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## Copy

Client: Madison Properties

Re: Marketing – Web Copy – Why Madison / Services / Portfolio / Projects / Team

Date: 1015

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### Scope of Work

Madison Properties has contracted with Galvin and Associates to write copy for a number of its website sections: **Why Madison / Services / Portfolio / Projects / Team**. Word Count 1450

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#### HOME – SLIDERS

##### Slider One

## WE BOOST REVENUES AND MAXIMIZE YOUR INVESTMENT VALUE.

Madison Properties are experts in property acquisition and development, leasing, tenant relations and maintenance – a property management end-to-end solution.

*FREE CONSULTATION*

##### Slider Two

## WE CREATE A MANAGEMENT PLAN BASED ON YOUR GOALS.

Madison Properties creates a plan to meet your property and revenue goals. And with monthly reports, you'll know exactly how well your property is doing.

*FREE CONSULTATION*

##### Slider Three

## WE KNOW COMMERCIAL PROPERTY MANAGEMENT.

Madison Properties has decades of experience in managing commercial properties, from shopping centers to office buildings and corporate offices.

*FREE CONSULTATION*

#### ABOUT US

## WHY CHOOSE MADISON PROPERTIES

**Experience:** Madison Properties provides all your commercial property management needs: acquisition, ground-up or renovation, leasing, tenant relations, property maintenance and in-depth monthly reports. We currently manage 3.2 million square feet of properties in locations across the U.S.

#### CTA

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***Helping You Lease, Manage or Rent A Property Anywhere Across America***

Phone: (212) 596-8200 | Email: [info@madisonprop.com](mailto:info@madisonprop.com)

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**Personalized and Hands-on:** Madison Properties is a group of experts who respond quickly and effectively to any challenge. We create a management plan specifically designed to meet your property and revenue goals. And we provide monthly reports, so you can see exactly how well your property is doing.

## SERVICES

### OUR SERVICES

Madison Properties provides the full range of services that any owner seeks to maximize the value of their investment: from acquisition to redevelopment and then property maintenance; and from initial leasing to tenant relations and accounts receivable and payable management.

One of the hallmarks of the Madison Properties approach is to make sure you are fully informed at all times. Unlike the quarterly reports of most commercial property management firms, Madison Properties provides you with monthly updates on income, expenses, leases status and property maintenance.

And we're responsive, too. Any time you have a question or concern, pick up the phone or send an email. A Madison Properties director or manager will immediately address your concerns and take appropriate action.

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### Management

Madison Properties takes a team approach to managing your property. We combine expertise in property and building evaluation, leasing, maintenance, and accounting controls to make sure your property is managed as an end-to-end solution.

With our hands-on team approach, you can be confident that Madison Properties will improve the functionality of the overall property while increasing its profitability, both in revenues and in asset value.

### Leasing

Madison Properties knows the retail and office space leasing business. We actively manage hundreds of tenants in multiple states, including national, regional and local retailers and businesses large and small.

Our first step is to do our due-diligence research on the market area and to provide you with a detailed evaluation. Then based on your direction and revenue goals, we secure quality tenants and continue to manage all aspects of their



leasing relationship, including the lease renewal phase. As with all Madison Properties services, we work with you every step of the way.

## Acquisitions

Owners and investors hire the Madison Properties Acquisitions Division for a very good reason: We are highly skilled in evaluating potential properties that conform to your risk parameters and in negotiating a purchase that meets your financial goals. From initial prospecting to final documents, your Madison Properties team will manage the acquisition process with your interests in mind.

### PORTFOLIO

## OUR PORTFOLIO

### Decades of Experience in Property Management

Madison Properties provides property management services for a range of commercial developments, from office buildings to shopping centers. In total, we currently manage some 4 million square feet of property. Take a look at examples of our projects to find ones that match your profile investment.

Now find out how responsive we are: Call or email us for details on our services and commercial property listings. We provide a free consultation on a management plan custom-made to meet your specifications and goals.

➤ [INSERT PORTFOLIO PROPERTIES LIST](#)

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### PROJECTS

## OUR PROJECTS

### We boost revenues and maximize the value of your investment

Take a look at examples of Madison Properties redevelopment projects and you'll see how well we will execute a management solution for you.

Now find out how responsive we are: Call or email us for details on our services and commercial property listings. We provide a free consultation on a management plan custom-made to meet your specifications and goals.

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#### *Project 1*

### **OFFICE BUILDING REMODEL**

Situation: Our investor group client purchased an older office building in a busy metropolitan area. With its faded look, the building was no longer able to command market prices.

Solution: Madison Properties did a careful evaluation and submitted a detailed redevelopment plan. With a \$2 million investment, the office building was transformed with a new entrance and a stylish modern look. MP took over the leasing and the building now commands premium rates and is generating a profit.

#### *Project 2*

### **SHOPPING CENTER REMODEL**

Situation: A suburban shopping center with an out-of-date look and poor tenant mix goes into foreclosure. The new owners want a fast and effective turn-around.

Solution: Shopping centers customers are highly sensitive to “curb appeal” and convenience. The Madison Properties redevelopment plan provided a new façade for the complex and a parking lot resurfacing. With its updated look, MP Leasing added national retailers like O’Reilly Auto Parts and Dunkin’ Donuts – and the shopping center is now firmly in the black.

#### *Project 3*

### **OFFICE BUILDING UPGRADE**

Situation: Years of subpar maintenance led to big problems at a large office building – a roof that leaked and no longer met municipal standards. Unanswered tenant complaints led to an occupancy drop.

Solution: Madison Properties took a two-pronged path: first, we contracted with a reputable roofing company at a very good price. Second, we met with each tenant and explained the repair process, promising a much-improved building environment. The tenants were delighted to meet face-to-face with the MP leasing agents. The building is now fully occupied with happy tenants.

## **TEAM**

### **MEET OUR TEAM**

#### **Nathan Zieg, Chief Executive Officer**

With decades of experience in commercial property management, Nathan Zieg has developed a clear philosophy: the customer comes first. While most management companies have procedures based on their own priorities, Mr. Zieg guides Madison Properties to develop a customized approach to address the specific needs of each property’s investors, tenants and financial partners. As a result, Madison Properties has seen growth year-over-year, every year.

#### **Naomi Friedman, Client Services Director**

Naomi Friedman loves a challenge – and as one of the principal contacts for investors and lenders, she makes it her duty to stay ahead of the curve with timely reports and a detailed understanding of each property’s issues and opportunities.

#### **Sam Rapp, Leasing Director**

Sam Rapp is the man with the answers. Property needs a new tenant? Sam has encyclopedic knowledge of market rates and quality prospects. Tenant has a gripe? Sam is there to make sure any problem is resolved quickly and satisfactorily. Investors need advice? Sam is practiced at researching a market and providing an accurate evaluation.

#### **David Korn, Maintenance Director**

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David Korn manages the unsung heroes - the maintenance crews that keep a property looking great. Even more important for the investor, Mr. Korn alerts owners to preventative measures that avoid high-cost repairs and maintain the value of the property.

## **Dini Brier, Account Receivable**

The lifeblood of commercial properties is rental revenue. Dini Brier is the Madison Properties person who makes sure those revenues are collected in a timely fashion and that any disputes are resolved quickly. Ms. Brier makes sure that owners are kept apprised monthly of the status of every AR account.

## **Idy Salamon, Accounts Payable**

The efficiency of any commercial properties management program is built on using the best vendors at the best price, and keeping the maintenance and operations humming. Madison Properties' Idy Salamon has years of experience and runs a tight ship in managing Accounts Payable.

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