



**"In Pursuit of Real-Time Real Estate"**

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**"Tropical Smoothie Café Makes Real Estate Smooth for Franchisees with the Windsor Realty Group"**

ATLANTA – Tropical Smoothie Café, an independently owned franchise system with more than 235 stores in 28 states and an additional 150 stores in development is using the Windsor Realty Group's comprehensive real estate approach to streamline and standardize the site selection and real estate process nationally.

Employing its Windsor Process and Windsor Pipeline Management web application, the Windsor Realty Group has developed a comprehensive site selection and real estate approach tailored specifically to the needs of the Tropical Smoothie Café area sales developer and franchisee systems. The Windsor Process is designed for Tropical Smoothie Café to drive revenue, minimize risk, out position the competition and provide predictive outcomes.

"The leadership at Tropical Smoothie Café appreciates the importance of target market driven real estate, flawless execution and providing a comprehensive package to it's area sales developers and franchisees to make objective decisions when it comes to the most vital and costly decision as a franchisee; the real estate", says Dan Wirtz, founder and president of The Windsor Realty Group.

Through harnessing technology and processes, the Windsor Realty Group can perform and deliver an initial market study and site search anywhere in North America in 2 – 3 days.

Compared to the 2 – 3 weeks it takes on average in the industry today, there is no doubt that Windsor helps it's clients out position the competition.

“In our pursuit to deliver real-time real estate to our clients, we have developed a proprietary technology and software that allows us to provide our clients with comprehensive and factual information for them to make decisions quickly without the typical salesmanship experienced from most brokers and consultants” says Brian Curin, managing partner of The Windsor Realty Group.

“The Windsor Realty Group truly understands the franchise model and has developed a comprehensive approach tailored to our needs that will us to focus on selling franchises and supporting the franchise system instead of managing the site selection and real estate process” says Jim Valentino, COO of Tropical Smoothie Café.

#### **About Tropical Smoothie Café:**

Tropical Smoothie Café based in Destin, Fla. was founded in 1997. Their vision is to have consumers make Tropical Smoothie Café THE choice for higher quality, healthier way of life. This concept offers more than just great real fruit smoothies. We also offer gourmet wraps, specialty sandwiches and salads that are made with only the highest quality Boar's Head® Brand meats and cheeses. In fact, like our famous smoothies, every ingredient we use in our food is of the highest quality. With our commitment to quality, taste and unparalleled hospitality there is no question why Tropical Smoothie Cafe is becoming one of the fastest growing franchises in the quick casual restaurant segment.

#### **About The Windsor Realty Group:**

Atlanta-based Windsor Realty Group established in 1996, is a leader in providing commercial real estate solutions through target market driven real estate, flawless execution and mutual trust. The company has successfully completed assignments in office, retail, and industrial markets in over 350 cities across the country for some of America's most well-known brands. Most of its success has come through it's pursuit of real-time real estate by harnessing the power of process and technology to give clients the absolute best service and facts to make informed decisions that

achieve the end result of driving more long-term revenue for every location and minimizing risks along the way.

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