

BROKERAGE

S E R V I C E S



CREATING VALUE BEYOND REAL ESTATE



FRIEDMAN DIFFERENCE

FULLY INTEGRATED REAL ESTATE SOLUTIONS

At Friedman Real Estate, our primary goal is to be the best full service real estate company within the markets we operate. To this end, we employ the most talented industry professionals and invest in the most advanced technologies to ensure superior results for every real estate assignment. We offer a proven track-record of success delivering a single, one-stop resource with forward-thinking solutions to align your real estate needs with your business objectives. Friedman's professionals offer expertise in all aspects of commercial real estate, from leasing, buying, selling, managing and valuing properties, to providing strategic planning, research, analysis and more.

NATIONAL FOOTPRINT

We manage over 150 properties encompassing 22,000 apartment homes and 16 million square feet of commercial space across the country. In addition, our brokerage division has over 800 current listings for lease or sale, totaling more than 100 million square feet of commercial space and investment properties.

TEAM APPROACH

Friedman utilizes a team approach for every assignment. With our integrated services lines, we are sure to have the assignment covered from every angle. Our brokers will work in conjunction with the regional property manager, accounting, human resources, risk management, information technology, construction, legal and marketing to help clients achieve their goals. While each department allocates time to a given project, you will have a single point of contact to provide timely responses and thorough updates on a regular basis.

GOAL ORIENTED

The Friedman brokerage team works closely with our clients to set goals and commit the necessary resources to provide a superior level of service. As "service" professionals with strong local market knowledge providing expertise in office, medical, industrial, retail, high-tech, flex, land, multi-family, manufactured housing and storage properties. Friedman brokers possess an unparalleled sense of urgency and observe a quick response policy to our clients needs and forward-thinking solutions that help achieve our clients real estate goals. Friedman will continue to lead industry innovation to ensure our clients have the competitive edge needed in today's market.



B R O K E R A G E

**ACQUISITIONS
& DISPOSITIONS**

SUBLEASE SERVICES

**INVESTMENT
& LOANSALES**

SITE SELECTION

**LANDLORD
REPRESENTATION**

**LEASE VS.
BUY ANALYSIS**

PROPERTY MARKETING

**STRATEGIC FACILITY
ASSESSMENT**

TENANT REPRESENTATION

BROKERAGE

For over 30 years, Friedman Real Estate has helped private and institutional property owners and tenants with their real estate brokerage needs. We go the extra mile to 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

LEASE MANAGEMENT

PROPERTY MARKETING

INVESTMENT ADVISORY SERVICES

MARKET RESEARCH & ANALYTICS



LANDLORD REPRESENTATION

LANDLORD REPRESENTATION

With comprehensive industry experience and extensive market knowledge, you can rely on Friedman for intelligent recommendations to maximize your properties' performance.

As owners and managers of commercial property, we understand the need to have complete trust in your real estate advisor. That's why we have built one of the most client-centered services in the real estate industry.

OUR PROCESS TO UNDERSTAND YOUR PROPERTY'S UNIQUE CHALLENGES

1. Discuss and assess goals and objectives for your property
2. In depth property analysis and site walkthrough
3. Review of the property legal description and survey
4. Review of property tax information
5. Review of existing debt structure
6. Perform a market position analysis ("MPA") to understand the strengths, weaknesses, features and benefits of our clients property in comparison to market competitors
7. Formulate a custom tailored marketing plan
8. Execute the marketing plan relentlessly
9. Regularly report activity to ownership



WHY DO LANDLORDS CHOOSE FRIEDMAN?

VALUE

Friedman is more than a brokerage firm. Our fully integrated line of commercial real estate services provide the resources required to make every real estate project successful. We understand that simply finding tenants to fill your building is not enough. We review every lease deal from an owner's perspective, enabling our clients to maximize revenue and increase value.

We qualify every prospect, manage their expectations through the space selection process, work to deliver the desired space at a cost that satisfies all parties, and ensure that all documentation is delivered in the most efficient manner. Our goal is that every deal completed should have a positive impact on your property's performance.

ACCOUNTABILITY

We will clearly document how your property or portfolio is performing when measured against similar assets in the immediate market. Every step of the process will be communicated regardless of activity level. We monitor key performance metrics and provide you with succinct reporting on a regular basis.

DATA DRIVEN

Friedman's cutting edge research department is recognized for producing some of the industry's most comprehensive and insightful market reports. These reports provide timely advice on valuations, transactions, deal structuring and portfolio strategy.

VISIBILITY

Marketing is the key to your project's success. Reaching the right audience, with the right message, is mission critical. We employ a full-time, in-house team of marketing specialists, each with a unique skill-set designed to create a multifaceted strategy for your project and provide maximum exposure.

RESULTS

The bottom line is that results are what matters. Friedman has an unparalleled track record of delivering the best potential outcomes for our clients. We are deal makers, and we deliver results.



TENANT REPRESENTATION

TENANT REPRESENTATION

A workplace is more than just a roof over your head. At Friedman, we know that our clients require the right work environment to realize their business objectives. We understand the value of the workplace: what it means to our clients brand, people, culture and work. Using our expert knowledge of local market conditions coupled with a deep understanding of your business, we help you locate the property you need to meet your requirements both physically, and financially. We stay involved from beginning to end, allowing you to stay focused on your business.

SMART AND EFFECTIVE AREAS OF FOCUS

FLEXIBILITY

In an uncertain world it's important that your real estate affords you flexibility. We negotiate the best deal to ensure your real estate supports the present and future goals of your business.

INTEGRITY

Friedman brokers do not place the landlord's interest above our clients. We do not make a recommendation unless it best fits our clients needs. We openly disclose any conflicts and always work in our clients best interest.

COMMUNICATION

You'll be able to speak to us when you need to. With regular updates, timely reporting and 24/7 accessibility, we keep you informed at every stage of the process.

ATTENTION TO DETAIL

We focus relentlessly on the details, aiming to make every single transaction and every single communication both efficient and effective.



INVESTMENT ADVISORY SERVICES

INVESTMENT ADVISORY SERVICES

Friedman's investment division is known as an industry leader in the disposition and acquisition of income-producing properties for third party clients. Friedman aids clients in fulfilling their goals by offering astute investment analysis, and by providing a specialized team of real estate experts who work exclusively on investment transactions. Friedman has closed more than \$10 billion investment transactions since. We are called upon daily by some of the largest lenders and CMBS Special Servicers in the nation to assist them with their troubled assets, providing expert opinions of value, high level pro-forma analysis, physical and operational property assessments, and professional marketing services. Friedman is committed to providing thorough guidance on every transaction to ensure an efficient and satisfactory transfer of property ownership.

EXPERIENCE INCLUDES THE ANALYSIS, ACQUISITION & DISPOSITION OF

- High-rise and garden style apartment communities
- Large multi-use office, medical and retail centers
- Industrial, high tech and flex
- Land and mobile home communities
- High-rise CBD office buildings and office parks

Friedman's Investment & Loan Sale Division is one of the largest distressed asset specialists in the nation. Our breadth of expertise and superior local market knowledge uniquely qualifies us to evaluate, underwrite, market and sell commercial real estate loans.

Since 1987, our professionals have assisted banks, servicers, insurance companies and private clients in evaluating, securing, protecting, managing, re-positioning and ultimately liquidating thousands of performing and under-performing properties. Created to serve our clients' growing need to dispose of assets efficiently while minimizing market time and maximizing proceeds. In the past 18 months, our team has closed the sale of over \$500 million of sub and non performing loans backed by office, industrial, retail, land and multifamily real estate. Our in-house staff of loan sale professionals are equipped to provide loan sale advisory services for individual, portfolio and structured loan transactions.

HELPING YOU OPTIMIZE THE POTENTIAL OF YOUR ASSETS WITH

- Expertise in all asset types including performing and non-performing mortgage notes
- National coverage, with local knowledge
- Value added sales process that consistently maximizes sales proceeds



RESEARCH & ANALYTICS

RESEARCH & ANALYTICS

THE INTEL THAT DRIVES OUR BUSINESS

Today's economy runs on information. Those who possess the most accurate, up-to-the-minute intel on market conditions lead, where others follow. Friedman understands the importance of providing the very best market research and analysis for our clients. We employ a full-time dedicated Research Coordinator whose primary role is to track, analyze, compile, and report on the commercial real estate market, as well as the local, regional, and global economic forces that impact it. We don't simply rely on canned reports obtained by third party real estate news sources or reporting agencies. We dig deeper, understanding the nuances and subtle details that can dramatically impact real estate decisions.

Friedman's in-depth semi-annual market report is a must read for any owner, tenant, or investor who wants to understand what's really going on out there. We write our reports in plain English; with easy to read statistics, graphics, and a narrative that avoids the jargon and lets you quickly assess and understand the current market.

In addition to our Market Reports, Friedman aggregates and publishes links to all the latest business and real estate news in our digital Market Spotlight publication, which is sent out to clients weekly and is always available on our website as well as our news site, www.friedmanrealestate.com/insights.



PROPERTY MARKETING

PROPERTY MARKETING

Friedman Real Estate has developed a comprehensive marketing program to provide our clients with the highest quality service and greatest visibility for their properties. We start with a tour of the property so that we may familiarize ourselves with the property's unique attributes and features. We then assemble all available information on the property so that we can accurately tell the "property's story" to prospects. After becoming intimately familiar with the property, we identify and target potential users. The next step involves the design of promotional materials, canvassing and cold calling a target market, and the complete implementation of all marketing resources. Finally, the program concludes with the successful leasing or sale of the property.

LOCAL EXPERTISE

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

LOOPNET / COSTAR / CPIX

We subscribe to all of the major commercial digital listing and marketing services, to ensure that your property receives maximum exposure. Information is updated in real time, and is easy to find for clients and brokers alike.

BROKER COOPERATION

We enjoy a respected position within the brokerage community. This stems from our reputation of full cooperation with other brokers both within and outside of The Friedman Team. Many of the transactions completed by our brokers result from the relationships that we have with the cooperative brokerage community. This cooperation is essential for a successful marketing strategy. We send information to other brokers on a regular basis, assuring that they receive consistent, updated data on all of our properties.

WEBSITE

Friedman's website, www.friedmanrealestate.com, allows top decision-makers around the world 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 monthly.

DIRECT CANVASSING & COLD CALLING

The most effective technique for filling property requirements is traditional canvassing and cold calling.

TARGET MARKETING THROUGH DIRECT MAIL

Property brochures, custom flyers, as well as custom postcards are developed containing all pertinent property information. These materials act as reinforcement to cold calling and canvassing.

ECONOMIC DEVELOPMENT ORGANIZATIONS

We maintain strong relationships and work closely with various state, county and local economic 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 local and national real estate organizations.

SIGNAGE

Strategically placed on your property to obtain the best exposure.

ADVANCED TECHNOLOGICAL OFFERINGS

This includes: HTML emails, websites, video suite tours, flash presentations, custom site plans, print materials and property portals.

INFORMATION TECHNOLOGY

YARDI VOYAGER™

Skype for Business

paycom®

AUTODESK
AUTOCAD

PAYscan™

grace hill

FRIEDMAN
REAL ESTATE

RENTCafe

bridge

zendesk

lynda.com

CoStar® CPIX LoopNet™

VTS

CREXi

propertybase®

Wrike

Office 365

FRIEDMAN
IGNITE.COM

MailChimp

ARGUS

WORDPRESS

Adobe Creative Cloud

INFORMATION TECHNOLOGY

The role of today's real estate company has evolved. Data has become a commodity that barrages us constantly. Now, more than ever, we need to interpret, evaluate and disseminate the information quickly before it becomes stale. Friedman recognizes this need and invests heavily in useful technology to provide its clients with the level of information necessary to make the best decisions affecting each assignment.

Friedman does this by:

Utilizing the best in industry hardware and software

Interpreting and analyzing the wealth of available information

Providing a 24/7/365 help desk

Continual upgrading and training of its software platforms

Communicating internally with a customized intranet; Friedman Connect

Moving to cloud storage for its safety and accessibility

Recognizing the value of a mobile workforce with mobile friendly applications

Implementing automated training and testing

Friedman leads the way to better serve the rapidly changing needs and requirements of its clients, tenants and residents.



WWW.FRIEDMANREALESTATE.COM

248.324.2000 INQUIRE@FREG.COM