

446 BROADWAY
KPG PROPERTY

NYC EXPERTISE

Creating Value Through the Lens of an Owner



KPG Manage

WHY KPG?

SPECIALIZED FOCUS IN NEW YORK CITY

Active Leadership and Decades of Experience Provide a True Competitive Advantage



“We negotiate everything like it was our own building. KPG believes that hard work, reliability and persistence drive results that cannot be matched.”

– GREG KRAUT, CEO

Like your firm, every asset in New York City is unique. It requires attention that focuses on the specific needs of the property. KPG understands that unlocking real value means appreciating this diversity and managing assets in a customized, yet structured way.

Large institutions rely on layers of employees that are often spread too thin. Property management is a hands-on discipline that requires experience, market knowledge, and leadership to get the job done.

KPG delivers results by treating client assets as they would their own – with care and attention.

3 PILLARS OF KPG DIFFERENTIATION

Partner Involvement In Every Asset

OWNER DRIVEN PLATFORM

Tenant Experience Driven

WE KNOW WHAT TENANTS WANT

Bottom Line Focused

RESULTS IN HIGHER ASSET VALUES

Property Management

Proactive Management Provides a Great Tenant Experience, Which Leads to Higher Tenant Retention and Increased Asset Values

WHAT TENANTS CARE ABOUT

- ▶ Safe and secure environment
- ▶ Clean workspace
- ▶ Comfortable temperature
- ▶ Responsive management
- ▶ Someone that can answer their questions in language that they understand
- ▶ Someone that can solve their issues without being bounced around
- ▶ Not having to think about their workspace and just being able to do their primary work

HOW KPG DELIVERS

- ▶ Proactive site management including regular site inspections and tenant check-ins
- ▶ Working with the companies that provide the services you or they are paying for
- ▶ Returning emails and calls the same day they are received
- ▶ Having the experience and knowledge to be able to listen and provide good information
- ▶ Dealing directly with a principal that has the authority to provide a solution



THE KPG ADVANTAGE

Delivering an excellent tenant experience is achieved with a multi-faceted approach. This starts with their welcome to the building, their day-to-day use of their space and the common areas, and the environment that their employees spend time in.

KPG designs assets and spaces that tenants interact with and we are keenly aware of the pain points to be avoided. This is a result of experiences across multiple asset types, asset classes, and working with tenants that all come to a building with different needs and expectations.

This is what we think about every day.



Zachary Pomerantz, Managing Director, Asset Management

Zachary is a strategic Senior Asset Manager with 20-years of experience across asset classes and investment objectives. Operator with a proven track record of successfully leading direct and third-party teams to achieve portfolio and property-level goals.

Approach embodies an eye toward improving hospitality and keeping a customer for life while optimizing assets to perform best-in-class.

Financial Accounting

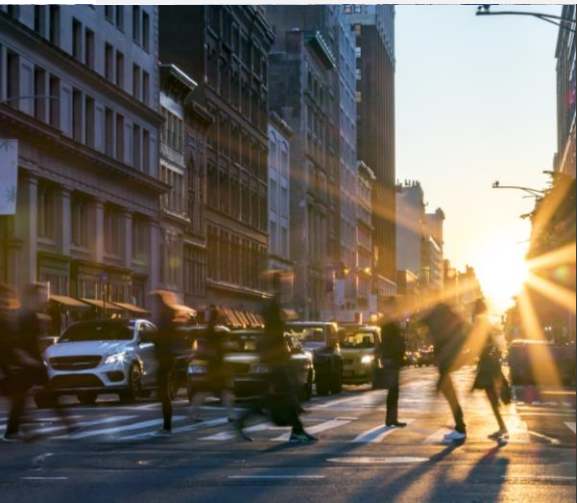
Superior Asset Value Can be Achieved by Providing Accurate and On-time Reporting While Increasing Cost Efficiencies and Cash Flow

TRANSITION

- ▶ Dedicated transition manager
- ▶ Onboarding meeting
- ▶ Transition checklist
- ▶ Document request list
- ▶ Abstracting leases/contracts/other
- ▶ Scheduled weekly transition call

OPERATION

- ▶ Annual expense and capital budgeting processes
- ▶ Monthly customizable reporting
- ▶ Approvals / variance reporting
- ▶ Detailed Accounts Receivable/Payable tracking
- ▶ Tenant move in/out checklists
- ▶ Annual CAM reconciliation
- ▶ Annual audits (if required)



THE KPG ADVANTAGE

Having navigated multiple market cycles gives the KPG team the experience to identify areas of risk and implement procedures to avoid them, delivering value to clients.

KPG typically utilizes a nationally recognized accounting software (Yardi), but is also capable of integrating into a client's existing software when costs and familiarity are a concern.

At every decision point, KPG seeks to drive accretive value to your assets.



Stephen Smith, Chief Financial Officer

Stephen is an industry professional with over 33 years of direct real estate experience across all asset classes. Stephen has held various C-level positions for some of the largest Alternative Asset and Operating real estate companies in the US.

He has also built multiple accounting teams/groups to service the accounting and operational needs of clients.



Institutional Execution

KPG is a Boutique Shop with Institutional Chops

ACCOUNTING CONTROLS

KPG works closely with clients to develop reporting and controls that work for you and your business. Implementation of best practices ensures clients receive accurate and timely reporting that you can rely on.

TENANT RELATIONS

Boutique attention with institutional capabilities, KPG delivers an experience tenants enjoy. KPG management boosts the property image and promotes lease renewals.

OPERATIONAL PROCEDURES

KPG delivers institutional standards with intensive checklists and industry benchmarking. Combined with best-in-class technology provides, KPG processes drive excellence.

HANDS-ON MANAGEMENT

As an institutional owner of NYC real estate, KPG manages assets as it would its own. Value creation through hands-on management is a philosophy, not a talking point.

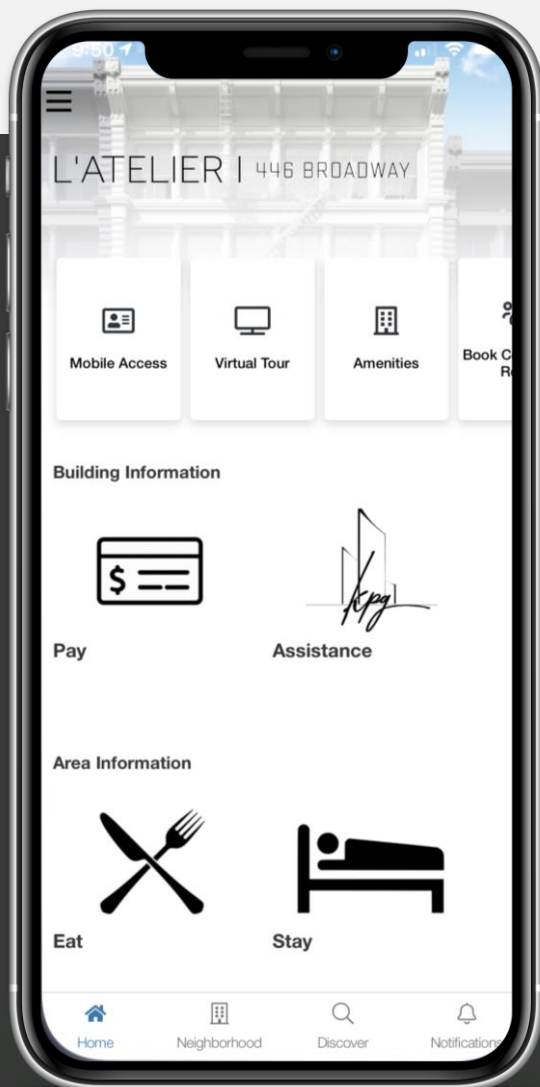
KPG Genesis

TECHNOLOGY SOLUTIONS

KPG Genesis is a top of the line technology suite designed to improve the tenant experience and property performance

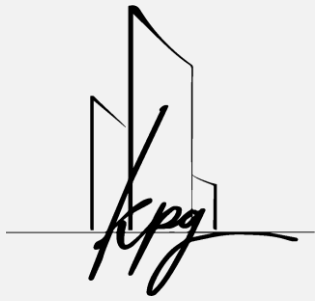
CUTTING-EDGE TECHNOLOGY

KPG utilizes cutting-edge technology integrated with state-of-the-art reporting tools to accurately measure and enhance property performance and monitor asset value



- ✓ **WORK ORDER MANAGEMENT**
- ✓ **VISITOR MANAGEMENT**
- ✓ **CONCIERGE**
- ✓ **RENT PAYMENTS**
- ✓ **CONFERENCE ROOM BOOKINGS**
- ✓ **AREA INFORMATION & DISCOUNTS**

KPG Genesis includes modules dedicated exclusively to property management and accounting services



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