



# Retail Property Experts: Leasing, Management & Advisory

PLAN | DELIVER | MANAGE

[rookpartners.com](https://rookpartners.com)



## WHERE EXPERIENCE DELIVERS

**At Rook Partners, we deliver results through deep expertise, powerful connections, and a hands-on approach.**

We offer what larger firms can't: personal, senior-level attention that cuts through complexity and unlocks real value for our clients.

## ABOUT US

**Rook Partners is a premier boutique real estate agency specialising in retail and commercial leasing, asset management, and strategic advisory. We deliver tailored solutions through market intelligence, disciplined execution, and a commitment to value.**

Founded in 2004 (formerly Rook Salinger), we've delivered leasing strategies for more than 60 retail and mixed-use projects and manage over 15 shopping centres across NSW. Following our 2019 merger with Raine & Horne Commercial Retail Services, we offer a complete end-to-end property solution.

Our clients, from private investors to national retailers and major institutions, trust us for more than just advice. They rely on our market insight, execution strength, access to the right people and opportunities to achieve confident commercial outcomes.

## OUR VALUES

Our values are more than principles, they define our culture, shape our team, and reflect the service we deliver to every Rook Partners client



## OUR TRACK RECORD



**\$850M+**

**VALUE OF ASSETS**  
under management



**105+**

**LEASES SIGNED**  
on average annually



**575+**

**TENANTS**  
in our portfolio



**40+**

**MIXED USE DEVELOPMENTS**  
have been successfully advised and leased



**20+ Years**

**TRUSTED ADVISORY AND LEASING**  
relationships with repeat clients

## KEY FACTS



### Total Projects Value

Over \$4 billion in retail and mixed-use projects delivered.



### Founded

2004 (formerly Rook Salinger).



### Merger

2019 with Raine & Horne Commercial Retail Services to provide asset management solutions.



### Projects Delivered

60+ retail and mixed-use developments.



### Assets Under Management

15+ shopping centres across NSW.



### Core Services

Retail & Commercial Leasing, Asset Management, Strategic Advisory.



### Client Base

Private Family Offices, Syndicates, Investors, REIT's and Developers.



### Team

26+ property professionals.



### Specialisation

Neighbourhood, sub-regional and mixed-use retail and commercial precincts.



## WHY ROOK?

**Because experience matters.  
Because relationships matter.  
Because outcomes matter.**

Our senior team brings decades of hands-on experience in retail leasing and asset management. We don't just advise – we act as trusted partners who connect the dots, identify opportunities, and deliver results.



### DEEP EXPERIENCE

Decades of commercial and retail expertise at the director level.



### STRATEGIC INSIGHT

Informed by real-world market intelligence and planning.



### PROVEN RESULTS

A reputation for getting deals done, no matter the complexity.



### TAILORED SERVICE

We work closely with every client – no handoffs, no generic advice.



### EXTENSIVE PROPERTY AND TENANT NETWORK

We know the decision-makers and can make the right introductions.



### MARKET CREDIBILITY

Recognised and respected by industry leaders, investors, and retailers for our trusted advice and consistent performance.



## OUR EXPERTISE

**At Rook Partners, we combine market intelligence with disciplined execution across all retail property services. Our approach is strategic, collaborative, and focused on delivering value.**

### STRATEGIC RETAIL PLANNING & ADVISORY



- Feasibility and Market Needs Analysis
- Retail Mix Planning
- Outgoings Forecasting
- Development Planning and Advice
- Capital & Incentive Budgeting

### PROJECT & OPERATIONAL LEASING



- Disciplined Implementation
- Cross-Selling Across Multiple Assets
- Extensive & Long-Term Tenant Relationships
- Trade Area Knowledge
- In-House Marketing Capability

### PROPERTY & ASSET MANAGEMENT



- MRI Financial Reporting & myBuildings
- Facilities Management
- Tenant Management
- Planning & Forecasting
- Risk Management
- Financial Control



### LEVERAGING TECHNOLOGY



- Bespoke Salesforce CRM
- Streamlined Risk Reporting Procedure
- Integrated Direct Marketing Platform
- Rapid Global Management System



## At the heart of Rook Partners is a leadership team defined by experience, integrity, and performance.

Each director and senior leader brings deep expertise in their respective fields—retail leasing, commercial property, asset management, and strategic advisory—shaped by decades of success across Australia’s property landscape.

Our leadership team sets the standard through proven outcomes and a culture of collaboration, innovation, and service excellence. Supported by a dedicated team of over 26 property professionals, we work as one, united by shared values and a relentless drive to deliver the best possible results for our clients.

We don’t just lead projects. We lead the thinking, strategy, and relationships that drive lasting value.

### MEET OUR LEADERSHIP TEAM



#### Adam Sheumack

FOUNDING DIRECTOR | +61 411 287 869 | [adams@rookpartners.com](mailto:adams@rookpartners.com)

Founder of Rook Partners, Adam brings 30+ years’ experience in retail and commercial property. After a successful career at Lendlease, he founded Rook Partners. Known for strategic insight and results in development advisory and major leases, Adam leads the leasing team to drive value across managed assets and new projects.



#### Bruce Kinley

DIRECTOR, ASSET MANAGEMENT | +61 417 228 503 | [bkiny@rookpartners.com](mailto:bkiny@rookpartners.com)

Bruce brings over 35 years of retail property experience, specialising in shopping centre operations, leasing, and asset management. A licensed real estate agent, he founded Kinleys Retail Property and held senior roles at JLL and Raine & Horne Commercial. At Rook Partners, Bruce leads centre specialists to enhance asset performance and tenant satisfaction.



#### George Fidler

DIRECTOR, ASSET MANAGEMENT | +61 422 210 322 | [gfidler@rookpartners.com](mailto:gfidler@rookpartners.com)

George brings a wealth of experience across finance, development, and asset management. Having held senior roles with Westfield, Lendlease, Woolworths, Challenger Financial Services, Hoyts and Greenland, he drives performance through strategy, leadership, and commercial analysis.



#### Daniel Song

DIRECTOR, LEASING | +61 407 021 373 | [daniels@rookpartners.com](mailto:daniels@rookpartners.com)

Daniel leads leasing strategies for shopping centres and mixed-use developments. With 12+ years in finance and property, he’s known for data-led strategies and securing top retail tenants. Daniel has successfully leased multiple projects, including Rhodes Central and Leppington Village, maintaining high occupancy through a proactive approach.

### Retail Leasing

Rook Partners is trusted to deliver leasing strategies for some of Sydney's most high-profile retail and mixed-use developments. From vision to execution, we curate tenant mixes that drive performance, meet community needs, and maximise long-term value.



#### Leppington Village, Leppington

Leppington Village is a vibrant retail hub anchored by a full-line Woolworths with Direct to Boot, supported by 30 specialty stores, commercial offices, a medical centre, a gym, and ample parking. It serves the rapidly growing Southwest Sydney corridor.



#### Kiaora Place, Double Bay

An award-winning mixed-use precinct developed by Woollahra Council, Kiaora Place transformed the heart of Double Bay into a thriving lifestyle and retail destination. Awarded the 2016 Urban Development Award for its visionary design and community impact.



#### East Village, Zetland

A multi-award-winning mixed-use development combining fresh food, dining, and lifestyle retail with residential and commercial components. East Village is recognised as one of the best-performing centres of its kind in Australia.



#### Chatswood Interchange, Chatswood

A landmark retail and dining precinct above one of Sydney's busiest transport hubs, Chatswood Interchange, attracts over 19 million commuters annually. The District Dining precinct offers international culinary experiences in a vibrant urban setting.

Project leasing portfolio available at [rookpartners.com](https://rookpartners.com)

### Retail Leasing Continued

Our team brings deep market insight, proven delivery, and a hands-on approach to every project—creating places where people want to shop, connect, and return.



#### 490 Crown Street, Surry Hills

A boutique mixed-use development in a prominent inner-city location, 490 Crown Street combines curated retail with vibrant hospitality. In the heart of Surry Hills, the project adds energy and foot traffic to a thriving precinct, attracting food, fashion, and lifestyle operators.



#### Glenrose Village, Belrose

Located in Sydney's northern suburbs, Glenrose Village is a vibrant neighbourhood centre anchored by Woolworths and Aldi. With ample parking and a strong retail mix, it's a popular Belrose destination. Rook Partners provided retail planning and leasing services to support its successful activation.



#### Rhodes Central, Rhodes

Rhodes Central is a major mixed-use precinct in Sydney's Inner West, opposite Rhodes Station. Anchored by the only local Woolworths, it includes Bamboo Lane dining and various health, beauty, and lifestyle retailers. Rook Partners led strategic retail planning and leasing for the project.



#### Lane Cove Market Square, Lane Cove

In the heart of Lane Cove, this neighbourhood centre combines convenience and quality retail with a focus on lifestyle and fresh food. Anchored by Woolworths and supported by Priceline, and a range of specialty stores, Rook Partners delivered strategic retail planning and leasing to bring this popular community centre to life.

Project leasing portfolio available at [rookpartners.com](https://rookpartners.com)

### Strategic Asset Management

At Rook Partners, we view asset management as more than just operations; it's about unlocking potential. We provide customised strategies that drive performance, enhance tenant experience, and safeguard long-term value.



#### St Clair Shopping Centre, St Clair

St Clair is a large neighbourhood centre in Sydney's western suburbs. It is home to Woolworths, McDonald's, 7-Eleven, and Australia Post. With 43 specialty retailers, it delivers an extensive and diverse mix of daily needs and services.



#### Woodcroft Village, Woodcroft

Woodcroft Village is a well-established neighbourhood centre located 4km west of Blacktown. Anchored by Coles, the centre features 26 specialty stores and key medical services. It offers a convenient blend of everyday retail, dining, and health essentials for the local community.



#### Berowra Village, Berowra

Berowra Village offers a modern retail experience, featuring Coles and 16 specialty retailers. Strategically located in the heart of the suburb, it offers high-quality convenience shopping in a local village setting.



#### Eagle Vale Marketplace, Eagle Vale

Eagle Vale Marketplace is a neighbourhood shopping centre anchored by Woolworths and home to 20 specialty retailers. It provides a convenient and accessible retail offering, servicing the daily needs of the growing local community in Sydney's south-west.

Asset management portfolio available at [rookpartners.com](https://rookpartners.com)

### Strategic Asset Management Continued

With extensive retail expertise and hands-on leadership, we meticulously manage every detail. From forecasting and budgeting to risk management and relationship building, we ensure your assets operate at their peak, year after year.



#### Mt Annan Central, Mount Annan

Anchored by Coles and Liquorland, Mt Annan Central is 7km southwest of Campbelltown and offers convenient shopping, dining, and professional services to the local community. The Centre serves as a key retail destination for families and residents in Sydney's growing south-west corridor.



#### Cessnock City Centre, Cessnock

Anchored by Coles, Target, Liquorland, Westpac and Priceline Pharmacy, Cessnock City Centre provides a broad mix of essential shopping and services. Located in the Hunter Region, the Centre plays a key role in supporting the community of Cessnock and surrounding townships.



#### Eastwood Shopping Centre, Eastwood

Located in the heart of Eastwood's bustling town centre, this Woolworths-anchored Centre includes 60 specialty retailers and a four-level office tower. Serving the local community for nearly four decades, the Centre is earmarked for major redevelopment in the coming years.



#### Berowra Village, Berowra Heights

A well-established neighbourhood centre in Sydney's north, Berowra Village is anchored by Coles and features 17 specialty shops. It offers a strong mix of fresh food, local services and community favourites including Australia Post, Bakers Delight and Bendigo Bank.

Asset management portfolio available at [rookpartners.com](https://rookpartners.com)

## We'd love to hear from you!

To find out how Rook Partners can support your retail or commercial property goals, get in touch



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