



THE ROSENFELD
COMPANY

REAL ESTATE REDEFINED

ROOTED IN RELATIONSHIPS. GROUNDED IN EXCELLENCE.

CORPORATE BROCHURE



MISSION & PURPOSE

At The Rosenfeld Company, we combine strategic insight with deep expertise to guide clients through every phase of brokerage and development. With more than a decade of experience and a reputation built on trust, we specialize in retail-focused real estate—ranging from land and investment sales to tenant representation and transformative redevelopment.

Our story is one of disciplined growth, enduring relationships, and an unwavering commitment to creating long-term value—one opportunity at a time.



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Letter from the President

Dear Clients, Partners, and Friends,

When I founded The Rosenfeld Company, it was with a simple but powerful vision: to bring integrity, strategic insight, and enduring value to the real estate market. That vision was shaped by over a decade of hands-on brokerage experience and a deep-rooted belief that the work we do should reflect not only professional excellence, but also personal accountability and purpose.

What began as a brokerage-focused operation has grown into a full-service real estate firm, built on a foundation of discipline, trusted relationships, and a sharp focus on the retail sector. Our evolution has been steady and intentional—guided by our unwavering commitment to our clients and our desire to do work that stands the test of time.

At The Rosenfeld Company, relationships drive everything we do. We lead with integrity, listen first, and work relentlessly to deliver meaningful results.



Whether we're helping a retailer find their next strategic location or navigating complex development projects, our mission remains the same: to create long-term value through thoughtful execution and a client-first mindset.

This company carries my family name, and with that comes a deep sense of responsibility—one that I take seriously every single day. I am proud of what we've built, and I'm even more excited about where we're headed.

Thank you for being part of our journey.

Sincerely,

MATTHEW ROSENFELD

Founder & President

The Rosenfeld Company



REAL ESTATE REDEFINED

Rooted in Relationships.
Grounded in Excellence.

At The Rosenfeld Company, we transform real estate potential into lasting success. Driven by integrity, expertise, and enduring partnerships, our capabilities span two core areas: brokerage and development.



DALLAS, TEXAS

As a full-service retail brokerage firm, we offer tenant representation, investment sales, property disposition, and project leasing—each tailored to support our clients’ strategic growth. On the development side, we lead ground-up projects and reposition existing assets to unlock value and drive sustainable performance.

OUR SERVICES



Full-Service Real Estate Firm

The Rosenfeld Company is a real estate firm that provides specialized brokerage and development services, focusing on delivering strategic, long-term value for its clients. With a hands-on approach, the company supports projects from initial concept through execution, offering services such as tenant representation, investment sales, and property leasing.

Our Full Suite Of Services

- ✓ Tenant Representation
- ✓ Investment Sales
- ✓ Property Disposition
- ✓ Project Leasing
- ✓ Development

Property Marketing Services

- ✓ Pro Photography & Branding
- ✓ Listed on Website, CoStar & Crexi
- ✓ Maximized Visibility & Buyer Reach



Strategy Planning

Understanding client goals to tailor brokerage and development solutions.



Marketing & Promotion

Creating polished materials and leveraging platforms to maximize exposure.



Transaction & Development Execution

Managing deals, tenant representation, and asset development from start to finish.

WHY THE ROSENFELD COMPANY

At The Rosenfeld Company, we take a personalized, strategic approach to every deal — combining market intelligence, creativity, and relentless follow-through to deliver real results. What sets us apart isn't just what we do, but how we do it: with integrity, discipline, and an unwavering commitment to putting our clients first.



STRATEGIC FROM DAY ONE

We don't just react to the market — we guide our clients through it. Every project begins with a tailored strategy designed to align with your long-term goals and maximize the value of every decision.



EXPERIENCE THAT CREATES ADVANTAGE

With over 13 years in retail-focused brokerage and development, we bring seasoned insight to every deal. Our ability to identify hidden opportunities and navigate complexity gives our clients a distinct competitive edge.



SEAMLESS, END-TO-END EXECUTION

From identifying the right site to finalizing the deal or development, we manage each stage with precision. Our hands-on, full-service approach ensures a smooth process and results you can trust.

TENANT REPRESENTATION

Real Estate Redefined

At The Rosenfeld Company, we partner with tenants to identify strategic real estate opportunities that align with their long-term vision. Through creative problem-solving and deep market expertise, we secure optimal locations that support growth, brand positioning, and operational success. Every solution is tailored to the tenant's unique business objectives and space requirements.



Your Representation Handled Right

As dedicated tenant representatives, we work exclusively on your behalf ensuring your needs drive every decision. Our expert guidance, market insight, and negotiation strength help you secure the right space with terms that align with your business goals. With The Rosenfeld Company, you gain an advocate fully focused on protecting your interests and maximizing your leverage in the market.

01

Business & Market Research

We begin by understanding your business goals, growth plans, and ideal customer base. Using our deep market knowledge, we identify opportunities that align with your strategic vision and performance goals.

02

Negotiation & Lease Strategy

With strong market relationships and negotiation expertise, we secure favorable lease terms that support your financial objectives and operational flexibility.

03

Property Tours & Evaluation

We guide you through curated property tours, evaluating each space based on functionality, visibility, accessibility, and long-term potential for your business.

04

Lease Execution & Opening

Once terms are finalized, we ensure a seamless signing process and provide hands-on support during your transition into the new space.



01 CHASE BANK

North Texas

Founded in 1799, JPMorgan Chase Bank foundation has been paved through mergers and acquisitions of more than 1,200 predecessor institutions over the last 225 years. Offering a comprehensive suite of banking services, including checking and savings accounts, credit cards, mortgages and business banking making it one the premier financial institutions in the world.



02 QUICK N CLEAN CAR WASH

Texas

Founded in the early 1990's, Quick N Clean vision is to offer high-end, first class car wash services at an affordable price by utilizing state of the art technology. Currently operating in Arizona, Colorado, Oklahoma and Texas, Quick N Clean recently relocated their headquarters to Texas to continue to focus on their growth plans.



03 PIZZA PATRÓN

DFW

Founded in 1986, Pizza Patrón created a pizza that infused the bold flavors of the Latin culture. The "Patrón Way" is utilizing the freshest ingredients and never freezing their dough. Currently operating in Arizona and Texas with over 87 locations.



04 PLOMO QUESADILLAS

DFW

What started out as one concept quickly grew into another that focused on quesadillas instead of tacos. Tucked away in the late night district of Fayetteville, AR, Plomo Quesadillas was born through word of mouth and promoting to the college community. It quickly became the rave of town for it's fun late night atmosphere and quesadillas.



05 SMITH & WOLLENSKY

North Texas

Opening in 1977 in NYC, Smith and Wollensky became known for their American hospitality, high quality USDA Prime steaks, and for being the only national steakhouse to hand-carve and dry-age its steaks on premises. Built on the "American Dream," service and hospitality from its employees have become the cornerstones of the brand's identity.



06 30 BRUNCH HOUSE

DFW

Born out a passion for quality food and a welcoming environment, 30 Brunch House is a place to jump start your day with a coffee or unwind with a classic breakfast and mimosas. The menu is cultivated for comfort, flavor and indulgence.

INVESTMENT SALES

Your Partner in Identifying and Securing Prime Investment Deals

At The Rosenfeld Company, we connect investors with prime retail and land opportunities across Texas that deliver lasting value. With a strategic approach, we guide clients through every stage of the investment process—from sourcing and evaluating assets to negotiating and closing transactions—always prioritizing integrity and long-term success.



Our Full Suite Of Services

- ✓ Broker Price Opinion
- ✓ Lease Abstracts
- ✓ Property Marketing
- ✓ Professional Relationships

Expert Navigation Through Market Landscapes

We provide broad market coverage, ensuring that your property is positioned in front of the right buyers. Our strategies target the best opportunities and markets, leveraging our network and in-depth market knowledge.

PROCESS & APPROACH

01

Identify the Opportunity

We begin by assessing your property to determine its market value and potential.

02

Broker Price Opinion

We provide a Broker Price Opinion, offering the Seller clear guidance on the potential sales price.

03

Build Offering Memorandum

We create a compelling marketing package to present your property effectively to potential buyers.

04

Go Live with Marketing

Your property will be showcased on our website, CoStar, and other platforms to ensure maximum visibility.

05

Call for Offers

We manage the offer collection process, ensuring you receive the best price.

06

Investment Finalization

We help you evaluate and select the most credible buyer, considering price, timing, and likelihood of closing.

07

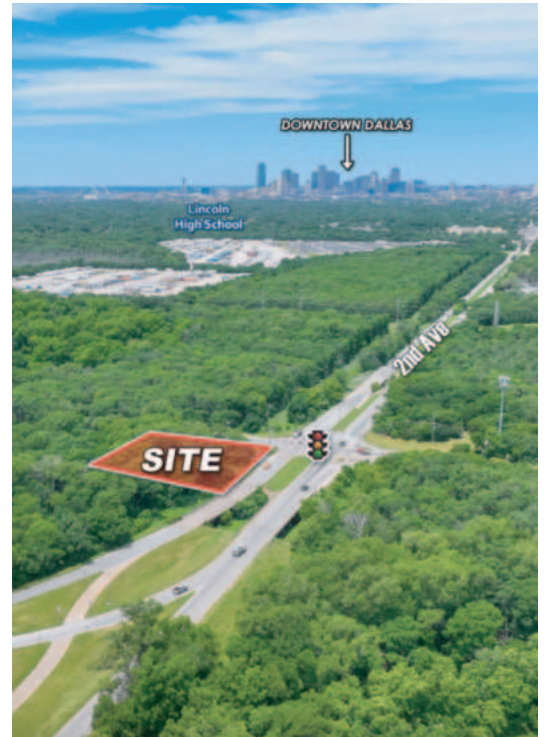
Contract & Closing

We guide you through the contract negotiations and ensure a smooth closing process.

DEVELOPMENT

We orchestrate development from A to Z—so you don't have to

At The Rosenfeld Company, we specialize in developing retail properties that drive long-term profitability. From identifying off-market opportunities to overseeing every stage of development, we deliver projects with a focus on innovation, quality, and creating lasting value for our clients.



STRATEGIC SITE DEVELOPMENT

We handle every aspect of identifying, acquiring, and preparing the right property for development. From uncovering high-quality sites to securing entitlements, zoning, and early approvals, we set the foundation for success.



DESIGN & PLANNING MANAGEMENT

We lead the vision—partnering with top-tier architects, engineers, and consultants to shape cohesive, market-driven plans. From design oversight to managing permitting and regulatory approvals, we ensure your project moves forward without delay.



EXECUTION & FINAL DELIVERY

From groundbreaking to grand opening, we manage construction with precision—overseeing contractors, timelines, and budgets to maintain momentum and quality. At project close, we ensure everything is delivered as promised, down to the last detail.



BUILT ON COLLABORATION

We work closely with investors, landowners, architects, and municipalities to deliver successful projects on every scale. Whether you're expanding a portfolio, repositioning a property, or building from the ground up, Rosenfeld brings decades of market knowledge, strategic insight, and operational excellence to the table.

- ✓ Partnering Across Sectors
- ✓ Market Insight at Every Stage

FROM CONCEPT TO COMPLETION,
WE TRANSFORM BOLD VISIONS
INTO ENDURING VALUE.

At The Rosenfeld Company, we specialize in full-service real estate development with a refined approach—delivering signature commercial and mixed-use projects that create lasting impact. Our team manages every stage with precision, passion, and unmatched professionalism.



FULL-SERVICE DEVELOPMENT EXPERTISE

From acquisition to delivery, we manage every phase in-house.

SIGNATURE MIXED-USE & RETAIL PROJECTS

We specialize in projects that balance innovation, design, and profitability.

HIGH-IMPACT MARKETING & LEASING STRATEGY

Maximizing visibility with branded materials and targeted platform outreach.

DATA-DRIVEN SITE SELECTION

Strategically identifying prime locations for long-term success.

PROVEN TRACK RECORD OF EXCELLENCE

Decades of industry insight backed by successful project execution.



MATTHEW ROSENFELD

Matthew Rosenfeld is the Founder and President of The Rosenfeld Company, specializing in retail tenant representation, land sales, and investment transactions across Texas. He represents clients such as JPMorgan Chase, Sam's Club, Quick N Clean Car Wash, and Pizza Patron, along with various land buyers including JPI and WaterWalk. Before launching the company, he led Weitzman's DFW Brokerage Department and was consistently recognized as a top producer. He's a multiple-time D CEO Power Broker and was named a Top 10 Broker in Texas by Connect Media. A graduate of UT Austin's McCombs School of Business, Matthew is also a former professional golfer and U.S. Junior Amateur Champion.

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