

## Introducing the CF Retail Portal

Dear Clients:

Have you heard about our **CF Retail Portal** (<https://retailportal.cadillacfairview.com/>)?

The CF Retail Portal allows retailers to effortlessly submit all their latest offers and promotions, enabling retailers to expand their reach to shoppers across the Cadillac Fairview website, LiVE by CF mobile application and on the directories located within Cadillac Fairview properties. The CF Retail Portal has helped retailers to promote more than 6,500 offers across our 18 property websites, on the LiVE by CF app and on our digital directories.

### Features include:

- Retailer profile, providing access to view all existing and new offers, manage users and associated stores all in one easy-to-navigate view
- A user-friendly offer approval experience
- Seamless and secure connection to CF's data systems
- Enterprise-grade security and user management
- Flexibility to direct offers to CFSHops.com, LiVE by CF, CF Directories or all 3
- Regular "Discover offers" feature in our CF Insider monthly newsletter



### WARM UP WITH OUR WINTER PROMOS

Building up your winter wardrobe? Or looking for the perfect gift for your friend's birthday? Take advantage of the best offers and promotions from your favourite retailers on your next shopping spree!

[DISCOVER OFFERS](#)

The **CF Retail Portal** is meant to improve functionality and efficiency to provide you with more convenient options to share current promotions across multiple CF digital platforms. To help you get started, CF has developed a new Retail Portal Video Tutorial (<https://shops.cadillacfairview.com/cf-retail-portal-resources>). This video guides users through the account set up, login, offer submission process and more. **Plus, from now until March 15th, 2023, when you sign up and submit your first offer\*\* you will be automatically entered to win one of 10 \$100 CF SHOP! cards!**



## Sign up Today

To sign up, visit <https://retailportal.cadillacfairview.com/signup> to create your retailer account. Please note that you will need to wait 48 hours for your account to be approved before using the system.

For more information, please contact [cfretailportal@cadillacfairview.com](mailto:cfretailportal@cadillacfairview.com)

Many thanks,  
Claire DiCaro, Client Marketing Manager

\*Conditions apply. Contest runs from February 15th, 2024 to March 15th, 2024. Please visit <https://shops.cadillacfairview.com/retail-portal-contest-terms-n> to learn more.

\*\*First offer must be submitted and approved by March 15th, 2024 to qualify for the offer.