

COMMERCIAL MANAGEMENT

S E R V I C E S



CREATING VALUE BEYOND REAL ESTATE



FRIEDMAN DIFFERENCE

FULLY INTEGRATED REAL ESTATE SOLUTIONS

At Friedman Integrated Real Estate Solutions, 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 140 properties encompassing 8,000 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

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



COMMERCIAL MANAGEMENT

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SINGLE-SOURCE SOLUTION

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 and 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
- Receivership & Distressed Asset Services
- Lease Management & Administration
- Facility Management
- Construction/Architectural Services
- Accounting & Reporting
- Advanced Technology

We utilize the industry’s best practices to provide the information, efficiencies, reporting and productivity required to create the highest value for the properties we manage.

- Centralized service call center
- Electronic Customer Service Maintenance System
- Robust vendor contracts
- Substantial purchasing power



PROPERTY & ASSET MANAGEMENT

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INCREASING ASSET VALUE FOR OUR CLIENTS

Our innovative and rigorous commercial property management strategies help real estate owners reduce their operating costs and enhance their property values—all while maintaining a superior work environment for their tenants.

In addition to traditional property management services, Friedman also provides many higher-level asset management services that are designed to enhance the performance and value of our clients' real estate holdings. These services include debt analysis, cost reduction analysis relating to real estate taxes, insurance, utilities, energy usage and management, contract and lease administration and strategic portfolio reviews.

Friedman provides top quality physical property management services and prides itself on timely, consistent and comprehensive communication with both clients and tenants in the following ways:

PROPERTY REVIEW AND INVENTORY

A complete review of the property will be performed, including an evaluation of the property's physical condition and appearance, in order to provide you with a checklist of recommendations that may enhance the appearance and value of your asset.

SERVICE CONTRACT MANAGEMENT

We ensure that contractors perform both effectively and economically. We monitor service contracts to ensure the fees charged and services provided fulfill the requirements of the property. We leverage our size and our long-standing relationships to obtain the best prices from our vendors and suppliers. All vendors use our standard vendor contracts, which have been specifically tailored to protect the client as much as possible.

SERVICE REQUESTS

In addition to our regularly scheduled maintenance, we provide a dedicated, 24-hour service department for all non-scheduled maintenance items, including HVAC, electrical and plumbing repairs. After our service coordinator receives a request, the service is scheduled, the tenant is contacted with the time and date of service, and a follow up call is made to confirm that the appropriate action was taken and the problem rectified. We work closely with our client to make sure that you are kept apprised of all maintenance issues on a timely basis.

TENANT RELATIONS

Tenant relations drive our approach to management. Our property managers meet regularly with our tenants. Our goal is to obtain feedback on our performance and to determine how we may better serve our tenants' changing interests. This helps us maintain a 95% tenant retention. In addition to traditional property management services, Friedman also provides many higher-level asset management services that are designed to enhance the performance and value of our clients' real estate holdings.



RECEIVERSHIP & DISTRESSED ASSET SERVICES

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COMPREHENSIVE DISTRESSED ASSET SERVICES

Friedman Real Estate Solutions is highly experienced in managing under-performing 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 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 value of returns.

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.

Our range of turnaround services include:

- Receivership and workouts
- Asset and portfolio evaluation
- Asset management, enhancement and repositioning
- Leasing administration services
- Accounting and financial reporting
- Property marketing and portfolio optimization

THE FRIEDMAN APPROACH IS SIMPLE, STRUCTURED AND EFFICIENT:

STABILIZE OPERATIONS

With troubled real estate we quickly grasp the issues and challenges, taking immediate steps to ensure operations are stabilized.

DEVELOP A STRATEGIC PLAN

We develop and implement a step-by-step plan to maximize the performance of the asset.

EFFECTIVE GROUND OPERATION

We place experienced professionals on the ground to monitor and direct the efforts of all stakeholders and service providers.

TARGETED MARKETING

We provide you with an optimal strategy that aligns with your business goals. We utilize every opportunity to focus on maximizing returns within current market conditions.

OPTIMAL EXIT STRATEGY

We provide you with an optimal strategy that aligns with your business goals. We utilize every opportunity to focus on maximizing returns within current market conditions.

We understand the need for speed as well as experience in handling troubled assets effectively. Friedman will professionally manage your property with extreme diligence and a keen sense of urgency.



LEASE MANAGEMENT & ADMINISTRATION

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QUALIFIED IN-HOUSE LEASE MANAGEMENT TEAM

Our team of in-house lease management professionals have many years of experience negotiating and drafting commercial leases. Many of our leasing managers have a legal degree. Working closely with the brokerage, property management, construction, and accounting departments allows for unequaled efficiency in making the best deal for the client in terms of rental rates, efficient construction and timely move-in. Our unique approach to handling the leasing assignments for our clients provides exception results.

Our lease management team's compensation is driven by the success of the properties rather than lease commissions. Their goal is to make the best deal for the client in terms of pricing, terms, tenant improvement costs and timing of move-in. This allows the broker for the building to focus on bringing more tenants to the buildings instead of spending time negotiating leases.

Our motivated Lease Managers negotiate and draft lease renewals, modifications, addendum's and workouts with the brokerage community to ensure the lease terms meet our client's goals for their property. Our Lease Administrators input the lease terms into our property management database and routinely monitor their status, to ensure accurate billing and lease compliance.



FACILITY MANAGEMENT

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A PROACTIVE MANAGEMENT APPROACH TO MAXIMIZE THE VALUE OF YOUR ASSET

Friedman provides facility management services to private and institutional investors, both local and national. We understand that a building is a direct reflection of the company housed within. Keeping it maintained and operating effectively is essential to the image of your overall business. Our facility management division encompasses the physical management of the property, service contract management, insurance administration, work order/service request management and follow through, nurturing tenant/occupant relationships, budgeting of operating and capital expenses, and monthly reporting. Our internal processes are thorough to ensure peace of mind of the building owner.

PREVENTATIVE MAINTENANCE

We actively pursue a preventative maintenance program for each facility we manage. This greatly minimizes the number of service requests handled on a day-to-day basis. Our preventative maintenance schedules are input into our tracking software and once populated, automatically generate work orders which are processed by our service coordinators. Each work order is assigned to a maintenance technician or outside contractor and tracked throughout the process to ensure completion.

ACCOUNTABILITY

Problems or issues discovered during our preventative maintenance inspections are brought to the Property Manager's attention. This information will be shared with the client pursuant to their reporting protocol. For instances requiring emergency or unplanned maintenance or repair, the tenant will be provided with our main service desk contact information. This provides a direct line of communication between the facility and our service department for immediate response to all service requests.

PHYSICAL ASSESSMENT

Upon receiving an assignment, we immediately assess the physical structure including, but not limited to the roof, HVAC, façade, asphalt/concrete, electrical and plumbing systems. We provide you with clear, actionable recommendations based upon our findings.

CONTRACT MANAGEMENT

We review existing vendor performance and contract language to ensure that you receive the best possible service at the most favorable price. We annually bid out maintenance contracts and submit RFP's as needed pursuant to the owner's protocol.

IMMEDIATE ACTION

Exciting personnel will be interviewed to quickly be brought up to speed regarding any lingering problems or issues that need to be corrected and then take immediate steps to determine solutions.

INSURANCE ADMINISTRATION

We have strict guidelines regarding service contract and insurance administration. If our client does not have their own service contract, all vendors will be required to sign our proprietary service contract that provides strong liability protection. Insurance certificates are obtained for every vendor working at the property and we work diligently to ensure that the proper entities are named as certificate holders and additional insureds.

Our team takes a proactive approach to all facets of management and have the proper protocol and systems in place to ensure your goals and objectives are achieved.



ACCOUNTING AND REPORTING

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DELIVERING VALUABLE FINANCIAL INSIGHT

All accounting and reporting functions are handled by one of Friedman's professional Staff Accountants. All of Friedman's Staff Accountants hold a minimum of a Bachelor's degree in either accounting or finance. The Staff Accountant assigned to the project reports to one of Friedman's three Accounting Managers, all of whom are licensed CPAs. The Accounting Manager provides direct oversight to the assigned Staff Accountant and interacts with the client on more complicated accounting and reporting issues.

The Accounting Manager assigned to the project reports directly to Friedman's Divisional Controller. The Divisional Controller, who possesses comprehensive direct real estate management and accounting experience, acts as an additional resource to the assigned accounting team.

ANNUAL BUDGET

On all assignments, we provide our clients with an annual budget that includes leasing assumptions, operating expenses and a capital plan. The Property Manager and Sr. Property Manager assigned to the property work with the property's Staff Accountant and Accounting Manager to prepare a comprehensive operating budget based upon actual operating information provided to us and assumptions that are formulated from experience in managing similar assets.

MONTHLY OPERATING STATEMENTS & REPORTS

We provide our clients with monthly operating statements after the end of each calendar month. Our accounting and reporting systems provide the ability to meet or exceed all of your monthly operational statement requirements. The following reports will be included, at a minimum:

- Balance Sheet
- Rent Roll
- Check Register
- Aged Receivables
- Bank Reconciliation
- Accounts Payable
- Bank Statement
- Detailed General Ledger
- Leasing Activity & Update Report



TARGETED PROPERTY MARKETING

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MARKETING

Friedman Integrated Real Estate Solutions has developed a comprehensive marketing program to provide our clients with the highest quality service for their properties. The marketing of each property begins 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 then identify and target potential users. The next step involves custom 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 of the properties.

LOCAL EXPERTISE

Friedman is one of the largest, privately held, full-service commercial real estate companies. Our brokers work in the neighborhoods and cities in which they live, specializing within those markets and making a total commitment to be the best.

WEB SITE: WWW.FRIEDMANREALESTATE.COM

Friedman's website 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 clicks monthly. Furthermore, all of our properties are given an "E-Code" number that is exclusive to Friedman. This number (displayed on our signs and flyers) allows interested parties to gain quick and easy access to details about your property through our website, including photos, floor plans, site plans, location maps and 360° virtual tours.

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 relationships that we have with the cooperative brokerage community. This cooperation is essential for a successful marketing strategy. We mail information to other brokers on a regular basis, assuring that they receive consistent, updated data on all of our properties.



INCREASED EXPOSURE

INCREASED EXPOSURE

DIRECT CANVASSING AND COLD CALLING

The most effective technique for filling property requirements is traditional canvassing and cold calling. Friedman offers comprehensive training on cold calling techniques as well as a mentoring program for all new brokers that join the firm. Through our research and marketing departments, we are able to pinpoint a trade area or companies that meet the requirements of your property. We then set out to contact these firms to determine if they are actively seeking new space and to inform them of your property's availability.

TARGET MARKETING THROUGH DIRECT MAIL

A property brochure is developed containing all pertinent property information. This brochure is in addition to cold calling and canvassing. It is delivered to both the public and private companies contained in our proprietary database and to the brokerage community, developers, decision-makers and municipal offices. Property information is also sent to all prospects that have contacted our office via sign and Internet exposure.

ECONOMIC DEVELOPMENT ORGANIZATIONS

We maintain strong relationships and work closely with various state, county and local business development agencies like the Michigan Economic Development Corporation, as well as the county and municipal EDC's. We forward information on all of our listings to them on a regular basis and meet with them periodically to discuss investment incentives and development opportunities. The EDC's use CPIX as their exclusive resource when researching property, and all of our properties are updated on CPIX in real time.

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. Some of the organizations that our brokers belong to include, SIOR, CCIM, IREM, and CBOR.

SIGNAGE

Friedman signs are an "eye-catching" red/black/white and are professionally prepared to announce the availability of your property. They are strategically placed on your property to obtain the best exposure. Signs are placed in a timely manner and will be repaired or replaced as needed to ensure constant exposure.

PROPRIETARY DATABASE FOR PROSPECTING

In addition to our corporate database, we rely on the personal databases of our Friedman brokers. The extensive experience of the Friedman brokers ensures that the quality of the contact information, the lease expiration data and the square footage data will be much more accurate than the information available through many alternative data sources.



ADDITIONAL IN-HOUSE CAPABILITIES

**BRANDING &
IDENTITY SYSTEMS**

**MARKET RESEARCH
PUBLICATIONS**

**MARKETING
FLYERS**

**IN-HOUSE PLANNING
& DESIGN**

**PRINT AND DIGITAL
ADVERTISING**

**WEBSITES AND
E-MARKETING**

A black and white photograph of a bridge structure, likely a pedestrian bridge or walkway, with a complex steel framework. The bridge has multiple levels and arches. In the background, a city skyline with tall buildings is visible. A red rectangular box is overlaid on the image, containing the word "WEBSITES" in white capital letters.

WEBSITES

CUSTOM PROPERTY WEBSITES

Friedman's innovative approach ensures that all properties maintain the most advanced technological offerings available. Each property we manage receives a website powered by WordPress, with a fully customized backend. We design and customize the website in-house and additionally add your property to our corporate sites and search engines to maximize visibility. Standard features of the property web-site include a personal URL and the following pages; Home, Leasing, Location, Amenities, Contact Us and the following additional features; potential & current tenant portals including on-line maintenance requests, tenant handbooks, community bulletin, printable news letters, floor plans, and leasing rates, etc. The sites are built on scalable platforms to be used on all cellular devices and iPads. They have built-in meta data to improve SEO (rankings in Google), and a built in signup form to join the building mailing list for all future updates.

CORPORATE WEBSITE PRESENCE

ENHANCED VISIBILITY

Our main corporate site includes a powerful search engine that receives over 30,000 pages views each month. Properties can additionally be featured on the home page with our special "Featured Property" function. These are just a few of the many ways we work to maximize your property's visibility to the online community.

INFORMATION TECHNOLOGY

YARDI VOYAGER™

Skype for Business

paycom®

AUTODESK
AUTOCAD

PAYscan™

grace hill

FRIEDMAN
INTEGRATED REAL ESTATE SOLUTIONS 300

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.



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