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THINK PROPERTIES PRESENTS INNOVATIVE MODEL FOR RESIDENTIAL REAL ESTATE
COMPANY ACHIEVES GREAT SUCCESS IN JUST THREE YEARS

NEW YORK CITY – April 18, 2011 – Breaking the traditional real estate mold, to say the least, is the goal of New York City based company [THINK Properties](#). Lead by a dynamic team of industry innovators, THINK Properties presents an array of services that help make every type of residential real estate transaction seamless. Using a lifestyle/concierge model, THINK Properties allows each client to have a unique, interactive, and experiential partnership that lasts a lifetime. From listing properties for rent or sale and an effortless rental program for owners to management and concierge services, as well as an online real estate and lifestyle community for college students, THINK Properties essentially can handle everything relating to the lifestyle experience.

“THINK Properties was created because we felt that there was a void in the real estate experience, whereas we wanted to combine the lifestyle component with the experience of renting or purchasing a home – all while establishing and maintaining a solid relationship with our clients,” explains Mark Shemel, Principal and Chief Operating Officer of THINK Properties. “Not only do we develop friendships with our clients, but they also look to us as neighborhood advisors who can help with anything they need,” he adds.

Shawn Vardi, Principal and President of THINK Properties, is responsible for bringing the team of Principals together which includes: Neal B. Golden, Chairman of the Board of Advisors; Mark Shemel, President and Chief Operating Officer; Hunter Gellin, Principal and Chief Marketing Officer; Jaclyn Boulan, President of Sales; and Lee J. Brodsky, Principal. Each Principal brings a different type of background and years of experience to the company, creating an expert team to serve each client and property.

Established in 2008, the [THINK Properties](#) team has been able to accomplish plenty in a short amount of time. In less than five years, the company developed an impressive portfolio managing and owning \$450 million in multifamily residential real estate in New York as well as featuring impressive listings such as a \$13 million residence at Trump Tower in Midtown and representing the newest residential building in Miami Beach, a 52-unit vintage art deco property called Boulan South Beach.

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“We are certainly pleased with the growth of the company thus far, especially considering the economic situation the whole world has experienced over the last two years. After managing the company’s portfolio for the first few years, we felt that now was the ideal time to focus on the brokerage division and we’ve emerged with amazing properties, such as Boulan South Beach,” adds Jaclyn Boulan who leads the sales efforts at THINK. “There is no better time to capitalize in this marketplace.”

Additional THINK Services

THINK Properties also offers an all-inclusive Rental Program, created to assist clients with mitigating their cost of living expenses while they are not using their residence. The program not only handles the rental of the property, be it on a nightly or weekly basis, but it also offers all the services one would typically obtain while staying at a hotel such as cleaning and staffing. THINK Properties currently offers this program to Boulan South Beach, as well as more than 150 units in New York City. Depending on the asset, the program has provided increased returns for client of up to 40 percent.

“Our clients really appreciate the option of participating in the rental program as often time they may have an apartment in New York City or Miami that they use as a weekend or second home. Some of our clients in Miami, for example, will stay at Boulan South Beach during the winter, but would like their unit rented out six months out of the year. We help them through this program, and at the same time ensure that their residence is well taken care of,” explains Shemel.

Through a partnership with [Abigail Michaels](#), THINK Properties also offers its clients personalized concierge service that caters to every necessity and whim. With more than 25 years of experience, Abigail Michaels offers the same concierge services one would have at a hotel, but applied to everyday living and with even more personalized attention. THINK offers these services both on an individual basis, as well as for entire residential buildings.

Another service that THINK Properties created is [THINKDCNREALITY](#), which was developed for college communities throughout the United States. A complete, exclusive online real estate and lifestyle platform, THINKDCN presents students an online community where they can find information about sports, music, events, and news, as well as residential listings, both for sale and rent.

With an array of premier services that encompasses all aspects of residential real estate transactions, THINK Properties can assist all types of clientele, be it an individual searching for one single unit or a developer looking for the best amenities for its owners. THINK Properties is located at 32 East 32nd Street in New York, NY. For more information, please call (212) 206-7277 or visit www.thinkproperties.com.

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