



**DouglasElliman** EST. 1911

COMMERCIAL PROPERTY MANAGEMENT



## STRATEGY OVERVIEW

- COMPANY BACKGROUND
- THE ASSET MANAGEMENT ADVANTAGE
- TECHNOLOGY APPROACH
- PROPERTY MANAGEMENT
- LEASING AND MARKETING
- WORKSPACE DESIGN AND IMPLEMENTATION







A modern office interior featuring a lounge area with wooden chairs and tables, glass-walled meeting rooms, and a large abstract sculpture. The ceiling has a geometric, faceted design. The floor is covered with a patterned carpet. A large, dark, semi-transparent rectangle is overlaid on the center of the image, containing the word "BACKGROUND" in white capital letters.

**BACKGROUND**





# COMPANY BACKGROUND

## THE COMPANY

Douglas Elliman provides comprehensive management, leasing and asset management services to ensure smooth, efficient, cost-effective building operations to the real property commercial market with a focus on office, retail and hospitality and service sectors.

As one of the largest property management firm in New York with over 380 buildings under management, Douglas Elliman is proud to take our 108-years of business acumen and expertise into the Commercial Property Management sector to provide a level of service not seen or available to date.

## OUR ADVANTAGE

Through strategic partnerships we've adopted the most forward-thinking property management methodologies in the industry. Our services stand out against the entrenched commercial broker-managers and by meshing traditional property management services with state-of-the-art proprietary technologies to leverage artificial intelligence, predictive and prescriptive analytics, blockchain and much more. Our use of technology creates perfect accountability and enforces meticulous property standards. Our hyper-vertically integrated management platform creates significant operational cost savings for building owners and allow the property teams to focus on maximizing revenues and ensuring unparalleled customer satisfaction.

Our alliance with the Mayor's office to help reduce carbon emissions and our support of non-profit organizations are key to our philosophy of corporate social responsibility and our speed of service is unmatched in the industry.

**100+**  
YEARS

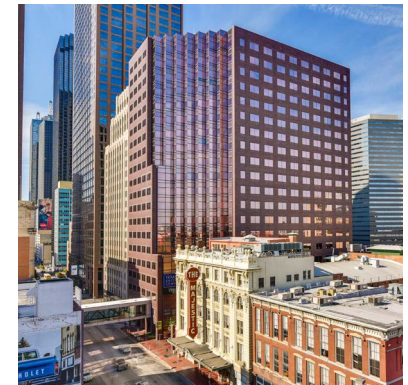
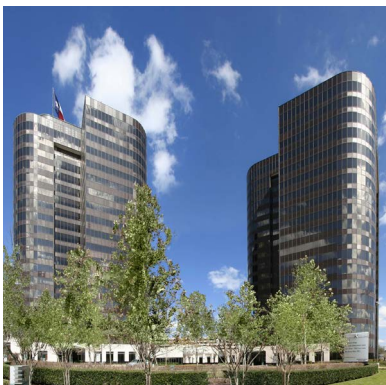
**380+**  
CURRENT  
PROJECTS

**16**  
MILLION SQ.FT.

**1000+**  
EMPLOYEES

**10**  
STATES

**15**  
MARKETS



# CORPORATE DEVELOPMENT PATH

## INNOVATION



Dissatisfied with the time that it took outside vendors to handle legal, design, space planning, pricing and construction, we developed vertical capabilities in-house to provide better leasing and a higher quality product, at a reduced cost.

## GROWTH



As we grew into a nationwide company, it became essential to have the ability for departments to communicate and establish accountability. We expanded the capabilities of our CASES solution to include step-by-step processing and tracking with timelines and other information visible company wide.

## SOLUTIONS



This centralized, system based approach allows for a superior level of management oversight and tracking not available to other management companies who rely on outside vendors.





A modern, industrial-style interior space featuring a long wooden bar with metal stools, leather armchairs, and a large leather sofa. The walls are decorated with colorful geometric and pop art murals. The ceiling has exposed concrete beams and numerous pendant lights. A large window on the right side provides natural light.

# ASSET MANAGEMENT ADVANTAGE



# ASSET MANAGEMENT ADVANTAGE

Our Asset Management platform works with ownership to develop a unique and inclusive strategy to maximize cash flow. The Asset Manager serves as the owner's proxy to direct a wide array of in-house commercial real estate specialists in order to efficiently implement the collaborative strategy. Cash flow maximization is achieved through revenue enhancement, expense reductions and accretive capital deployment.

## CORE SERVICES



## OTHER SERVICES

- Contract Administration & Audit
- Large Project (CapEx) Evaluation & Supervision
- Corporate Facilities Management
- Legal Services
- Utilities Purchasing
- Research & Consulting
- Receivership Services
- Invoice Processing & Payment
- Regulatory/Compliance Audit/Management
- Real Property Tax Evaluation
- Interior Design
- Graphic Design
- Human Resource Management & Recruiting
- Contract Bidding & Negotiation
- Application Development & IT Services
- Website & SEO Management





The image shows the interior of a modern cafe. In the foreground, there are white, tulip-shaped tables and clear plastic chairs with wooden legs. In the background, there is a counter with a wooden facade and a sign that reads "NORTHBROOK CAFE". To the right, there are more tables and chairs, and a large window with a brick wall. The text "TECHNOLOGY APPROACH" is overlaid in the center in white capital letters on a dark blue background.

# TECHNOLOGY APPROACH





# TECHNOLOGY ADVANTAGE

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## UNIVERSAL CONTROLS



CENTRAL

- **Central** – Platform integrating our enterprise data and work-flow



CASES

- **Cases** – Universal task manager ensuring full accountability



QUEST

- **Quest** – Unified system for collecting inspection and tenant survey data



FACTS

- **Facts** – Reports, data visualizations, blocks of content with common filters, rendered in HTML, SSRS, or even Excel.



STANDARDS

- **Standards** – Process documents, how-to's, descriptions of anything people need to do, including images and text.



ENTITIES

- **Entities** – Physical items, inventories, concepts, groups, lists, categories, metadata, and all the associated information.

## LEASING TECHNOLOGY & ANALYTICS



SYNDICATOR

- **Syndicator** – Proprietary system that automatically feeds unit availability data to multiple listing web sites in that site's preferred format. Works across the portfolio, with no additional effort from Leasing Representatives



YELLOW  
BOX

- **Yellowbox** – Proprietary revenue management system based on a rules engine that dynamically sets prices for both available units and renewals. This approach is similar to hospitality and multi-family systems



CENTRAL SALES

- **Central Sales** – A CRM system that tracks prospects and existing tenants and integrates with document creation and engagement scoring systems.



Updoc

- **Updoc** – Electronic document management system which stores leases, contracts and invoices

iParkAlot.com

- **iParkAlot** - Automated Parking and Revenue Management

 **Hospitality 1**  
ORDERING SERVICES

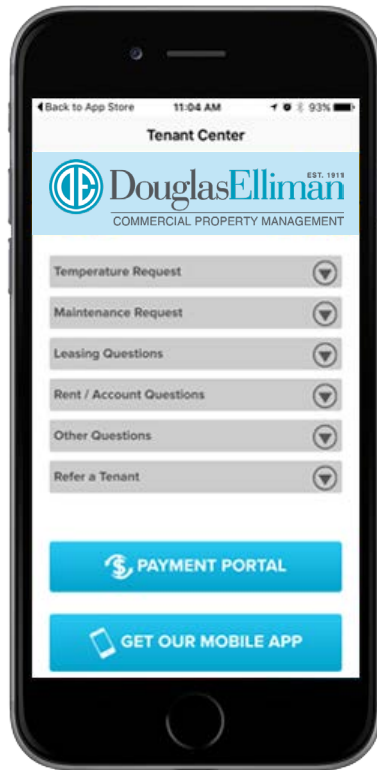
- **Hospitality 1** - Automated Ordering System for Restaurants and Other Services Benefiting Tenants, Guests and Customers of every managed property



# TECHNOLOGY ADVANTAGE

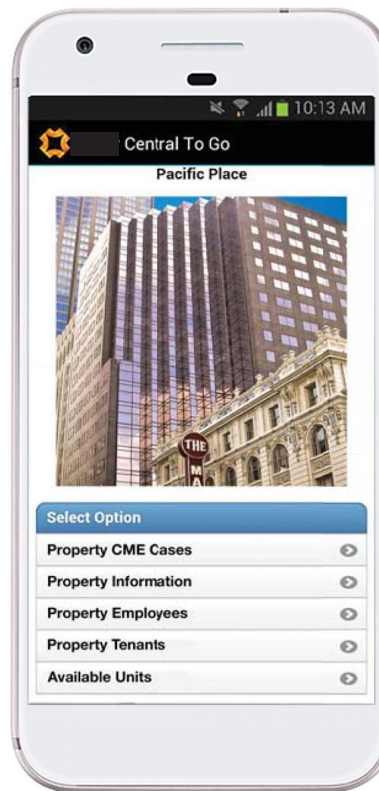
## FOR TENANTS

- **Tenant Center** - Mobile App that allows tenants to make maintenance and temperature requests, as well as other features that are available on your desktop or mobile phone




## FOR EMPLOYEES

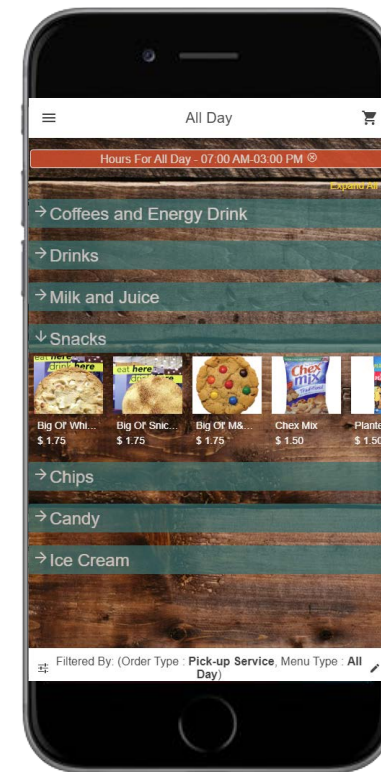
- **Central To Go** - Mobile software that puts all the necessary information an employee may need right at their fingertips.



## FOR CUSTOMERS

- **Hospitality1** - Mobile ordering system for restaurants and other services benefiting customers.

iParkAlot.com  **Hospitality1**  
ORDERING SERVICES





# PROPERTY MANAGEMENT



# ELLIMAN PROPERTY OPERATIONS MODEL

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## THE COMPANY

- Hyper-vertical management structure
- Central control of internet marketing and phone contact
- Automatic uploading of space available information to listing web sites
- Corporate legal staff
- Standard forms and procedures
- Full accounting services and financial reporting

## OUR ADVANTAGE

- Tours handled on-demand by accessible leasing staff
- Calls answered immediately and routed to a live person
- Unparalleled direct internet marketing to the small user
- In-house space planning and construction pricing completed on-demand
- Cobranded collaborative space which addresses the small office user demand for a lifestyle work environment
- Short, simple leases need less negotiation and are landlord friendly

## COST SAVINGS BY REDUCING EXTERNAL CONTRACTORS

- Reducing total costs through consolidation of services
- In-house design, space planning and construction
- Portfolio wide pre-negotiated agreements with service providers and bulk discounts on supplies
- In-house legal team to handle routine legal work
- Favorable tax protest program limiting savings cost





# ELLIMAN PROPERTY MANAGEMENT

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1

## PROCESS

All aspects of our operations are developed with well defined standards. This establishes accountability for quality control.

2

## SUPPORT

By developing internal expertise in key areas and sharing these services across the portfolio, we are able to better manage your real estate.

3

## TECHNOLOGY

We bring together all property information into a convenient interface for all team members. This includes property and tenant information, documents, analytics, and training resources.

4

## QUALITY

- Management staff is supported by innovative systems
- Central management of functions ensures consistency
- Quality is actively monitored to identify areas that need improvement

5

## COST SAVINGS

- Less reliance on external contractors
- Reduced on-site salary cost
- All corporate support is allocated without markup
- BEST: Energy and Sustainability Tracking-focused on the reduction of utility costs



A modern conference room with a round wooden table, black leather chairs, and a large screen on the wall. The room has blue and grey walls, a blue carpet, and modern lighting fixtures. A semi-transparent black box with white text is overlaid in the center.

# LEASING AND MARKETING





# A TEAM APPROACH TO LEASING BUILDINGS

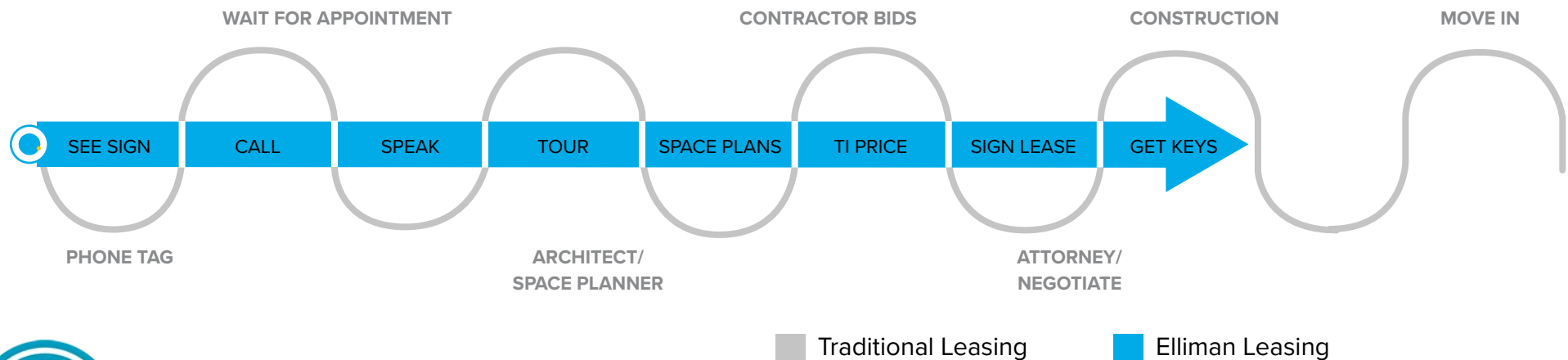
One of the reasons we have been successful in leasing space and reducing operational costs is due to the number of property level issues that are handled internally by our corporate staff. The investment in senior talent has resulted in an increased quality of our service while simultaneously reducing operational costs by performing more tasks in-house.

## CORPORATE TEAM SPECIALIZATION

We have two levels of leasing expertise. The ability to handle smaller direct leases as well as target and negotiate complex, sophisticated transactions with tenant rep brokers on larger deals.

## OUR LEASING ADVANTAGE

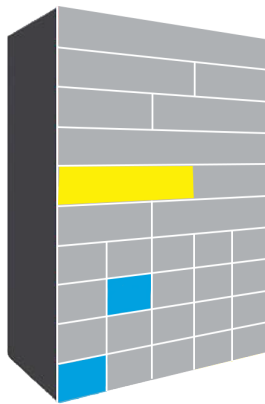
Corporate support allows leasing to take place faster and more efficiently. Our fully integrated in-house teams can focus on the particular deal driver resulting in a dramatically compressed leasing process.



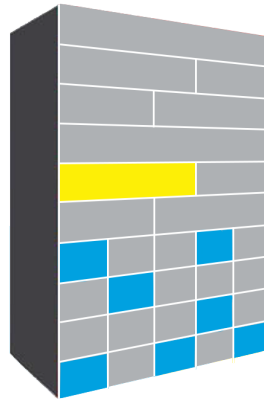
# THE HYBRID LEASING MODEL

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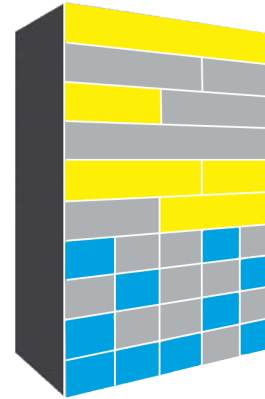
- Income Diversification
- Combination of large and small tenant marketing
- Broker driven transactions handled by Elliman's Broker Leasing Group



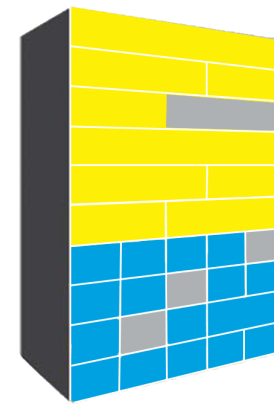
**10% Occupancy**  
Opening



**20% Occupancy**  
in 8 Months



**50% Occupancy**  
in 12 Months



**90% Occupancy**  
in 18 Months



Small



Large



Vacant





# MARKETING

## CONTACT PROGRAMS

- List build and target email
- Drip campaigns
- Broker blast
- Prospect emails

## INTERACTIVE MARKETING

- SEO/SEM
- Landing pages
- Blogs/news/PR
- Geo-targets advertising
- Rebranding
- Directory listing
- Social media
- Syndicator

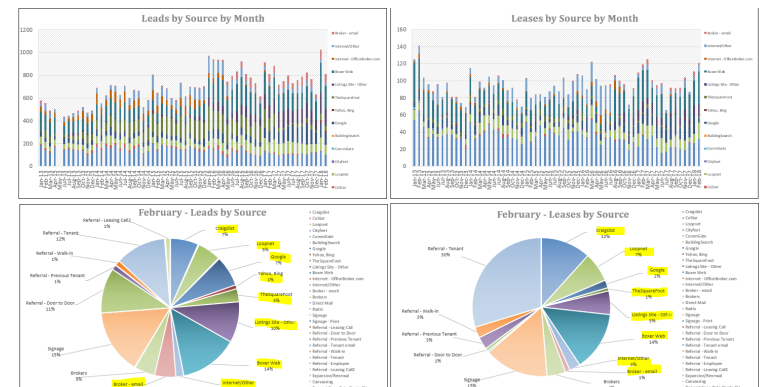
## WEBSITE

- Online live chat operators
- Dynamic search tools
- Tools & resources

SYNDICATOR  
(DATA FOR  
AGGREGATORS)

HEAT MAP  
TRACKING

LEADS BY  
SOURCE



A photograph of a modern office interior. In the foreground, there's a white counter with yellow bar stools that have dark red seats. On the wall to the right is a large framed picture of a giant carrot in a field. In the background, a hallway with a yellow wall and a red exit sign is visible. A semi-transparent dark grey box with a blue top bar is centered over the image, containing the text "WORKSPACE DESIGN AND IMPLEMENTATION" in white.

# WORKSPACE DESIGN AND IMPLEMENTATION





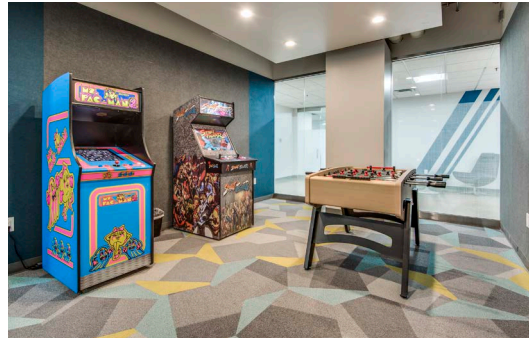
# INNOVATIVE DESIGN AND AMENITIES

## STRATEGY

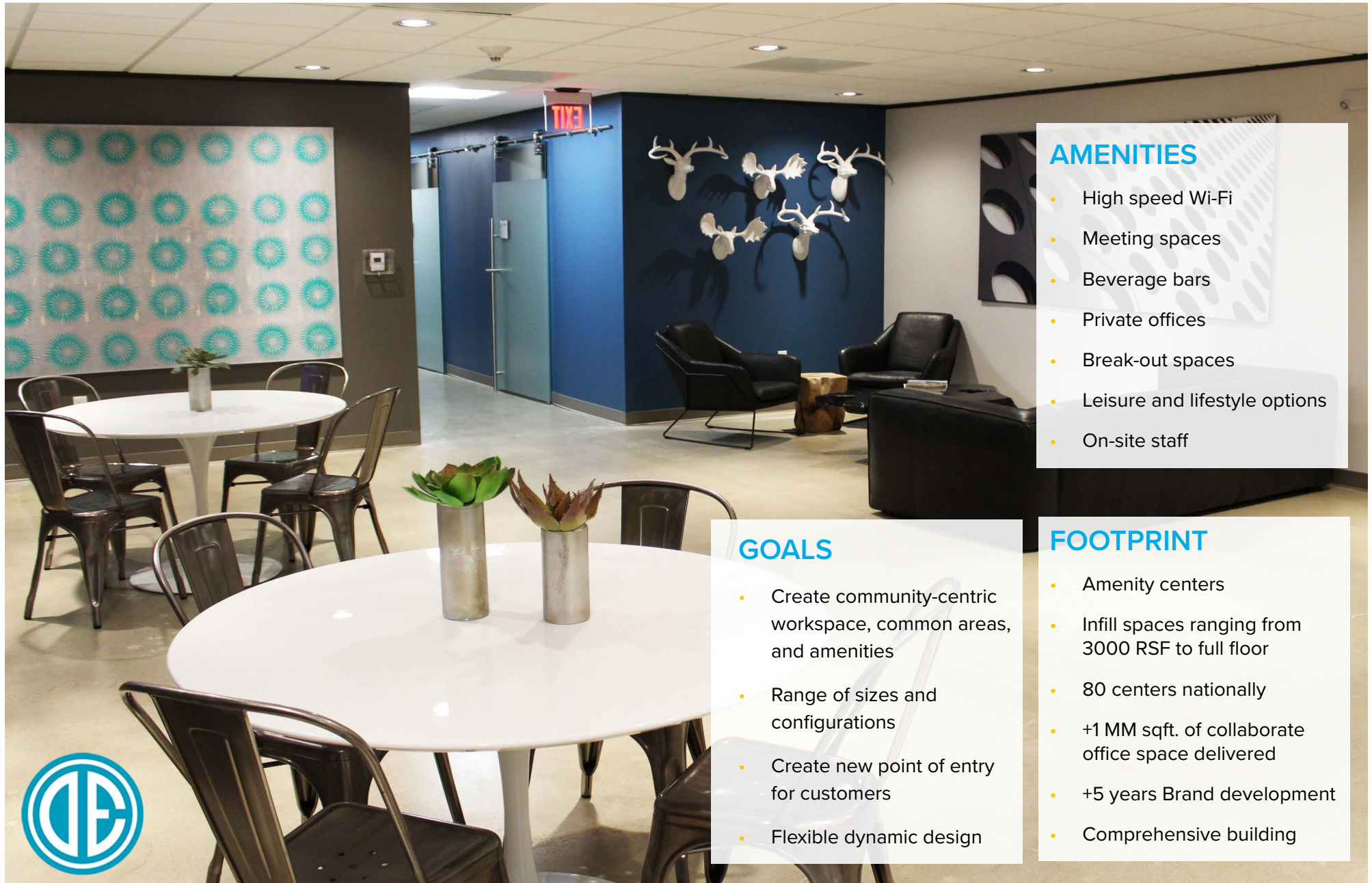
- Leverage in-house company resources to deliver cost effective, dynamic space
- Flexible design that can quickly pivot to meet changing market demand
- Applied programming packages
- Dynamic art and furnishing programs

## PROGRAMMING OPTIONS

- Amenity center/floor
- Community connectivity
- Industry/market specific amenities
- Community kitchen/bar
- Reception and concierge services
- Meeting and event spaces
- Interactive common area



# WORKSTYLE



## AMENITIES

- High speed Wi-Fi
- Meeting spaces
- Beverage bars
- Private offices
- Break-out spaces
- Leisure and lifestyle options
- On-site staff

## GOALS

- Create community-centric workspace, common areas, and amenities
- Range of sizes and configurations
- Create new point of entry for customers
- Flexible dynamic design

## FOOTPRINT

- Amenity centers
- Infill spaces ranging from 3000 RSF to full floor
- 80 centers nationally
- +1 MM sqft. of collaborate office space delivered
- +5 years Brand development
- Comprehensive building







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# CONTACT INFORMATION

