



**BROKERAGE**



**COMMERCIAL  
MANAGEMENT**



**ADVISORY SERVICES**



**MULTI-FAMILY  
MANAGEMENT**



**CONSTRUCTION  
& DESIGN**



**FRIEDMAN**

INTEGRATED REAL ESTATE SOLUTIONS >>>



LEADING INDUSTRY INNOVATION

# FRIEDMAN ADVANTAGE

Friedman Integrated Real Estate Solutions is one of the largest privately-held commercial real estate organizations in the nation. Friedman offers fully integrated service lines that include:

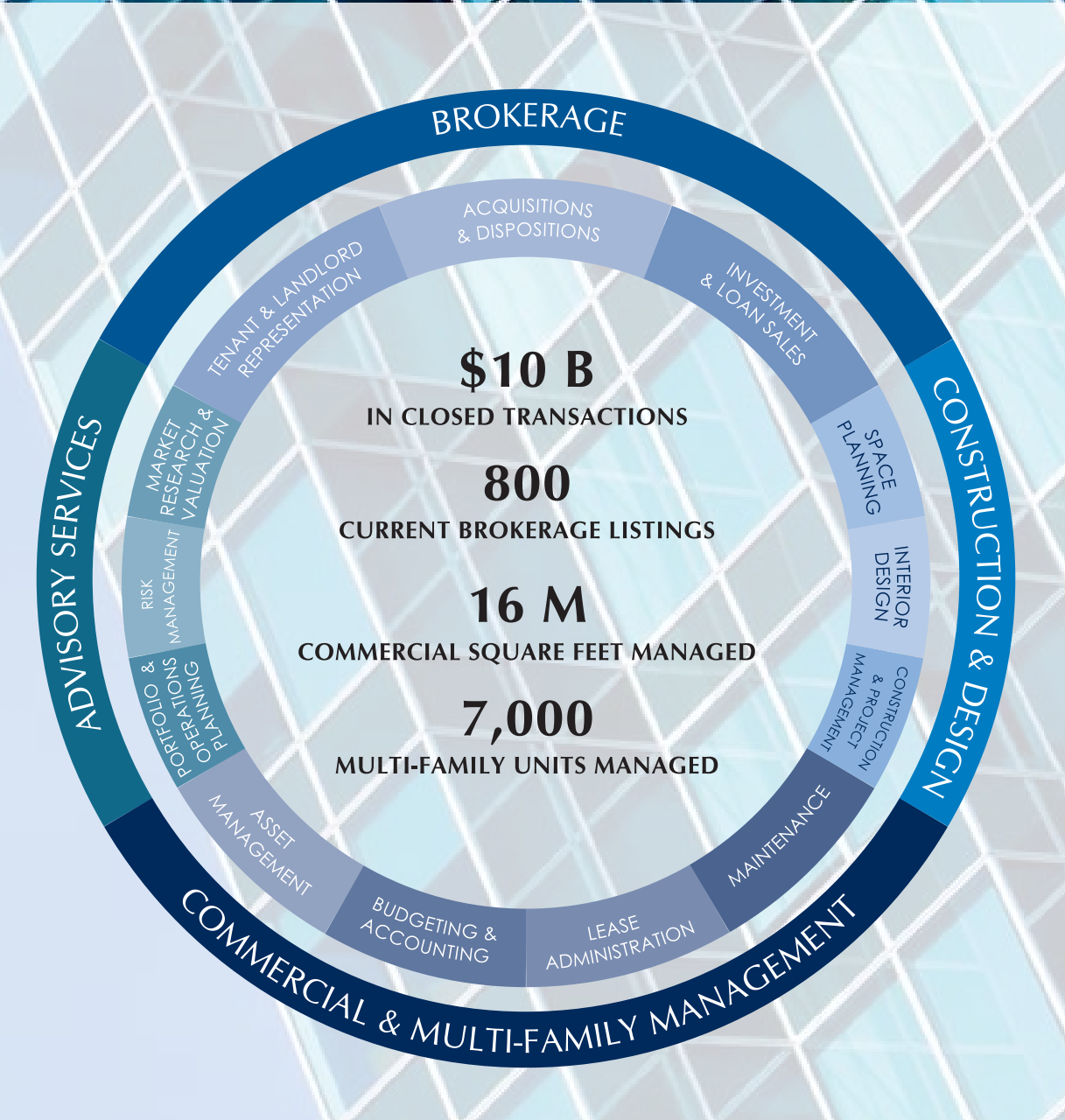
- » Commercial Brokerage
- » Investment & Loan Sale Advisory
- » Research & Marketing
- » Property & Asset Management
- » Turnaround Management & Receivership
- » Space Planning & Design
- » Construction & Project Management
- » Advisory & Valuation Services

We provide our clients with a single point of contact for the entire range of services we offer. Our success is reinforced by our:

**EXPANSIVE REACH** - We currently manage and broker 100 plus million square feet of commercial space and over 10,000 apartment homes across the country.

**SIGNATURE TEAM APPROACH** - Friedman utilizes a team approach for every assignment. With our integrated service lines, we are sure to have the property covered from every angle.

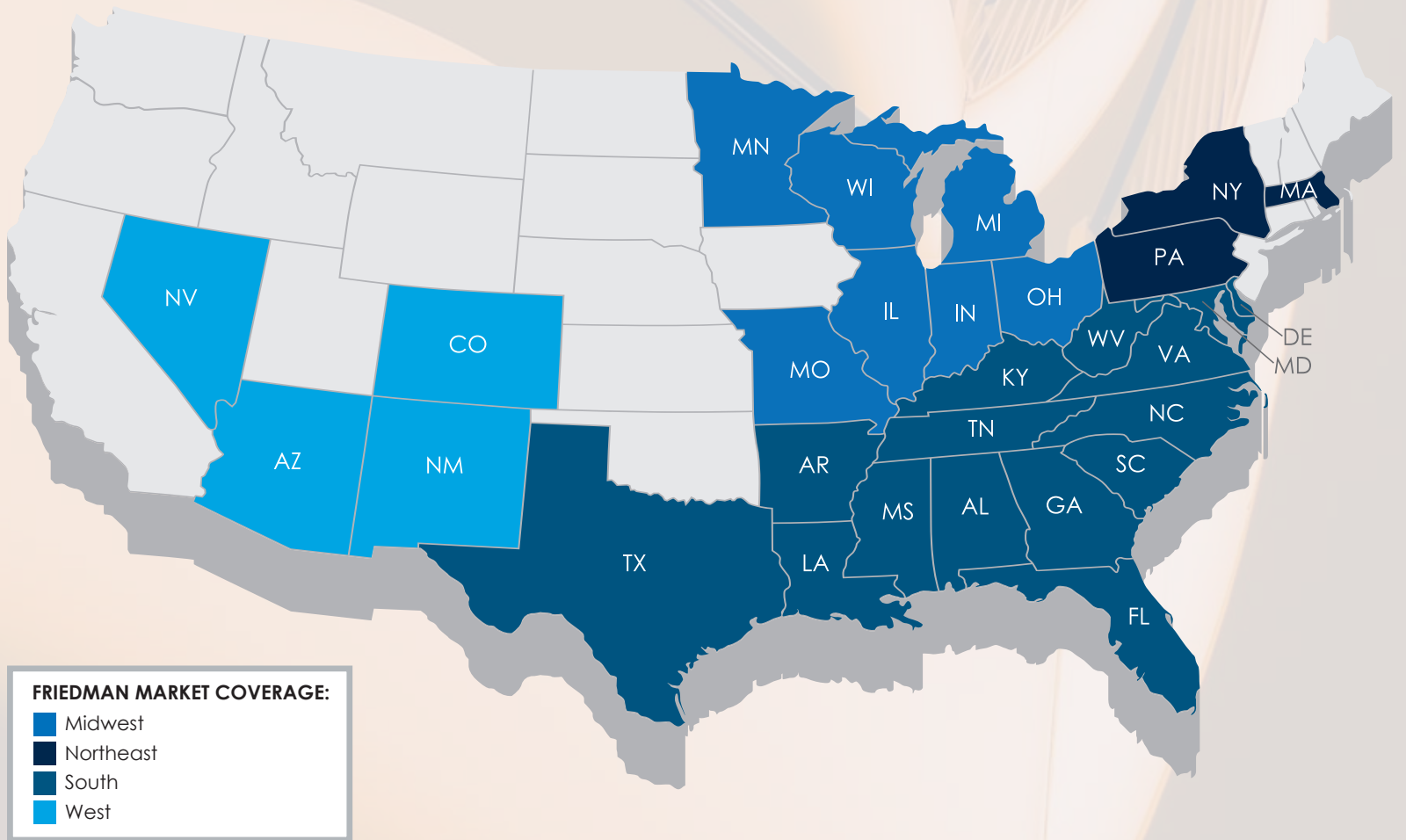
**UNBEATABLE ACCESSIBILITY** - Our team possesses an unparalleled sense of urgency and observes a quick response policy for our clients.



# CLIENTS



# NATIONAL COVERAGE



## ≡ BROKERAGE

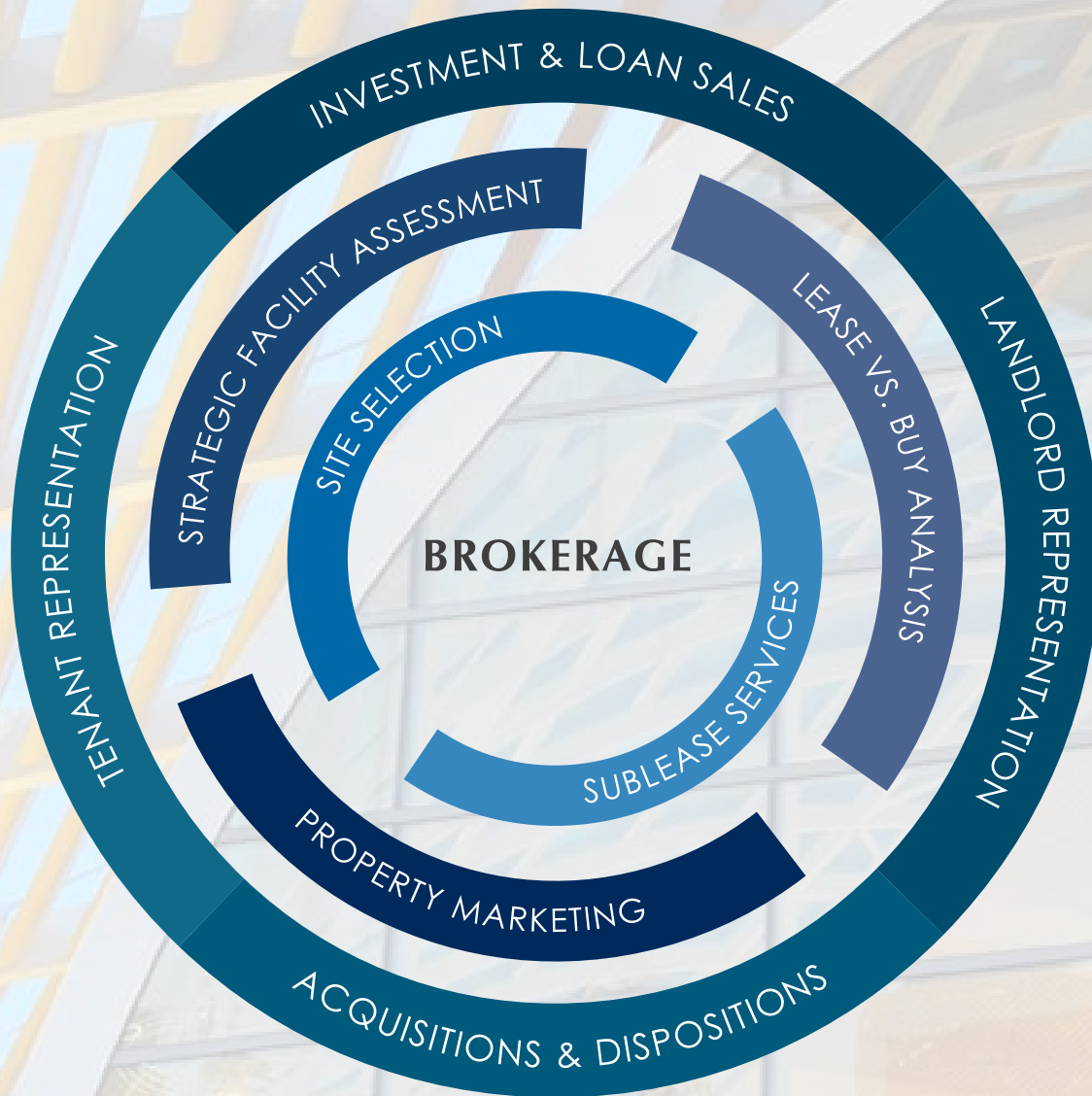
For more than 25 years, Friedman Integrated Real Estate Solutions has helped private and institutional property owners and tenants with their real estate brokerage needs. We go the extra mile to deeply understand our client's needs, and then apply our skills, experience and market knowledge to meet their objectives. Whether you are a small business looking for your first office, a manufacturer trying to locate the ideal production facility, or an investor looking for the right opportunity, our professionals can assist.

We offer expert advice across all property types, including:

- » Office
- » Retail
- » Industrial Warehouse
- » Hi-Tech/Flex
- » Investment
- » Medical/Specialty
- » Hotel/Hospitality
- » Land & Lots
- » Multi-family Communities
- » Mobile Home Communities

### CORE PROFICIENCIES:

- » Landlord Representation
- » Tenant Representation
- » Investment Advisory Services
- » Lease Management
- » Market Research & Analytics
- » Property Marketing





## ☰ LOAN SALES

Active loan sale advisor specializing in the disposition of performing, sub-performing and non-performing commercial loans and loan portfolios.

Expertise in all asset types including office, retail, industrial, multi-family, medical, flex, mixed use and land.

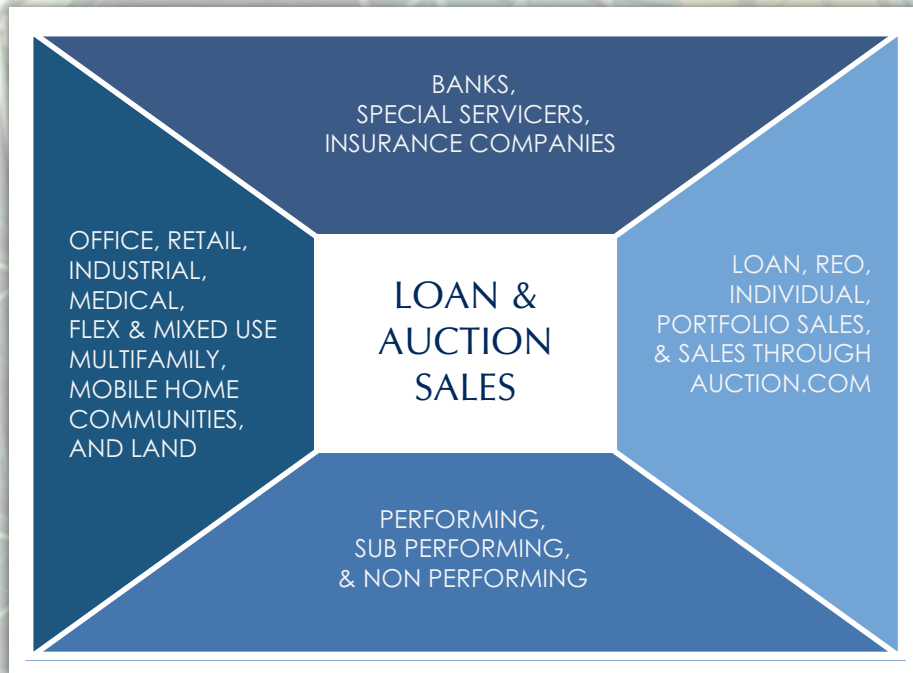
National coverage with local market knowledge.

Over \$500 million of transactions closed for banks, special servicers and other financial institutions the past three years.

### RECENT TRANSACTIONS INCLUDE:

- » Sale of \$16.2M loan secured by 18 retail properties and 1 business loan on behalf of Charter One Bank.
- » Sale of \$71.8M loan secured by a 10 property office portfolio on behalf of Amalgamated Bank.
- » Sale of \$2.5M loan secured by 52,000 SF retail center on behalf of Midland Loan Services.
- » Sale of \$7.2M loan secured by 144-unit apartment property on behalf of John Hancock Life Insurance Co.
- » Sale of \$11.3M loan secured by 215,000 SF retail center on behalf of CW Capital.
- » Sale of \$1.7M loan secured by 60-unit apartment property on behalf of Charter One Bank.

# RANGE OF COVERAGE



# ≡ DISTRESSED ASSET SERVICES

Friedman Integrated Real Estate Solutions is highly experienced in managing underperforming and financially troubled real estate for financial institutions and special servicers.

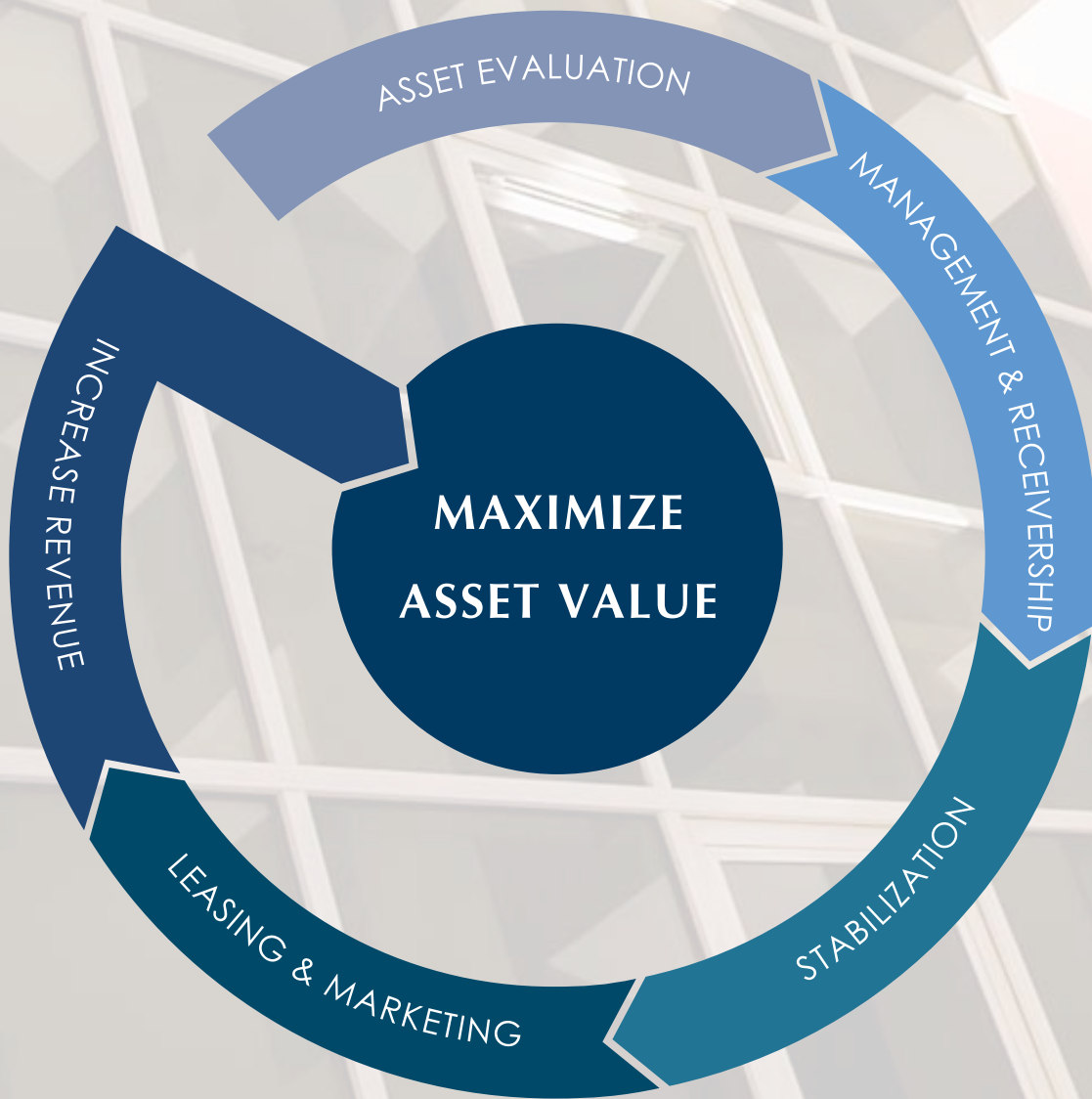
Our distressed asset services focus on determining and then implementing the optimal solution to maximize the performance of your asset. Our broad range of services enable us the opportunity to effectively and efficiently turnaround any asset.

## WELL KNOWN AS TURNAROUND SPECIALISTS THAT:

**MAXIMIZE RETURNS** – Whatever economic climate or unique challenges the asset faces, we formulate creative approaches and exhaust every possible resource to maximize the returns generated.

**MITIGATE RISK** – Our team of industry experts ensure that all assignments are handled with the utmost integrity. We work diligently paying attention to all details in order to minimize any potential risk.

**INTEGRATED SERVICES** – With all services under one roof and a single point of contact we make the process easy, efficient and cost-effective.





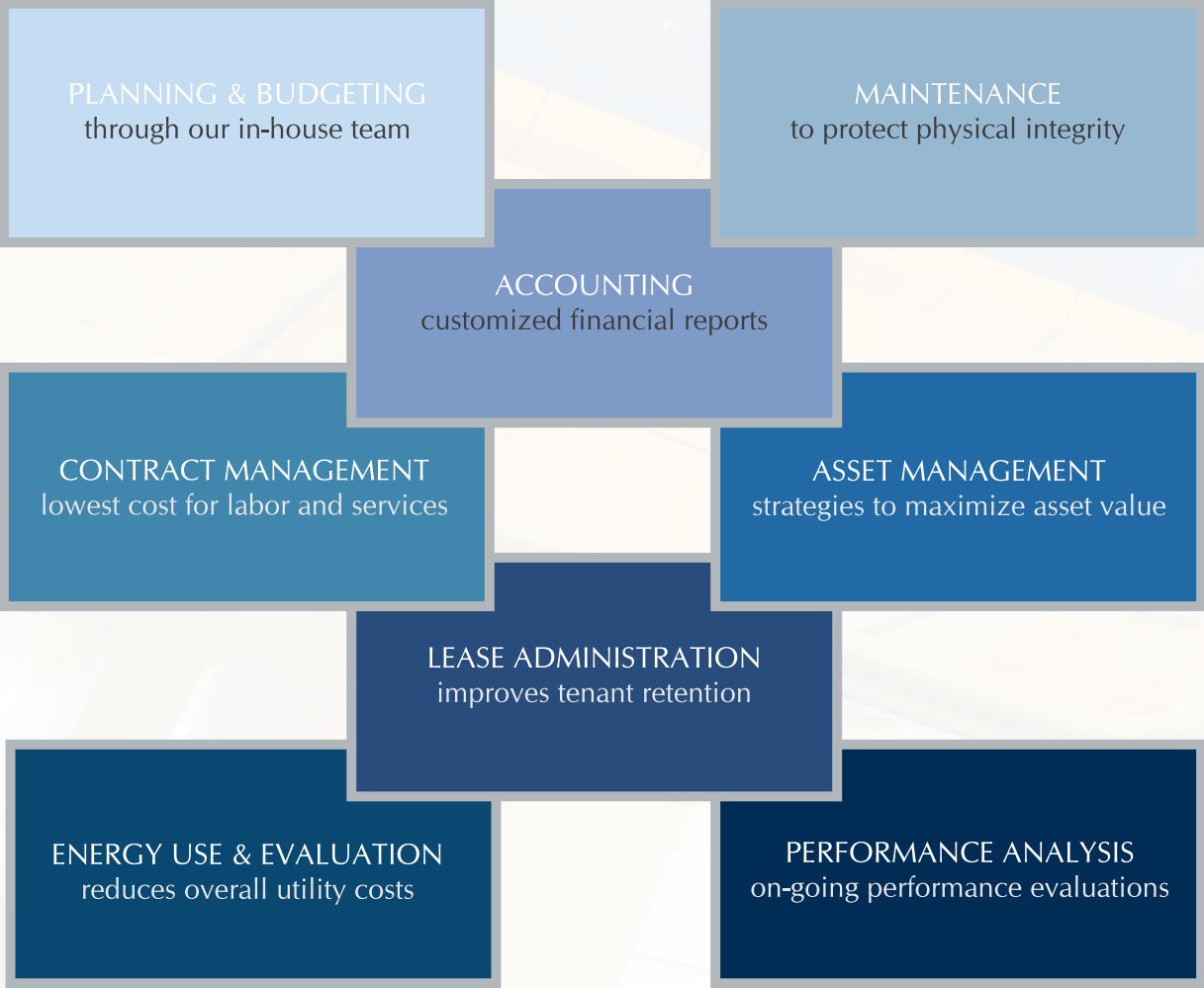
# COMMERCIAL MANAGEMENT

Friedman commercial management is a premier national provider of property, asset, and facility management services. Our skilled team works with clients and tenants to effectively handle complex real estate assignments. With a diverse portfolio in markets across the country, Friedman is well positioned to increase operating efficiency and enhance the value of your assets. We provide comprehensive management, leasing, accounting, and reporting services for office, retail, industrial, self-storage & medical buildings throughout the nation. Our clients range from private owners to large institutions, property sizes vary from single tenant buildings to suburban campuses, and our tenant profiles range from small sole proprietors to large multi-nationals.

Our approach to real estate management is unique in our markets, as we provide all services in-house, offering a “single-source” solution for all of our clients. We accomplish this by combining our expertise in the following areas:

- » Property & Asset Management
- » Facility Management
- » Lease Administration & Management
- » Property Accounting & Reporting
- » Receivership & Distressed Services
- » Innovation & Technology

We utilize the latest technologies to provide optimal information, efficiencies, reporting and productivity required to create the highest value for the properties we manage.



# ≡ MULTI-FAMILY MANAGEMENT

Friedman currently manages a portfolio of more than 7,000 apartment homes across the nation. We are experts in conventional community management, student housing, and low-income housing tax credit. Our regional presence and our ability to adapt to local conditions make Friedman a national leader in the industry.

We are dedicated to providing unsurpassed client and resident relations. Our corporate and onsite team of dedicated Multi-Family management, leasing and maintenance professionals have built a reputation on delivering outstanding results. By utilizing the latest technology, we consistently provide the most accurate, comprehensive and timely information possible.

## SERVICES OFFERED

- » Physical Management & Maintenance
- » Property Accounting
- » Property Review & Inventory
- » Service Contract Management
- » Custom Website Development
- » Innovation & Technology
- » Tracking & Reporting Systems
- » Online Communities
- » Staff Training & Support





# ≡ CONSTRUCTION & DESIGN

From initial concept to the final execution of any size project, you can rely on Friedman for cost-effective and innovative construction services. We continually utilize value engineering techniques to reduce costs without giving up design intent for quality and safety. From individual suite build outs to large-scale ground up construction projects, we have you covered.

Our highly trained team is both LEED and NCIDQ certified with the state department. This provides our clients with additional peace of mind, knowing our qualified in house staff can handle any project presented in the most professional manner.

## CORE PROFICIENCIES:

- » General Contracting
- » Construction Management
- » Interior Design & Build Out
- » Cost Estimating
- » Build-To-Suits
- » Ground-Up Construction

On-site staff of architects, space planners and design professionals. Qualified to handle all aspects of the design and build-out process.

Fully equipped design center with hundreds of lighting, wallcovering, window treatment and flooring samples.

## SERVICES PROVIDED:

- » 2D & 3D Modeling
- » Finish Board Production
- » Photoshop Visualizations
- » Design & Layout of Interior Suites
- » Preparation of Construction Documents
- » Management of the Permitting Process



750 TOWER DRIVE - BEFORE



750 TOWER DRIVE - AFTER



LAUREL OFFICE PARK I - BEFORE



LAUREL OFFICE PARK I - AFTER



# ADVISORY SERVICES

Friedman Integrated Real Estate Solutions provides many adjunct services that improve asset values and assist clients in better understanding their properties.

**MARKET RESEARCH** - Preparation of reports and analyses detailing local economies and real estate markets.

**VALUATION** - Preparation of BOV's and discounted cash flow analyses for use in connection with asset and loan acquisitions, planned asset sales, workouts, foreclosures and strategy evaluations.

**REAL ESTATE TAX** - Counsel regarding real estate tax assessments and appeals.

**RISK MANAGEMENT** - Review of owners' property and casualty policies to ensure proper coverage at most competitive price and monitoring of tenant and contractor liability, automotive and worker's comp policies to maintain compliance with landlord requirements.

**ENERGY MANAGEMENT** - Specialized programs to reduce utility costs, improve operating efficiencies and meet benchmarks established for "green" buildings.

**PORTFOLIO & OPERATIONS PLANNING** - Counsel to assist clients in defining their real estate facilities and operations strategy to support the development of best practices, short and long term business strategies as well as ongoing operating requirements.

**DISASTER RECOVERY PLANNING** - Development of policies and procedures to ensure the continuation of critical operations following catastrophic events.

**ECONOMIC INCENTIVES** - Assistance in obtaining federal and state tax incentives to reduce acquisition, development, operating and job training costs associated with real estate projects.

# OVERVIEW OF SERVICES





## ≡ PROPERTY MARKETING

Friedman Integrated Real Estate Solutions has developed a comprehensive marketing program to provide our clients with the highest quality of service for their properties. We achieve success through the following:

**LOCAL EXPERTISE** - Friedman is one of the largest, privately held, full-service brokerage firms with locations across the country.

**FRIEDMANREALESTATE.COM** - Friedman's website allows top decision-makers across the nation to conduct business through the Internet. All of our exclusive listings are featured on our website's electronic broker information system (AXIS), which receives thousands of hits weekly.

**LOOPNET / COSTAR / CPIX** - We subscribe to all of the major commercial digital listing and marketing services, to ensure that your property receives maximum exposure.

**DIRECT CANVASSING AND COLD CALLING** - The most effective technique for filling property requirements is traditional canvassing and cold calling.

**TARGET MARKETING THROUGH DIRECT MAIL** - A property brochure is developed containing all pertinent property information. This brochure is reinforcement to cold calling and canvassing.

**ECONOMIC DEVELOPMENT ORGANIZATIONS** - We maintain strong relationships and work closely with various state, county and local business development agencies.

**PROFESSIONAL AFFILIATIONS** - To ensure that we always meet the highest level of service in the marketplace, we encourage our brokers to be active in real local and national estate organizations.

**SIGNAGE** - Strategically placed on your property to obtain the best exposure.

**ADVANCED TECHNOLOGICAL OFFERINGS** - Including: emails, websites, video suite tours, flash presentations, custom siteplans, print materials and property portals.

# ADVANCED MARKETING COLLATERAL

## MARKETING FLYERS



## PRINT MAILERS



## CUSTOM EMAILS



## CUSTOM SITE PLANS



## VIDEO SUITE TOURS



## PROPERTY WEBSITES & PORTALS



# ≡ ACCOUNTING

## PROPERTY ACCOUNTING

Friedman uses the latest version of Yardi™ for Windows, the “state-of-the-art” in Commercial Management Software. Yardi™ enables us to provide you with a complete set of financial reports (cash or accrual) in a variety of different formats. Depending on your requirements, your monthly reports may include:



Narrative Report & Summary	Income Statement
Variance Report	General Ledger
Check Register	Aged Delinquency Report
Rent Roll	Open Invoice Report
Bank Reconciliation	Balance Sheet
Other reports or custom items available as required.	

In addition to the financial and accounting information that we provide, Yardi™ features a unique set of asset management tools that enable us to see, at a glance, how your property is performing. With this system, we are able to precisely monitor leasing activity, expense histories, capital improvements and more.

The benefits of this unique system are extraordinary. If you need a report after hours or on a weekend, they are available to you here as well. In this fast-paced world, information is the key to smart business decisions. By providing real-time, secure access to your property information, Friedman puts you one step ahead of the competition.

# ≡ INFORMATION TECHNOLOGY

The dynamics of real estate are changing. Technology has redefined the traditional role of service companies in every area. Data has become a commodity, and real estate data is no exception. Anyone with a web browser and an Internet connection can now access comparable sales and leasing information, market statistics, and demographics. The role of the new real estate professional will be to interpret and analyze this wealth of information for their clients. It is with this vision that Friedman operates. We are committed to serve our clients by applying our expertise and knowledge of the markets in which we operate to meet or exceed our clients' expectations. We lead the way in utilizing the latest hardware and software to better serve the rapidly changing needs of our clients and tenants. Specifically, we use:

Yardi



Online Listing Engines



Propertybase



Company Services and Website



Nexus Payables



Friedman News



ARGUS Pro-Forma Analysis Software



MailChimp Email Services



Computer Aided Design & Drafting



Custom Property Websites & Tenants Portals







# SELECT ASSIGNMENTS



PENOBSCOT BUILDING

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1M SF

---

OFFICE

---

MANAGEMENT, LEASING & DISPOSITION



SOUTHFIELD RESEARCH PARK

---

350,000 SF

---

HI TECH/ INDUSTRIAL

---

MANAGEMENT & LEASING



WILSHIRE PLAZA NORTH & WEST

---

350,000 SF

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OFFICE

---

MANAGEMENT, RENOVATIONS & LEASING



FIRST NATIONAL BUILDING

---

800,000 SF

---

OFFICE

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MANAGEMENT, LEASING & DISPOSITION



UNIVERSITY RIDGE APARTMENTS

512 BEDS

MULTI-FAMILY

MANAGEMENT & DISPOSITION



STEELE PARK APARTMENTS

399 UNITS

MULTI-FAMILY

MANAGEMENT & DISPOSITION



PINNACLE LOGISTICS PARK

830,000 SF

INDUSTRIAL

MANAGEMENT, RENOVATIONS & LEASING

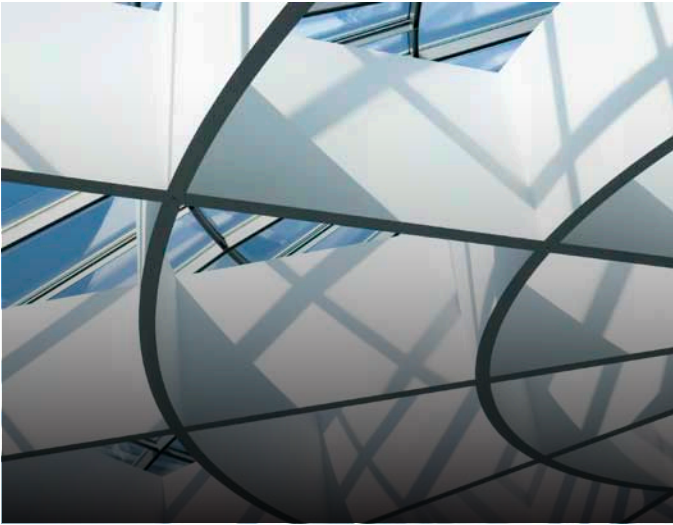


VALLEY VIEW SHOPPING CENTER

220,000 SF

RETAIL

DEVELOPMENT, MANAGEMENT & LEASING



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