



FirstService
RESIDENTIAL



**Making a Difference,
Every Day**

*for Condominiums
and Cooperatives*

New York City's Leading Property
Management Company



A Message from the *President*

For more than 40 years, FirstService Residential has provided superior management services to many of the most iconic condominium, cooperative and rental properties in New York. Our years of hands-on experience managing buildings of every size and complexity empowers us to meet the unique demands and expectations of the boards and owners we serve. Our continued investment in proprietary technology, robust operational systems and retention of best-in-class industry experts truly establishes our company as a regional leader.

At the heart of our company is a team of talented professionals – all of whom share a passion for service excellence. With our executive team blending over a century of experience, boards and owners throughout the New York region trust us to manage their assets and enrich the lives of their residents.

We welcome the opportunity to explore how our unparalleled market expertise, proprietary resources, and value-added services can be tailored to fit the unique requirements of your board and the needs of your residents.



Dan Wurtzel

- ▶ President since 2010
- ▶ Senior Executive since 1993
- ▶ Realty Advisory Board on Labor Relations Board Member since 2014
- ▶ Registered in Apartment Management (RAM) since 2000
- ▶ Community Access Board Member since 2014



Proudly Serving New York City *for over 40 years*

Our Mission Says It All

We deliver exceptional service and solutions that enhance the value of every property and the lifestyle of every resident in the communities we manage. At the core of our business is a constant pursuit to exceed expectations and set the standard by which all other management companies are measured.

Tailored Management Services to Suit Your Needs

If you think a large management company won't pay attention to your property's unique needs, take a closer look at FirstService Residential. When you decide to partner with us, the first thing we do is listen to fully understand the vision for your property. This allows us to customize our service offerings and provide personalized guidance on viable solutions that will create value and achieve your specific goals.

Local Expertise / National Resources

We offer you the best of both worlds – a nationally supported management company with local roots in the neighborhoods that make New York City exceptional. By localizing our service offerings, our clients are guaranteed a holistic management experience that both suits and enhances resident lifestyle. At the core of this brand promise is our team of dedicated management professionals who become intimately engaged with your building community.

Key reasons clients trust us with their most valued asset:

- ▶ Responsive communication and attention to detail
- ▶ Innovative solutions that increase property values
- ▶ Unmatched depth of resources and collective buying power to lower operating costs
- ▶ Expert guidance on budgetary and reserve fund issues
- ▶ Resort-class luxury service and hospitality coaching for building staff
- ▶ Continuous investment in technologies, systems and people
- ▶ In-house knowledge leaders and industry experts

Our 97% client retention rate means we are meeting these key needs — and more.



Setting the Industry Standard of Excellence *for Property Management & Client Service*

Depth of Support

FirstService Residential is purposefully structured to provide clients with 360 degrees of support. Our property managers are organized into small teams, each led by a vice president or managing director with an added layer of oversight by a senior vice president. This approach cultivates consistent and responsive service, proactive oversight, efficient building operations, and highly personalized support for your board and residents.

Our managers also have the support of our “heart of house” departments to help navigate situations that require more specific expertise. Our subject matter experts – in compliance, condo and co-op law, insurance, financial matters, energy management, capital projects, applications and closings, and management transitions – empower our managers to provide proven solutions to issues and quickly pivot as challenges arise within a property.

Emergency Planning & Protocols

Drawing upon 40 years of New York City property management experience, we design and deploy end-to-end emergency procedures that are customized to the unique challenges and requirements of your property. Our managers are also equipped to implement mass communication strategies to disseminate critical alerts to residents.

All building staff are provided with educational tools that illustrate established procedures and clearly define appropriate action during emergency events. Our round-the-clock emergency response team is standing by to address any scenario at any hour, day or night.

Cybersecurity & Data Protection

We invest significant resources to maximize the security of our networks and data belonging to the properties we manage. Our in-house technology team maintains encrypted back-ups, upgrades to our server security, and frequently updates data protection standards. Our data security system comprises a combination of SSL certificates, firewalls, secure network transmissions, authentication and account creation requirements, software-based virus and malware applications, and recovery procedures to help prevent the loss of sensitive information.

Optimizing Building Staff Performance

Upon engagement, we conduct a thorough review of all building personnel and evaluate how their experience and responsibilities align with building service expectations. This enables us to coordinate appropriate work assignments that align with the lifestyle of the building. We also prepare a customized Guide to Staff Services that includes all community guidelines, work schedules, job descriptions, standard operating procedures and our best practices for building operations.





Preventive Maintenance & On-Site Inspections

As your trusted managing agent, our top priority is the integrity and well-being of your property. From curb to cornice, our comprehensive preventive maintenance program incorporates routine inspections and assessments of building equipment, facilities and structural systems. We partner with the city's most respected engineers, architects, consultants and specialty vendors to protect your assets and avoid unanticipated expenses.

Local Law Compliance

Failure to comply with laws and regulations can create significant problems and added expenses. Our dedicated Compliance Department proactively resolves complaints and violations, coordinates permit and licensure renewals and tracks the status of mandated inspections on a daily basis. To help our managers stay on top of filing and inspection deadlines, they are also supported by an automated alert system that tracks building compliance in real time.

Mitigating Risk by Verifying Vendors

Minimizing the risk posed by contractors performing work at your building has never been more important. To better protect against potential liability for our clients, we work with an independent credentialing company to streamline the vendor screening process. Our partner verifies valid trade licenses and current insurance, performs a business background screening, and requires acceptance of our code of conduct.



Making a Difference *Every Day.*

Hospitality Coaching & Development Programs for Building Staff

At FirstService Residential, we understand that hospitality is more than a hashtag – it is the philosophy that making a difference in the lives of people begins with a deep understanding of expectations, and culminates in a consistent delivery of service that instills trust, as well as comfort. Our elite team of professionals brings this philosophy to life through comprehensive coaching and development programs for building staff – all offered in-house.

Drawing upon decades of experience with the world’s finest names in hospitality, our experts are uniquely qualified to deliver a personalized experience that enhances resident lifestyle, the reputation of your property and overall curb appeal for prospective owners.

Across our organization, every member of our team shares a unified commitment to make a difference, every day, for properties under our care. Upon engagement, we sit down with our boards to identify the culture of the building and to define what the expectations are for the resident experience. The goal is to enmesh your building’s culture with FirstService Residential’s core values of service and appeal to the unique needs of your residents.



In-House Education

For Property Managers & Building Staff

Industry-Leading Continuing Education

To keep our property managers and building staff at the forefront of our industry, we regularly host educational sessions led by in-house and local experts on a range of relevant topics – from cooling tower and steam trap best practices, to energy efficiency and managing capital projects, to conflict resolution and OSHA training. Our ongoing training programs are designed to share best practices that enhance day-to-day building operations, ensure compliance with local laws, and consistently deliver the highest level of service.

Our continuing education seminars are complemented by these additional training opportunities:

- ▶ FirstService Residential University online training platform with hundreds of courses designed to further enhance skills and knowledge of industry best practices
- ▶ Customer service coaching led by professionals from the world's most respected names in hospitality



Exceptional Service

24/7/365 Responsiveness

Around the Clock Care

As an extension of our management team, residents living in FirstService Residential-managed properties have access to a 24/7/365 Customer Care Center. Our specialists receive in-depth training to prepare them for any scenario, with additional support from a team leader and a quality assurance coach to ensure consistent responsiveness. Fluent in more than 20 languages, our team is equipped to serve the many micro-communities that make New York the most diverse region in the world. More than 75% of inquiries are resolved on the initial call.

Mass Communications for Boards and Residents

FirstService Residential knows that the ability to instantly share information and conduct business on-the-go is essential. That's why we created FirstService Residential Connect™, our proprietary property management portal available exclusively to our managed buildings. The advanced web-based technology facilitates communication between property managers, board members and residents, and is tailored to your specific needs – integrating information related to your amenities, resident data, management services and more. Connect is also integrated with our Customer Care Center and accounting platform, which enables secure access across multiple platforms and devices.

Our Customer Care Team is fluent in over 20 languages including:

- ▶ Spanish
- ▶ Mandarin
- ▶ Farsi
- ▶ Russian
- ▶ Korean
- ▶ Cantonese
- ▶ Polish
- ▶ French
- ▶ Japanese
- ▶ Vietnamese
- ▶ Punjabi

Value-Added, Optional Services

As the largest management company in the New York region, our solutions are backed by a depth of resources that only a firm with our breadth of expertise can provide. Our company provides a number of optional, specialty resources to our clients, which makes FirstService Residential unique in our industry.



FirstService Energy | *Energy Solutions*

FirstService Energy is the energy management and advisory affiliate of FirstService Residential. Its team of energy experts helps clients significantly enhance their building's energy efficiency by developing strategies to reduce energy costs, consumption and emissions.



FirstService Project Management | *Project Management*

As an affiliate of FirstService Residential, FirstService Project Management serves as owner's rep for residential and commercial construction projects. Their team of experienced project managers brings leadership and distinct expertise to every job ensuring that your vision becomes a reality.



FirstService Financial | *Insurance & Banking*

FirstService Financial develops short- and long-term strategies to address our clients' financial needs – from banking and investments to financing alternatives and insurance. Because of our powerful relationships with numerous financial institutions, we're able to secure preferred rates and lower fees.



LIVunLTD | *Lifestyle Management & Amenities*

To help owners identify amenity programming and events that best suit their building, we work closely with LIVunLtd, a national leader in the design and activation of amenities, onsite and virtual concierge services, facility management and more.



Goldberg Weprin Finkel Goldstein | *Tax Certiorari Services*

Our clients benefit from our exclusive arrangement with the experts at Goldstein Weprin Finkel Goldstein, a premier tax certiorari firm. This partnership has enabled our clients to save millions of dollars in the form of cash refunds and reduced property taxes and fees.



Board Confidence

How FirstService Residential Expertly Manages the Transition Process

“As the Board President of a 50-story condo on the Upper East Side, I was tasked with leading a change of our building’s management company. Our choice was FirstService Residential. We just completed a 30-day transition... it was seamless. Their Transition Team worked closely with our Board, Resident Manager and building attorney, attending to every detail. Not only is our board happy with the transition, but Unit Owners and staff are as well.”

**–Les B.,
Board President**

To ensure accountability and responsive communication, FirstService Residential’s dedicated transitions department works directly with each new client to ensure a thorough, professional transition. Our vice president of transitions serves as your primary point of contact throughout our phased transition period. During this time, we fully integrate your building records into all of our “heart of the house” support departments and make recommendations where we believe improvements can be made.

What Your Board Can Expect:

- ▶ Phase One | Expedited exchange of information from the previous managing agent
- ▶ Phase Two | Assess and prioritize outstanding items and provide detailed briefs to the board
- ▶ Phase Three | Documents package and full report presented to board

The final package is a comprehensive compilation of all collected documents and data – an invaluable asset to your building’s historical records that proves useful years after the transition occurs.

Our Passion for Service Can Make a Difference for You and Your Building

FirstService Residential has a proven track record helping board members successfully fulfill their responsibilities and achieve their goals by adding value, enhancing residents' lifestyles and ensuring that properties remain robust and financially healthy, both now and in the future.

We welcome the opportunity to show you how our unparalleled experience, market expertise, proprietary resources, value-added services and passion for service excellence can help you realize your vision for your property.

Let's Start the Conversation Today!

- ▶ Visit us online:
www.fsresidential.com/new-york
- ▶ Email us to schedule a time that works best for you:
LetsTalk.NY@fsresidential.com
- ▶ Or give us a call:
[212.634.5410](tel:212.634.5410)



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Every Day.