



Benefits of being part of
TownSpace™

- *Sense of community in rehabilitated historic environment*
- *Flexible lease plans*
- *Planned merchant events*
- *Active merchant association*
- *Supportive entrepreneurial environment*
- *Management services including co-op purchasing, advertising and publicity opportunities as well as accounting, administrative and business consulting assistance*

Upcoming events:

- **October 30: Set your clocks back before you go to bed!**
- **October 31: Happy Halloween!**
- **November 1: Grand opening of Cannon Printing (Commons)**
- **November 1: Grand opening of Roebuck Photography (Commons)**
- **November 2: Election Day.**

Introducing TownSpace Properties™

You may think of yourself as a stand-alone business or merchant. However, you are truly part of a much bigger community. And that bigger community provides opportunities that others can not.

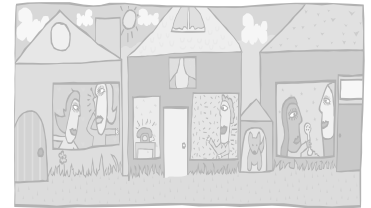
TownSpace Properties™ is the bigger community—the umbrella that makes us different. **TownSpace™** currently includes *The Commons at Spring Hill* and *The Artisan Campus of Franklin*. Watch for more **TownSpace™** growth in the future.

For those who are looking for space, **TownSpace™** has several different options. For current tenants, **TownSpace™** continues to expand services.

In addition to flexible lease plans which many of you have utilized, we will be coordinating planned tenant activities and provide opportunities for co-op purchasing, advertising and publicity as well as other management services.

For instance, buying a half-page ad for *The Commons at Spring Hill*—and then selling space to each tenant—saves money and has a bigger impact versus each individual tenant buying a small, separate ad.

TownSpace Properties™ is also providing public relations support. As a business opens, a press release will be done and submitted to our area media. Other press releases will be



TownSpace Properties™—
creating commercial communities.

written as stories develop. In addition, each business may choose to have extra publicity (flyers, brochures, press releases) done at a reduced price through our network. Other management services are also available. See the following article for more information.

TownSpace™ is about community and opportunity. We are glad to have you here.

Management Services can help your Business

Running a small business can sometimes be overwhelming. You want to do what you love, yet, it takes time and expertise to manage the accounting, marketing, taxes and other fringe aspects of the business. It can be frustrating and costly and take away from you being

in your business.

Now, **TownSpace Properties™** can help. We can provide a comprehensive set of support services that small businesses can not typically afford. **TownSpace™** has created partnerships with various companies to provide ac-

counting services, computer & web technology, business consulting and other support services. These are all available at different cost and support levels depending on your individual needs.

For more information on this benefit, please contact TownSpace™ at 615.599.7949.

Scheduled Opening: November 1, 2004

Meet our Newest Neighbor—Cannon Printing

**High quality printing,
the latest technology
and exceptional prices.**

Cannon Printing

High quality printing, the latest technology and exceptional prices are now available on the north side of Spring Hill with the opening of Cannon Printing at *The Commons at Spring Hill* on Highway 31.

Cannon Printing offers full-service printing with the ability to print brochures, letterhead, envelopes, business cards, newsletters and much more. Most projects utilize state-of-the-art off-set printing; however, photocopying is also

available. For the highest-print quality available, customers can send their files through email eliminating the need to bring in a hard copy.

Owner Jim Cannon has over 20 years of printing experience ranging from small-job printing to commercial presses. Opening his own business and keeping it small allows Cannon to reduce overhead and pass the savings on to the customer.

Cannon selected *The Commons at Spring Hill* because of its

proximity to his established clients in Cool Springs and potential new customers in the fast-growing Spring Hill area. "Spring Hill provides an excellent environment to service current needs and future customer growth," says Cannon.

Cannon Printing is open Monday through Friday from 9 a.m. to 5:00 p.m. More information on the store's services is available by calling 615.568.8200.

Forget Meeting Customer Expectations

"On the one hand, we have telemarketing people, constantly calling us; despite the fact that everyone hates them and, to my personal knowledge, nobody in the history of the world has ever bought anything from them; on the other hand, when we want to reach customer service, we can never get through. Obviously, what corporate America needs to do is round up all the employees in the Telemarketing Department, march them over to Customer Service, and order them to step over bodies of Customer Service employees, all of whom apparently passed away years ago, and ANSWER THE PHONE! OK?"

From Dave Barry, 2001

Many people preach the importance of meeting customer expectations. But just meeting customer expectations doesn't ensure a strong future. According to Dr. Anton Meyer, a professor in Munich, Germany, there's another approach to customer service.

Meyer describes two ap-

proaches - - market driven (reactive) and driving markets (proactive). A market driven approach focuses on meeting current customer expectations better than the current competition. The proactive driving markets approach means creating customer preferences for your products and services.

Customer expectations are formed by experiences. The driving markets approach anticipates customer's needs, wants, wishes and expectations. That's what we, together under the umbrella of TownSpace Properties™, can and will do - - anticipate, create and fulfill customer's needs.

Scheduled Opening: November 1, 2004

Meet Another New Neighbor—Roebuck Photography

LA models know. Santa Claus knows. The Chicago Mass Choir knows. Area sororities know. Popular Christian author Frank Peretti knows. Tennessee Titans offensive tackle Brad Hopkins knows. What do they know? When it comes to high quality and custom, professional photography, Roebuck Photography is the choice. Now Spring Hill and the surrounding area can be in the know as Roebuck Photography opens shop in *The Commons at Spring Hill*.

Roebuck Photography offers that extra personal touch specializing in wedding photography, graduation pictures and other photography needs. Roebuck Photography also provides digital proofs on password-protected websites so that viewing can be done from almost anywhere.

Owners Steve and Catherine Roebuck have over 30 years' combined experience. For the past three years, Steve Roebuck has become a premiere digital

photographer. His Spring Hill studio includes a large photo shooting room, dressing rooms and various picture processing areas.

"Many people feel that because anyone can buy a digital camera, they are capable of taking professional pictures. Everyone can drive a nail, but that doesn't mean that everyone can build a house. The same holds true with photography," says Roebuck. Weddings are the perfect example. He explains, "After a while, the cake is gone, the presents are gone, but what survives are the pictures. They need to be done by a person who has the knowledge and experience to get it right." Roebuck talks about the bride and groom and the need to have a photographer with a personality that doesn't get in the way or intrude on the wedding itself. Roebuck offers that special personality along with the necessary skills.

Some of Roebuck's more notable clients include Titan Brad

Hopkins and his wife who chose Roebuck to photograph their Opryland Hotel wedding. Roebuck recently returned from Atlanta where he took pictures of the Chicago Mass Choir for the cover of their upcoming CD release. And, author Frank Peretti selected Roebuck Photography for many of his publicity shots. However, Roebuck treats every client as a star in their own pictures.

Roebuck Photography is now open by appointment; however, many times shoppers of *The Commons at Spring Hill* will find the doors open and Roebuck in his studio. More information on his studio's services is available by calling 615.302.1909 or at www.roebuckphotography.com.

Roebuck chose *The Commons at Spring Hill* because of its prime location. "It's a thriving location where the tenants and landlord all work together," he says. "We wanted to be a part of that type of business community."

Roebuck Photography offers that extra personal touch specializing in wedding photography, graduation pictures and other photography needs.

More Great Businesses Opening in the Future

TownSpace Properties™ continues to fill its space. This is good for business for all of us.

More businesses have signed on and will be opening soon. Coming soon —

Franklin Auto Traders at *The Artisan Campus* is a high-end

used car sales operation. Their tentative opening date is November 15, 2004.

An old-fashioned ice cream parlor is scheduled to fill the 19th century replica gas station at *The Commons* and is scheduled to open around December 1, 2004.

All of us working together will make **TownSpace Properties™** and each individual complex a great 'destination' for shopping and business, which will assure us a strong future.

We are creating commercial communities - - thanks to you!

All of us working together will make each complex a great 'destination' for shopping and business, which will assure us a strong future.

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We're on the web@
www.townspace.com



Happy Halloween!



What this Newsletter is ... and could become



*Communications;
brand builder;
community enhancer;
and a place for your news too.*

I believe communication is important. This newsletter is just one way to improve communications. But, it's more than just a communications tool. I see this newsletter as a brand builder, community enhancer and a place for your news too. As we grow our commercial community and become a 'destination' for shoppers, we are building a brand unlike most properties in the area. 'Brand building' will assist us in reaching our individual and collective business goals. To help do this, I want this newsletter to be a spot for you to share your news also.

Plus, I see even bigger potential for a newsletter in the future. Perhaps, it becomes a newsletter to share with customers. Maybe it gets printed and available for distribution in your businesses. Or possibly it even becomes a direct mailer to homes matching our demographics. The newsletter could include your business advertising - - either as an insert or part of the content.

The future is up to us, but I can't do it alone. Your feedback and ideas are needed. Please contact our communication/PR specialist at candy@townspace.com. Let us know what you think.

Do you want this newsletter to continue?

What do you like and what needs to be changed?

What do you want included?

What, if anything should this newsletter become?

Thanks for your interest - - *Curt Gibbs*