



CREATING VALUE BEYOND REAL ESTATE

**FRIEDMAN ADVANTAGE**

**8 HUNDRED**  
CURRENT BROKERAGE LISTINGS

**22 THOUSAND**  
MULTI-FAMILY UNITS MANAGED

**\$10 BILLION**  
IN CLOSED TRANSACTIONS

**16 MILLION**  
COMMERCIAL SF MANAGED

**BROKERAGE**

Tenant & Landlord Representation  
Acquisitions & Dispositions  
Investment & Loan Sales  
Debt & Equity Procurement

**CONSTRUCTION  
& DESIGN**

Space Planning & Interior Design  
Construction & Project Management  
Move Coordination & Management  
Build to Suit  
Ground Up Construction  
Adaptive Reuse

**COMMERCIAL MANAGEMENT  
& FACILITY SERVICES**

Physical Property Management & Maintenance  
Construction & Architectural Services  
Lease Administration  
Accounting & Reporting  
Innovation & Technology

**MULTI-FAMILY MANAGEMENT**

Asset Management  
Budgeting & Accounting  
Lease Administration  
Maintenance  
Service Contract Management



## **FRIEDMAN ADVANTAGE**

One of the largest privately held commercial real estate organizations in the nation, Friedman Real Estate offers the following fully integrated services:

**BROKERAGE**

**LOAN SALES**

**DISTRESSED ASSET SERVICES**

**COMMERCIAL MANAGEMENT**

**MULTI-FAMILY MANAGEMENT**

**ADVISORY SERVICES**

**CONSTRUCTION & DESIGN**

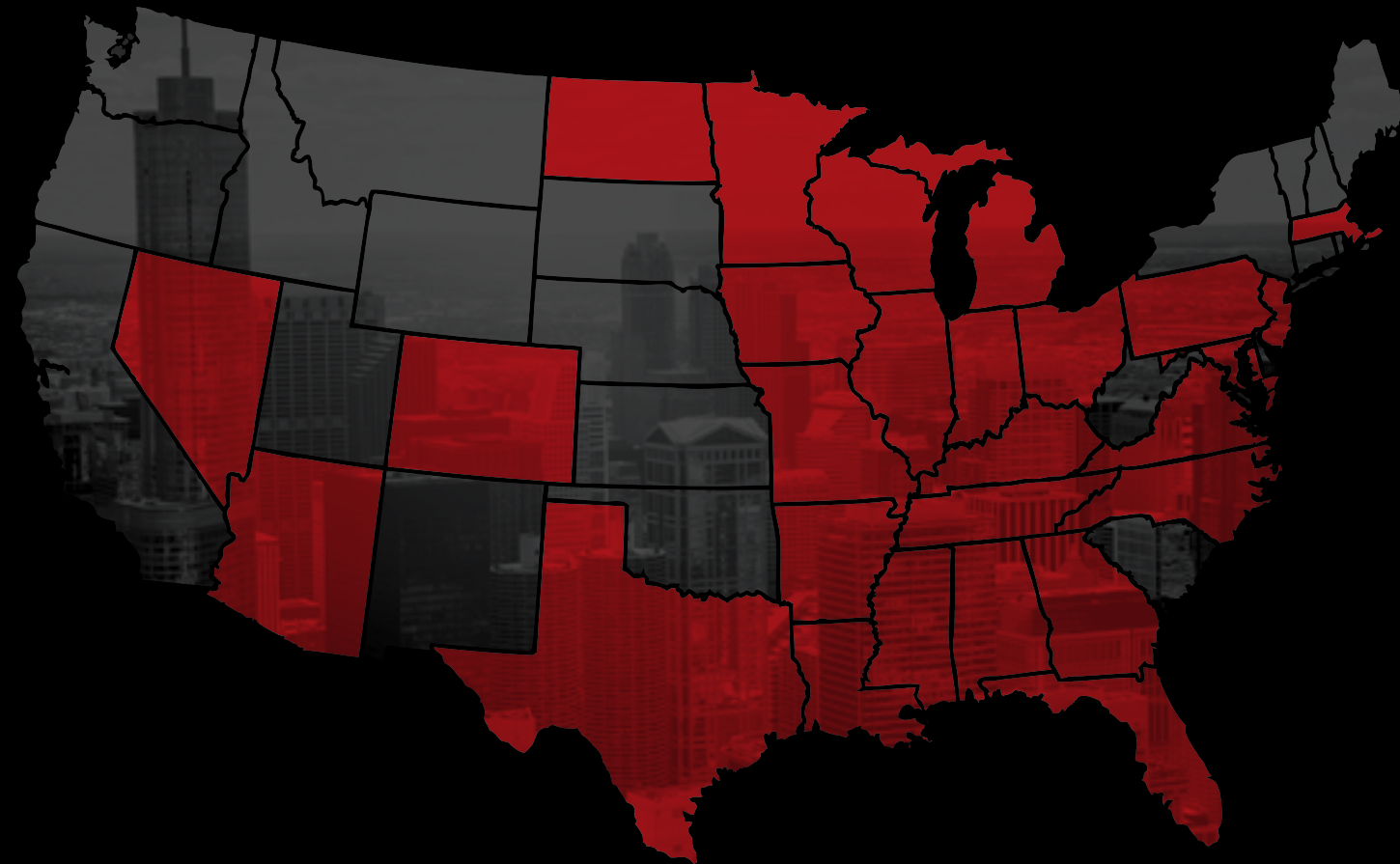
**MARKETING**

## **CREATING VALUE BEYOND REAL ESTATE**

Friedman Real Estate provides superior service and pursues excellence within an environment that promotes collaboration, communication, a sense of urgency, innovation and value creation. While we gain efficiency and quality through the use of the latest technologies, our employees form the foundation of our success. They welcome opportunities and embrace challenges in order to exceed the objectives of our stakeholders. We take our responsibilities seriously and through teamwork deliver high customer satisfaction, strong operating results and long-term value. Living our Friedman Values every day keeps us ahead of the competition and will sustain us now and into the future.

NATIONAL COVERAGE

- ALABAMA
- ARIZONA
- ARKANSAS
- COLORADO
- FLORIDA
- GEORGIA
- ILLINOIS
- INDIANA
- IOWA
- KENTUCKY
- LOUISIANA
- MARYLAND
- MASSACHUSETTS
- MICHIGAN
- MINNESOTA
- MISSISSIPPI
- MISSOURI
- NEVADA
- NEW JERSEY
- NORTH CAROLINA
- NORTH DAKOTA
- OHIO
- PENNSYLVANIA
- TENNESSEE
- TEXAS
- VIRGINIA
- WISCONSIN



OFFICES

FARMINGTON HILLS, MI **HQ**

CHICAGO, IL

HOUSTON, TX

PHOENIX, AZ

CLIENT LIST





**BROKERAGE**

**ACQUISITIONS  
& DISPOSITIONS**

**SUBLEASE SERVICES**

**INVESTMENT  
& LOAN SALES**

**SITE SELECTION**

**LANDLORD  
REPRESENTATION**

**LEASE VS.  
BUY ANALYSIS**

**PROPERTY MARKETING**

**STRATEGIC FACILITY  
ASSESSMENT**

**TENANT REPRESENTATION**

**BROKERAGE**

Since 1987, Friedman has helped private and institutional owners with their real estate brokerage needs.

**Friedman does this by:**

Going the extra mile

Understanding client needs

Applying skill, experience and market knowledge to each assignment

**Friedman's real estate brokerage professionals help out many types of clients:**

Small businesses looking for their first office

Manufacturers trying to locate the ideal production facility

Investors seeking the right opportunity

Landlords looking to lease or sell property

**FRIEDMAN OFFERS 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

SELF-STORAGE FACILITIES

**CORE PROFECIENCES INCLUDE:**

LANDLORD REPRESENTATION

TENANT REPRESENTATION

LEASE MANAGEMENT

PROPERTY MARKETING

INVESTMENT ADVISORY SERVICES

MARKET RESEARCH & ANALYTICS



**COMMERCIAL MANAGEMENT**

**ACCOUNTING**

**ASSET  
MANAGEMENT**

**PLANNING &  
BUDGETING**

**LEASE  
ADMINISTRATION**

**ENERGY USE &  
EVALUATION**

**MAINTENANCE**

**PERFORMANCE  
ANALYSIS**

**CONTRACT  
MANAGEMENT**

**COMMERCIAL MANAGEMENT**

Friedman provides unparalleled property, asset and facility management services for its clients.

**Friedman creates value for its clients with:**

- Skilled and motivated team members
- Increased operating efficiency due to Friedman's size and diverse portfolio
- Strong lease management and administration
- Innovation and technology
- Intimate local market knowledge
- Superior training and oversight
- Value engineering
- Strong shared services backbone

**Friedman possesses expertise for clients and tenants of all sizes across the following product types:**

- OFFICE** Suburban and urban locations from single story - single tenant, to high-rise - multi-tenant and everything in between
- MEDICAL** Single tenant to multi-tenant facilities
- RETAIL** Single tenant to multi-tenant power centers
- INDUSTRIAL** Manufacturing to warehousing to distribution centers
- TECH** High-tech to flex
- SELF-STORAGE AND MINI-WAREHOUSE** Rental trucks to storage of all sizes and types





**MULTI-FAMILY MANAGEMENT**

**BANKS**

**SPECIAL SERVICES**

**INSURANCE COMPANIES**

**PORTFOLIO MANAGEMENT**

**INDIVIDUAL**

**REO**

**LOAN**

**PERFORMING**

**SUB PERFORMING**

**HIGH PERFORMING**

**MOBILE HOME COMMUNITIES**

**STUDENT HOUSING**

**ADAPTIVE REUSE**

**MULTI-FAMILY MANAGEMENT**

Friedman delivers outstanding results for both its clients and residents.

**Friedman creates value for its clients with:**

Dedicated multi-family management, leasing and maintenance professionals

Leading edge marketing and SEO tools

Real time reporting

Fully integrated technology platform at both the site and corporate office

Comprehensive training program for on-site personnel

Professional support

Innovative approach to revenue maximization

Buying power due to size and affiliations

**FRIEDMAN OFFERS THE FOLLOWING SERVICES FOR EACH ASSIGNMENT:**

**PHYSICAL MANAGEMENT & MAINTENANCE**

**PROPERTY ACCOUNTING**

**PROPERTY REVIEW & INVENTORY**

**SERVICE CONTRACT MANAGEMENT**

**CUSTOM WEBSITE DEVELOPMENT**

**INNOVATION & TECHNOLOGY**

**TRACKING & REPORTING SYSTEMS**

**ONLINE SUPPORT SERVICES**

**STAFF TRAINING & SUPPORT**



**CONSTRUCTION & DESIGN**

**INTEGRATED  
PROJECT TEAM**

**DESIGN/BUILD**

**CLEAR PROJECT  
OBJECTIVES**

**VALUE ENGINEERING**

**IMPROVED  
COMMUNICATION**

**RAPID DELIVERY**

**REDUCED COSTS**

**CONSTRUCTION & DESIGN**

Friedman Construction & Design's focus on the design/build & Integrated Project Delivery (IPD) model has also led to our continued success. At the very core of our processes, IPD provides the transparency that allows our clients, and project stakeholders to realize accurate project costs and delivery timing earlier in the life of a project. Additionally, regular communications allow for a rapid and thorough design process that better identifies, and mitigates project risks at the onset, and throughout the lifecycle of a project. Overall, Friedman Construction & Design takes a proactive approach to the entire design and construction process to ensure that projects are delivered successfully.

**FRIEDMAN'S CORE PROFICIENCIES INCLUDE:**

**DESIGN/BUILD  
GENERAL CONTRACTING  
CONSTRUCTION MANAGEMENT  
INTERIOR DESIGN AND BUILD-OUT**

**COST ESTIMATING  
BUILD-TO-SUIT  
GROUND-UP CONSTRUCTION**

**FRIEDMAN'S EXPERTISE INCLUDE:**

**RE-PURPOSE/ REPOSITION PROPERTY  
INTERIOR AND EXTERIOR RENOVATIONS  
TENANT IMPROVEMENTS  
HIGH-TECH FACILITIES**

**INDUSTRIAL FACILITIES  
OFFICE BUILDINGS  
MULTI-FAMILY**



GALLERIA OFFICENTRE



RALEIGH OFFICENTRE



NORTH TROY CORPORATE PARK



ARBORETUM









**MARKETING**

**LOCAL EXPERTISE**

**FRIEDMANREALESTATE.COM**

**LOOPNET / COSTAR / CPIX**

**DIRECT CANVASSING  
& COLD CALLING**

**TARGET MARKETING  
THROUGH DIRECT MAIL**

**ECONOMIC  
DEVELOPMENT  
ORGANIZATIONS**

**PROFESSIONAL  
AFFILIATIONS**

**SIGNAGE**

**ADVANCED  
TECHNOLOGICAL  
OFFERINGS**

**PROPERTY MARKETING**

Friedman Real Estate has developed a comprehensive marketing program to provide clients with the highest quality marketing of their properties.

**FRIEDMAN ACHIEVES A SUCCESSFUL RESULT THROUGH:**

**LOCAL EXPERTISE**

Years of experience and wide geographic footprint

**FRIEDMANREALESTATE.COM**

Exclusive listings are featured on our website

**LOOPNET / COSTAR / CPIX**

Ensure each property listing receives maximum exposure

**DIRECT CANVASSING & COLD CALLING**

The most effective technique for making a deal

**TARGET MARKETING THROUGH DIRECT MAIL**

Create a property brochure that contains all pertinent property information

**ECONOMIC DEVELOPMENT ORGANIZATIONS**

Work closely with state, county and local agencies

**PROFESSIONAL AFFILIATIONS**

Stay active in local and national real estate organizations


**SIGNAGE**

Strategically placed on your property to obtain the best exposure

**ADVANCED TECHNOLOGICAL OFFERINGS**

Email, property website, video tours, digital marketing, custom site plans and printed collateral





## ACCOUNTING

### **ACCOUNTING**

Friedman utilizes Yardi Voyager 7s for commercial and multi-family accounting and reporting needs.

#### **AT A MINIMUM, MONTHLY REPORTS INCLUDE:**

**EXECUTIVE SUMMARY**

**INCOME STATEMENT/VARIANCE-TO-BUDGET ANALYSIS**

**BALANCE SHEET**

**CHECK REGISTER/BANK RECONCILIATION**

**RENT ROLL**

**AGED DELINQUENCY REPORT**

**OPEN PAYABLES REPORT**



## INFORMATION TECHNOLOGY



YARDI VOYAGER™



zendesk



paycom®



PAYscan™

YARDI eLearning™

CITRIX Cloud



matterport



salesgenie®

RENTCafé

COMMERCIAL Café™

Skype for Business

CoStar® LoopNet™

CREXi



Wrike

Office 365

Power BI

Azure

Trepp®

DocuSign

EVault®  
from Carbonite

Workshare

bluemoon  
SOFTWARE

CoreLogic  
SafeRent

MailChimp

SurveyMonkey

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.



## **ADDITIONAL SHARED SERVICES**

### **HUMAN RESOURCES**

Professional team handles all recruiting, payroll, benefits, employee engagement and employee relations initiatives for Friedman's over 400 team members.

### **IN-HOUSE LEGAL**

In-house lawyers oversee corporate governance, compliance and coordination of legal and insurance claims.

### **RISK MANAGEMENT**

Monitor tenant and vendor insurance for compliance. Mitigate workers compensation claims and liability exposure through training and education.

### **TRAINING AND EDUCATION**

Provide training and education through video, webinars and one-on-one training. Develop training manuals for reference and guidance.

### **ADMINISTRATION**

Support all teams in ensuring timely and accurate completion of tasks and adherence to policies and procedures.





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