). The company focused on the acquisition and development of commercial real estate with a primary interest in the redevelopment and re-tenanting of retail properties. Ms. Jennings guided the management, leasing and development of the company's portfolio, which included market analysis, marketing, working with national and local retailers, contract negotiations, and construction coordination. The redevelopment projects included Roebuck Marketplace (Birmingham, AL), South Slappey Village (Albany, GA), and Midtown Shopping Center (Prattville, AL).

Ms. Jennings performed third party leasing and management for private and institutional investors. She was responsible for leasing and management for Kranzco Realty Trust (Centro) southeastern portfolio, which included nineteen retail properties located throughout the southeast.

Notable Projects:

Roebuck Marketplace (Birmingham, AL) - Re-development of a retail community shopping center, originally developed in 1958 and re-developed in 1995. This project included the re-tenanting and renovation of a 264,000 sf retail center; bringing in Goody's, Winn Dixie Marketplace, Shoe Carnival, Fashion Bug, Rite Aid, Dollar Tree, generating an increased value of 242%.

Midtown Shopping Center (Prattville, AL) - Re-development of a grocery-anchored retail shopping center in 2000 which included the re-tenanting and renovation of a 100,000 sf retail center. Retailers included; Winn Dixie Marketplace, Fashion Bug, Burke's Outlet. Midtown maintains a 95% occupancy.

South Slappey Village (Albany, GA) - Redevelopment of a neighborhood grocery-anchored retail center, originally developed in 1965. This project included the re-tenanting and renovation of a 100,000 square foot retail center. Retailers included; Harvey's, CVS, Simply Fashion's, Family Dollar. The re-tenanting and redevelopment helped generate an increased value of 375%.

Demopolis Towne Center (Demopolis, AL) - Redevelopment of a former Wal-mart (58,000 sf), obtaining 97% occupancy within eight months, creating over \$210,000 in annual income. Retailers included; Fred's, Peebles, Citi Trends and Hibbett.

Russellville Marketplace (Russellville, AL) - Redevelopment of a former Wal-mart (47,000 sf), bringing in Peebles, Burke's, Hibbett and later Dollar Tree, creating 60,000 sf GLA.

Ms. Jennings has developed extensive relationships with retailers and investors and earned a strong reputation for professional, hands on service. As a result, Ms. Jennings is often contracted to do market analysis, site selection, lease negotiation and property management. In 2006, Ms. Jennings completed three redevelopment projects and leased over 140,000 sf in retail properties throughout the southeast. Real Estate Southeast currently manages and leases over 1.5 million sf.

Group reshapes strip malls

JP Properties mall makeovers change face of area shopping hubs

The business brings a new look and energy to struggling shopping areas

By Barbara Knight
Montgomery Advertiser

Louise C. Jennings, president of JP Properties, Inc. is making her mark in the business world by renovating vintage strip shopping malls and bringing in new clientele. JP Properties, Inc. has redeveloped Roebuck Marketplace in Birmingham, AL, South Slappey Village in Albany, GA, Parkway Shopping Center in Opelika, AL and currently Midtown Shopping Center in Prattville, AL.



Louise Jennings re-develops, leases and manages commercial retail properties.

Q How did you get into the shopping center renovation business?

A I began working for The Newton Company (in Prattville) in 1986. At that time, I also coordinated the renovation of Crestview Shopping Center (Now Heritage Place), a neighborhood center my grandfather (Dr. George E. Newton) originally developed in 1962. This was a tremendous learning experience.

What inspired you to do renovations and redevelopment?

Growing up in a large family, you learn to "appreciate your environment." With all the vacated buildings, it only seems more practical to utilize what we have. "Recycling real estate" is not always feasible . . . it can be very challenging, but I've found it to be quite satisfying.

You have compared your renovations to recycling. What do you mean?

The phrase was used several years ago in an article, . . . the phrase appropriately describes what we try to do: re-develop and re-create value in existing commercial property.

Your business has historically been a male-dominated one. What are some of the problems or advantages you have encountered?

This is a popular question. I've never considered this a problem or advantage. I don't feel that being a woman or a man in any industry gives you an advantage or disadvantage . . . we all have "special challenges" that we must overcome.

You initiated a recycling program at Midtown Shopping Center. What prompts your interest in your hometown?

With the growth our market is experiencing (*people moving here from all parts of the country*), it is a shame not to offer some form of recycling. Being a part of the business community, we decided to organize the recycling program with Alabama Recycling and Midtown retailers. Many local volunteers have also helped. It has been one of the most satisfying community events we've sponsored.

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