

OWNER MANAGERS



Asher Bernstein, Vincent Terranova, and Sidney Bernstein

People who live in New York City know its magic well. It's where one goes to find what's missing -- usually that means first getting lost, only to be found again, but with the astute assistance of the professionals at Bernstein Real Estate, there's no need to get lost, not even for a moment. They've been at it since 1926, and their passion for helping people negotiate the streets of New York hasn't waned a bit.

Only in New York can one find a real estate company that has survived the Depression and every mini crash since with their integrity and talent intact. They have evolved into a full service organization that is run on class bred from experience and a serious gaze into possible futures. Sidney Bernstein, founder of the firm, still comes into the office five days a week. He is ninety five years old.

The masterful knowledge of the brokers at Bernstein leaves no pavement unturned. They know the map here in New York -- and the Big Apple has many maps, ones that are invisible to the newcomer, or those that aren't real estate professionals. The other maps are underground maps; ones that detail the complex roads that make up the codes, politics, and bureaucratic pathways of the city. Bernstein RE has made a science of knowing every particular of these maps, and has offered this knowledge to their client double fast.

Asher Bernstein, President of the firm and nephew of Sidney, has been with Bernstein since the early 1970's. He has initiated strategies that are taking Bernstein straight into the next century. "We're competitive without being cut-throat. People are comfortable in our offices. We are low key, and we deal with people straight up. It sets a tone that becomes a part of the corporate culture," says Mr. Bernstein.

This feeling of ease is palpable in their mid town offices. There is a soothing energy present that comes from making deals without the fear bred by the current intensity of the market. They seal deals on a handshake here.

BERNSTEIN REAL ESTATE

Experience Is A Masterful Teacher

Says Vincent Terranova, Executive Vice President and newest member of the family, "When we make a deal, our word is the deal".

Negotiating the 'Capital of the World' and guiding their clients through this maze takes many forms. Asher Bernstein tells how: "We are unique in that we not only do commercial brokerage, but we also do commercial management. We also have ownership equity. We own about 1/3 of the portfolio that is managed in this office. We also have a residential division under the name Lawrence Properties in which we manage about six thousand units. Plus, we have a brokerage division there as well. There are very few firms left in the city that do both commercial and residential management, leasing and ownership."

Their commercial brokerage services include leasing of new space, disposition, consolidation and re-negotiation. They also do acquisition and disposition sales. As property managers, they focus on asset management and ownership representation. Under the umbrella of Project Supervision, they provide tenant renovation, property renovation and rehabilitation, and construction management. As consultants they handle lease analysis, marketing and financial consulting -- and they provide investment and ownership services through acquisition, and joint ventures and partnerships.

The professionals at Bernstein know the city inside out. Their agents won't take you on a wild goose chase or force you to play a round of hide and seek; there's no time for children's games on the New York scene. Their agents are trained in financial analysis, comparative studies, future planning, and site development. Their expertise are boundless, and the friendly atmosphere that flourishes here promotes a team effort that finds clients the right space --and not just any space, but the perfect one.

Bernstein has been leading those in need of real estate acumen down the road to the right destination for more than seventy years. There's no need to be afraid to ask for directions. The brokers at Bernstein will offer you a seat, unfurl one of their many well studied maps, and take you on a short and painless ride to exactly where you want to go, and that's the service you get when you commit to working with the best in the business. *

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