



## Repositioning Properties for Success

### REalta Group

#### Property Repositioning Experts Creating Opportunities

REalta Group is an entrepreneurial commercial real estate firm that applies its decades of experience to identify, reposition and optimize the value of properties for the benefit of partners and investors.

REalta Group has vast experience as both principals and service providers in acquisition, asset and property management, leasing, development, project management and dispositions.

### Investments

REalta Group and its partners have been involved in over \$3,000,000,000 (placeholder number) of 30,000,000 (placeholder number) million square feet of properties across the country in their collective careers. Partners and their investors have been able to leverage the Group's experience and inherent efficiencies as a fully-integrated provider of services and expertise that drive success.



### REalta Group Difference



#### Experience

We have decades of experience in creating value nationally across different product types.



#### Hands-on Leadership

We are actively involved in every deal – and every detail.



#### Principal Investment

We invest alongside our partners. We explore every option with a forward-thinking macro and micro approach, making every decision like you would – from an owner's perspective.



## The Woolworth Building

### 233 Broadway, New York, New York

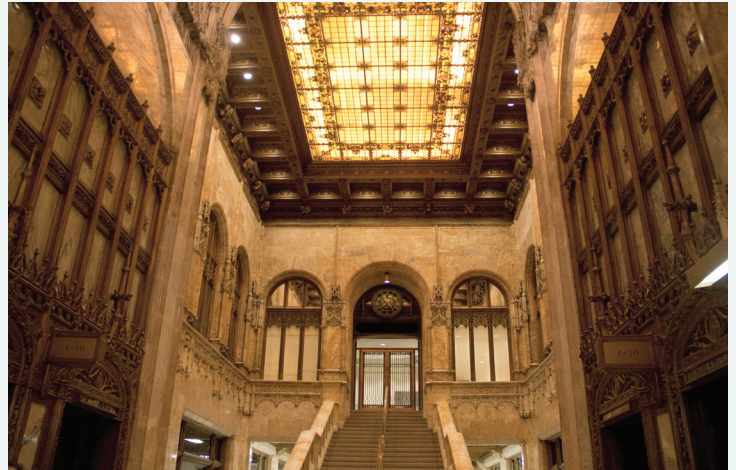
In the beginning of 2001, with the economy in a downturn, the owners of the Woolworth Building, a 1,000,000 square foot historic landmark building in New York's Downtown Financial District, were facing vacancies and several million dollars in payables. The tower, 15% of the building, was vacant.

REalta Group was brought in as the Asset Manager to formulate a plan to lease-up the building, propose a use for the tower and work out the payables. Then came September 11, 2001, and the situation got worse. The Woolworth Building is located only 2 blocks from the World Trade Center site.

Then new tenants came in, including New York University, Brown University, Moneyline, the General Services Administration and The New York City Police Pension Fund. Below grade levels were developed into a parking garage. The payables were paid, and new interior construction of more than \$15,000,000 was completed.

The mortgage was refinanced in excess of the original amount and continues to provide distributable cash flow. The tower of the building (approximately 110,000 square feet) was sold in 2012 to a developer for condo development.

Today REalta Group oversees all asset management aspects of this historic building including construction, on-site management, negotiating leases, budgeting, interacting with tenants and overseeing extensive preventive maintenance, including the building's decorative terracotta facade. The base of the building (850,000 square feet) is 99% occupied with rental rates in the high \$50s per square foot. All of this was accomplished in the pursuit of one goal, to ensure that the Woolworth Building maintains its stature as an icon in the market.



## Leadership

### Brad T. Pincus

Brad founded REalta Group, one of the country's most respected Asset Management firms, in 2005 with his father, Barry Pincus. He is responsible for a team of top professionals who manage commercial and industrial assets in New York and throughout the nation. Brad handles the day-to-day asset management operations of REalta including acquisitions and dispositions and works closely with the property management and accounting team to ensure that everything is completed in a timely and orderly fashion with the proper checks and balances. He also interacts with the brokerage teams for each property to track deal flow and activity and negotiate deal terms. He protects asset values for owners and investors of such trophy properties as New York City's Woolworth Building.



### Barry Pincus

An innovator in Asset Management services, Barry Pincus brings more than 25 years of experience to his profession. Working on behalf of owners, developers and private investors, Barry spearheads an Asset Management firm responsible for several million square feet of commercial real estate nationwide. Whether he is protecting an iconic asset, such as New York City's revered Woolworth Building or overseeing the management of national industrial portfolio Barry brings an unparalleled breadth of knowledge and personal and professional care to each assignment.

Barry began his current career path in 1985 when he became actively engaged in the development, acquisition, refinancing and operations of several assets. Over the years, the key to Barry's success has been his strong and loyal relationships with investors, lenders and brokers such as CBRE, Cushman & Wakefield, Colliers, and Newmark.

In 2005, he founded Phoenix Asset Management, with his son Brad. Together they have developed a national business, adding new service lines and expanding an impressive client base. In addition to trophy assets and signature projects in New York City, Barry is involved in the acquisition and management of commercial and industrial properties as well as new development projects in seventeen states across the country.



## Leadership

### Bruce B. Federman

Bruce has more than 25 years of experience in all aspects of real estate asset management. As an owner, developer and asset manager, he offers an astute perspective to his clients given his ownership participation in various real estate portfolios. He understands the importance and impact of maximizing the value of the asset as well as increasing cash flow while keeping the owner's goals at the forefront. He prides himself on using his expertise to provide guidance and superior service to all of his clients as if he owns the assets.

Bruce is known as a pioneer in the commercial real estate sector for his unique foresight for current and future use of industrial real estate assets, evolving his business plans to coincide with the changing economy and climate of the real estate market. As one of the largest industrial landlords in New York State, he had the insight to alter the concept of light manufacturing in Brooklyn's Industry City to include technology start-ups and art studios. Bruce envisioned a change from historical, manufacturing uses to mixed-use purposes in what was a strong manufacturing culture dominated by the garment district. This generated new demand by different business lines that were not part of the community beforehand. His ability to see the bigger picture and adapt accordingly is what is most attractive to his partners and clientele.

Bruce graduated from the State of University of New York at Buffalo and continued his education at New York University in New York City. He entered the real estate business in 1984, becoming an industrial broker for Helmsley-Spear, Inc., working on projects on the west side of Manhattan and in Brooklyn. He became the Director of Real Estate for Industry City in March of 1986, and Managing Member. Along with various partners, they have amassed an impressive portfolio..

