



GFP

REAL ESTATE



SINCE 1952

Committed to building a better New York since 1952, GFP Real Estate is a vertically integrated owner, operator, property manager and developer of commercial real estate in the New York metropolitan area.

With 57 buildings and more than 13.8 million square feet under ownership, GFPRE's portfolio includes some of New York's most iconic real estate assets.



SINCE 1952



175 Fifth Avenue, The Flatiron Building

Dedicated

GFP Real Estate is dedicated to improving all of our buildings and enriching their surrounding neighborhoods.

As a team dedicated to providing excellent service, we bring decades of experience along with a family-oriented approach. We treat our tenants and clients with the same care and thoughtful attention we would our family members. We are dedicated to providing them with best-in-class buildings and service.

With a portfolio of over 13.8 million square feet and growing, **our dedication** to our properties and our tenants **remains our essential focus.**

On behalf of our third-party clients, we provide management and leasing services to additional buildings with over four million square feet. Relationships spanning over three decades underscore our dedication to these clients and have led to GFP representing in total 80 buildings and more than 18.5 million square feet under both ownership and management all told.



100 Crosby Street

Commitment

GFP is committed to its tenants and its neighborhoods. We believe that together we can create better local communities and a stronger city.

As multi-generational New Yorkers, the Gural family prioritizes family values and a legacy of community improvement.

Our family members and employees are committed to making the city a better place to live and work, through civic engagement, community involvement, and nurturing longstanding relationships with small businesses and non-profits.

GFPRE leases more than three million square feet of office space to non-profit organizations that might otherwise be priced out the city.

Through our commitment to non-profits, we strive to make our city and the world a better place for every one.



GFP Real Estate (formerly Newmark), circa 1970s

Since 1952

Now in our third generation of ownership, GFP Real Estate has a long history of working to build a better New York City.

GFPRE is proudly run by the Gural family, including Chairman Jeffrey Gural and Co-Chief Executive Officers Eric Gural and Brian Steinwurtzel, General Counsel AnnyRose Pahl and Principal Jane Gural-Senders.

Carrying on the tradition started by Founder Aaron Gural, the family leadership remains focused on improving New York City through property development, strong tenant relationships, and community involvement.

In 1952 Aaron Gural and partners acquire Newmark & Company, a real estate management, brokerage and holdings firm.

In 1931, at the age of 14, Aaron Gural began his **entrepreneurial** career selling ice cream on the George Washington Bridge. Shortly after, he started work reading water and electrical meters, beginning his **real estate ventures.**

Company History

1950s

1960s

1970s



In 1952, Aaron Gural and partners acquire Newmark & Company, a real estate management, brokerage and holdings firm.

In purchasing 230 Fifth, Aaron and partners are among the first to use a syndication model for acquisition.



Aaron Gural and partners purchase a leasehold interest in 515 Madison Avenue from Aaron's uncle, Aaron Rabinowitz of Fred F. French Company.

This marks the firm's first addition of a Class A building to its growing portfolio, as well as its expansion into Manhattan's renowned Plaza District. During these years, the Company handles both the management and leasing for the entire New York portfolio of the Furman-Wolfson Trust, which comprised over 30 buildings and was the first REIT to file with the SEC.



Jeffrey Gural joins the firm with Barry Gosin following a few years later.

Together in 1978, Jeff and Barry purchase the management and brokerage company what is known today as Newmark Knight Frank, from Aaron Gural and partners. Aaron, Jeff and Barry commence on a buying spree and begin converting manufacturing buildings to Class B office space. The firm's principals and partners acquire 520 8th Avenue, cementing the Company's presence in the Garment District.

2010s to today



In 2011, Newmark Knight Frank (NKF) is sold to BGC Cantor Fitzgerald, while the Gural family and partners maintain ownership, management, and leasing of their real estate portfolio as Newmark Holdings.

In 2017, NKF becomes a separate public company. To avoid confusion, Newmark Holdings changes its name to GFP Real Estate. The portfolio's growth continues, through acquisitions of 40 Exchange Place and numerous properties in Brooklyn and Long Island City.

1980s



In a decade of great expansion throughout New York City, the Company's principals and partners purchase buildings in Tribeca, Union Square, Astor Place, Soho and Hudson Square including 40 Worth Street, 740 Broadway, 200 Varick Street, 594 Broadway and 560 Broadway (now 100 Crosby Street).

1990s



Eric Gural joins the Company. The Firm's principals and partners purchase the storied Flatiron Building, one of the city's most iconic properties. Newmark Knight Frank's brokerage business doubles in size. With an eye to future market trends in the city, they continue converting manufacturing buildings in the Garment District.

2000s



Brian Steinwurtzel joins Newmark. 17 Battery Place and 150 Bay Street are converted to residential properties. In 2009, the firm completes the largest deal of the year in Manhattan, with the Gap moving its East Coast headquarters to 40 Worth Street.

During this period, Jane Gural-Senders & AnnyRose Pahl join the company.



GFPRE owns and operates a portfolio of 57 properties that comprise over 13.8 million square feet of office, retail, residential and industrial space in the New York Metropolitan Area. The company also manages additional properties, totaling over five million square feet for third-party clients.

Chelsea

305 Seventh Avenue
322 Eighth Avenue
330 Seventh Avenue

Financial District

17 Battery Place
25 Water Street
40 Exchange Place
100 Pearl Street

Flatiron District

16 West 22nd Street
118 West 22nd Street
175 Fifth Avenue
206 Fifth Avenue
230 Fifth Avenue
675 Avenue of the Americas

Garment District

149 West 36th Street
209 West 38th Street
247 West 37th Street
249 West 34th Street
307 West 36th Street
318 West 39th Street
45 West 34th Street
505 Eighth Avenue
520 Eighth Avenue

Gramercy Park

301 First Avenue

Greenwich Village

125 West 3rd Street

Hudson Square

200 Varick Street
333 Hudson Street

Meatpacking District / Chelsea

80 Eighth Avenue

Midtown West

420 West 45th Street
630 Ninth Avenue

NoHo

10 Astor Place
440 Lafayette Street
740 Broadway

NoMad

171 Madison Avenue
175 Madison Avenue

Plaza District

119 West 57th Street
515 Madison Avenue
767 Lexington Avenue

SoHo

100 Crosby Street
594 Broadway

Times Square

1430 Broadway
1560 Broadway
333 West 39th Street
353 West 39th Street
589 Eighth Avenue

Tribeca

40 Worth Street
416-424 Washington Street
71 Thomas Street

Union Square

27 Union Square West
33 Irving Place
5 Union Square West

West Village

573 Hudson Street

Bronx

349 East 149th Street

Brooklyn

1031 Shore Parkway
285 North 6th Street
7 Bushwick Place

Long Island City

10-27 46th Avenue
11-05 44th Drive
43-01 22nd Street
45-18 Court Square West

New Jersey

150 Bay Street
265 Coles Street



200 Varick Street



Hartman
Rare Art

515

515 MADISON AVENUE

515 Madison Avenue

What We Do

Acquisitions

Asset Management

Development & Construction

Leasing

Property Management



40 Worth Street

bldg.
10 —
— 27

10-27 46th Avenue, Long Island City

Acquisitions

\$50+ million investment

Office, Residential, Industrial, Hotel and Retail acquisitions in Manhattan, Prime Queens, Prime Brooklyn, and Jersey City.

We pursue a range of investment strategies including acquisitions, redevelopment, development, build-to-suit and special situations with opportunistic, value-add, or core-plus investment profiles.

GFP Real Estate actively pursues new property investments it believes will out-perform the broader market over the long term. The acquisitions group focuses on proprietary and

off-market transactions typically with either a value-add or opportunistic profile across a variety of property types in the New York metropolitan area.



10-27 46th Avenue, Long Island City



NORTH 285 SIXTH

SHAFTWAY

SHAFTWAY

SHAFTWAY

285 North 6th Street, Williamsburg, Brooklyn





630 Ninth Avenue, The Film Center

Asset Management

Our Asset Managers **set and execute the strategic plan for each property** with the goal of optimizing the risk-adjusted return to our partners.

Our professionals understand the goals of institutional and entrepreneurial property owners, and offer a custom approach for each building that aligns with our partners' objectives.

We bring an owner's perspective and discipline to managing all aspects of a property's life cycle including establishing proactive leasing programs to ensure competitive market positioning,

selecting improvements that optimize return on investment, managing capital structures to ensure financial stability, and positioning assets for potential exit strategies.



630 Ninth Avenue, The Film Center





150

B A Y

SLOANE SQUARE

150 Bay Street, Jersey City

Development & Construction

Our team has completed over \$4 billion of repositioning, tenant fit out, ground-up development and build-to-suit projects spanning all property types.

GFP Real Estate's development team has extensive experience managing all phases of the development process including site evaluation, due diligence,

financial analysis, design management, government approvals, construction management and close out.

COFFEE
BAR

GFP
REAL ESTATE

322 Eighth Avenue





BLUE MAN GROUP
ASTOR PLACE THEATRE

BOX OFFICE

BLUE MAN GROUP
ASTOR PLACE THEATRE

"A SENSATION"

440 Lafayette Street

436

Alma Mater





440



CHAMBERLAIN	
PUBLIC STATION	1st-2nd
	2nd
PLANNING	3rd-4th
AND ASSOCIATES	
CHIC	5th
INTERSTATE	6th

L

 **GFP**
REAL ESTATE

440 Lafayette Street



Leasing

GFP's Leasing and Marketing team lead the leasing efforts for more than 65 properties, comprising over 13 million square feet in all major submarkets of the New York Metropolitan Area.

The in-house leasing and marketing team develops comprehensive, individualized marketing and leasing strategies that align with the goals of each property's owner. GFP's team handles all aspects of the leasing and marketing process including market strategy, design, branding, rent pricing, tenant and broker canvassing,

tenant negotiations and prospect activity reporting. GFP's marketing team leads our corporate and portfolio strategic marketing and branding efforts in collaboration with the firm's other departments. GFP's team gets involved early in the design process to ensure consistency with the strategic plan for each property.



40 Exchange Place

hour metered parking
MMET
HICL
ERS
da

LEMAN
MANHATTAN
MANHATTAN

WILLIAM

ONE WAY

DE JANEIRO

LEMAN MANHATTAN

ONE WAY



515 Madison Avenue

europa café

Property Management

GFP manages over 80 properties,
comprising over 18.5 million square feet
in the New York metropolitan area.

Our property management team strives to provide high quality, responsive and efficient service for each property. Through all stages of a property's life cycle – acquisition, capital improvements, lease execution, budgeting, accounting and post-stabilization, GFP is accountable for delivering

high quality service through every step. Our professionals understand the nuanced requirements for buildings of all sizes, quality and complexity, so develop and provide a custom approach for each building. GFP's accounting and investor reporting teams offer access, accountability, and transparency to all our partners.

Our People

Continuing the tradition of excellence started in 1952 by Aaron Gural, GFP Real Estate is proudly run by the Gural family, including Chairman Jeffrey Gural and Co-Chief Executive Officers Eric Gural and Brian Steinwurtzel, General Counsel AnnyRose Pahl and Principal Jane Gural-Senders.

Supported by some of the most experienced and respected authorities in the real estate community, the GFP team includes more than 600 full-time employees at every level of the organization, including asset management, finance, leasing, construction and building maintenance.



Selwyn Sampson
Building Superintendent



Paulette Tinglin
Assistant Building Manager



Alan Steinberg
Senior Managing Director



Nicole Camacho-Key
Managing Director



Tom Ortinau
Head of Acquisitions



Allen J. Gurevich
Senior Managing Director



David Kaye
Executive Managing Director



Alphie Toro
Senior Managing Director



Vess Martinez
Property Controller



Bibi Hussein
Property Administrator



Andrew Sapienza
Managing Director, Controller



Yusef Ramadan
Property Administrator



Sunny Atis
Building Superintendent



Aaron Pascal
Accounts Payable Processor



Courtney L. Adham
Executive Managing Director



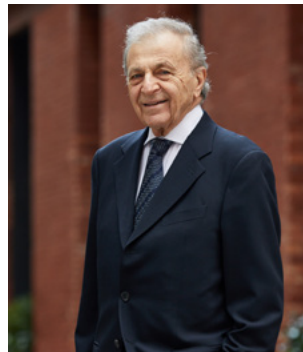
Matthew J. Colavita
Director



Matthew Mandell
Senior Managing Director



Tenzin Yeshi
Property Administrator



Harvey L. Richer
Executive Managing Director



Jessica Leon
Assistant Building Manager



Sam Mohabir
Senior Managing Director



Barbara Yagoda
Senior Managing Director



Jeffrey Swasey
Building Superintendent



Roy Lapidus
Senior Managing Director



GFP Real Estate Building Staff
200 Varick Street

FLATIRON BUILDING

175



GFP Real Estate Principals
The Gural Family



175 Fifth Avenue
The Flatiron Building





GFP

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SINCE 1952

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gfpre.com