



MIDTOWN MANAGEMENT COMPANY

MIDTOWN COMMERCIAL REALTY

636 MORRIS TURNPIKE, SUITE 2B

SHORT HILLS, NJ 07078

973.467.0986 P | 973.467.0956 EFAX | MIDTOWNCRE.COM

LICENSED REAL ESTATE BROKER

MANAGEMENT



MIDTOWN MANAGEMENT COMPANY: The goal of the management of any asset is to safeguard and enhance the value of the asset. We develop a management strategy aligned with the clients financial goals for the individual asset, as well as their portfolio. Midtown's process of risk mitigation, cost effective operations and income metrics optimizes bottom line gains for our clients.

Midtown utilizes a "hands-on" approach to the management of our properties. Since we are property owners as well as third party managers, our clients get the same service, care and expertise that we give our own assets. In commercial real estate, only an owner can think like an owner, and we employ that philosophy in all of our endeavors. Because we use the same professionals and personnel for all of our assets, we will ensure our clients receive the highest level of service with a lower cost.

We approach management from multiple perspectives; Physical, Financial and Market. In the physical perspective, we will go through the asset from top to bottom, evaluating the property, structure and systems, and what can be done to increase the market value of the property. In the financial perspective, we will evaluate the revenue and expense streams while doing a deep dive into the leases, costs, accounting and vendors. We will collect the rents, pay the expenses, reconcile the books and do whatever is required on the legal side of things. In the market prospective, we will review and evaluate the asset as it pertains to its market location. The top assets in every market have specific characteristics, we will make sure that our clients are aware of the market they are in as well as any costs required to bring their asset to the top of their respective market(s). We will then reconcile all approaches and ascertain where the property's market value can be increased while running more cost effectively. As an element of this philosophy, we partner with two additional companies, The SB Service Group and F&J Associates. We do this at no increase to the client and the economy of scale we collectively have aids in cost effectiveness for Management, Facilities, Custodial and Security services.

While numbers determine a property's financial condition, its tenants are its livelihood. Midtown's vast tenant relationships through their Brokerage, Advisory and Equities businesses promote positive tenant interaction and trust, which is so critical in tenant retention. As owners as well as managers of residential and commercial real estate, we understand all aspects of the business, from tenant retention to maintenance, construction and ground up development. Only an owner thinks like an owner, and owners demand results. Midtown is, above all else, results driven where client accountability comes before profit. If you would like a review of your property, please contact Michael Surowiec, Executive Vice President at 973.467.0986 or Michael@midtowncre.com.

SERVICES

- ASSET MANAGEMENT
- PROPERTY MANAGEMENT
- FACILITIES MANAGEMENT
- BUDGET DEVELOPMENT / FINANCIAL REPORTING
- TENANT RELATIONS
- RISK MITIGATION
- VENDOR / ENERGY DEVELOPMENT
- DUE DILIGENCE ANALYSIS
- PROPERTY INSPECTIONS
- SECURITY
- MAINTENANCE / CUSTODIAL
- ENVIRONMENTAL
- VALUATION & CONSULTING
- DEVELOPMENT / REDEVELOPMENT
- CONSTRUCTION
- FINANCING & EQUITY
- SPECIAL ASSET ADVISORY



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SOME OF OUR ASSIGNMENTS PAST AND PRESENT :



nuveen

INVESTCORP



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