

LAZ PARKING

LESS TIME PARKING, MORE TIME SHOPPING



It's often overlooked, but an exceptional customer experience doesn't begin in-store, it starts in the parking lot. We know that your customers expect impeccable service and have other choices if their needs are not met. So the moment they drive onto your property, LAZ Parking reduces stress and delivers high-end service, perfected over decades. We make sure that your parking operation drives customers in, not away.

National property owners and managers entrust their parking to LAZ because of our people-focused company culture and responsiveness to each client's individual needs. Our expertise and nationwide coverage means that we can dedicate considerable resources locally and nationally to you, our partner.

- We serve locations from small, dense, urban centers to massive suburban malls
- With revenue control, online payments and parking guidance we're the leader in automation technology
- Only LAZ has the strength of a national company with the excellent service quality of a local operator
- Our marketing team can constantly drive alternative revenue sources to offset operational costs
- We do valet "The LAZ Way" - attentiveness and a warm welcome that leaves a favorable, lasting impression

Contact us at www.lazparking.com to learn how LAZ can help you turn more parkers into shoppers.

"We have used LAZ Parking's services for over ten years and their expertise to help us improve our property's image and maximize income as well. In fact, when we originally switched over service to LAZ, we realized a 50% increase in our parking profits."

*Peter Wagener
Developer, PHP Management*



CASE STUDIES

Landmark Center | Boston, MA

Mode of Operation: Self-park
Number of Spaces: 1,400 spaces
Physical Layout: Garage
Type of Agreement: Management

Our partnership with Landmark began during the design phase of this iconic redevelopment, with LAZ acting as a trusted consultant. From 1998 to present day, that trust has continued, with LAZ serving as the parking operator of this bustling, historic mixed-use property, which incorporates national retail, office space, a 13 screen theater, restaurants and a sports complex.

Working closely with management, LAZ carefully balances the access needs of the important retail customers and office tenants. At the same time, LAZ markets to and draws parkers from nearby medical facilities and places of worship, satisfying local parking demands while maximizing utilization and revenue. LAZ created an event parking program for the season's 80+ home games, reducing exit times by over 50% and increasing volumes by 17% while still raising event rates 33%. Implementing online reservations has added tens of thousands of dollars to the bottom line.

Jersey Gardens | Elizabeth, NJ

Mode of Operation: Valet & Customer Shuttle
Number of Spaces: 100 spaces
Physical Layout: On-street
Type of Agreement: Management

Jersey Gardens, with 230 stores and over 1.3 million square feet of GLA is New Jersey's largest outlet mall and draws large crowds, including international travelers from nearby Newark Airport. Since 2008, LAZ Parking has provided valet parking and a vital, income-producing shuttle service that transports thousands of customers between the airport and the mall.

Recognizing the potential of an untapped opportunity, LAZ encouraged mall management to re-launch its long-inactive valet program. Trusting in LAZ Parking's experience, management committed to the year-round valet program, which now serves hundreds of customers a day during busier times. Since its revival, the valet parking program has been a great success for Jersey Gardens and a welcome amenity for shoppers.

