

June 2009

INDUSTRY NEWS

NEW YORK REAL ESTATE EXECUTIVE IAN LEVINE FORMS A STRATEGIC ALLIANCE WITH STRIBLING & ASSOCIATES

NEW YORK-BASED REAL ESTATE EXECUTIVE, Ian Levine, has formed a strategic alliance between his boutique property management firm, Spandrel Property Services, an affiliate within The Spandrel Group network, and one of New York City's residential real estate firms, Stribling & Associates.

As part of the arrangement, Stribling & Associates, as well as its affiliate Stribling Marketing Associates, will assist Spandrel in the creation of property management opportunities at multi-family residential developments across the city. In addition, through regularly held presentations, Levine will educate Stribling's elite group of sales agents on critical property management issues facing residential property owners.

"This alliance with Stribling & Associates goes a long way toward enhancing our third-party business development efforts," said Levine, who is the founder and president of Spandrel Property Services. "It is a privilege to hold a professional alliance with an established and well-reputed real estate company that represents high-profile residential buildings, and new development projects, throughout New York City."

This alliance comes on the heels of various other efforts by Levine to gain a greater percentage of the property management market share with third party developers. Last year, the firm hired its first-ever director of operations and rolled out the state-of-the-art Sage Timberline software program that will allow the company to provide

cutting edge oversight and detailed reporting to meet the specific needs of its new third party clientele. Levine also completed a major re-branding of the company.

"Stribling is pleased to enter into this unprecedented alliance with Spandrel Property Services, which better as-

F. Stribling.

Stribling Marketing Associates, located in TriBeCa at 32 Avenue of the Americas, was established in 1999 in response to Stribling's ever increasing activity in the project marketing arena. The division specializes in sales and leasing representation, marketing, and consulting, and repackaging of new developments and conversions. The firm also provides comprehensive advisory services which include: strategic collaboration with architects to ensure optimum space design for each market, the creation of compelling brand and positioning for new developments, advice on creation of distinctive and unique marketing materials, and intelligent, honest, and experienced brokerage.

Stribling & Associates, Ltd. is a premier residential real estate firm employing over 200 agents in three Manhattan locations.

Spandrel Property Services is a boutique real estate property management firm within The Spandrel Group network. Formed in 2000 and based in New York City, Spandrel has accumulated over two million total square feet of assets under management, including both corporate and third party owned properties. The firm works with new developers in managing and maintaining first class assets.

New York-based real estate executive Ian Levine founded

The Spandrel Group in 2008. The boutique umbrella company consists of Spandrel Property Services, Spandrel Marketing Services and Spandrel Staffing Services. For more information, visit www.spandrelgroup.com, <http://www.spandrelgroup.com>. ■



sists the multi-family residential market by offering an array of top-notch service through its network of affiliates as well as informed oversight based on the development and management of its own properties," explained Stribling Founder and President Elizabeth