



**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 over 50 buildings and more than 11 million square feet under ownership, GFPRE's portfolio includes some of New York's most iconic real estate assets.



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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 11 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 an additional 22 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 over 72 buildings and more than 16 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

## 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.

1950s

1960s

1970s

1980s

1990s

2000s



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.



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).

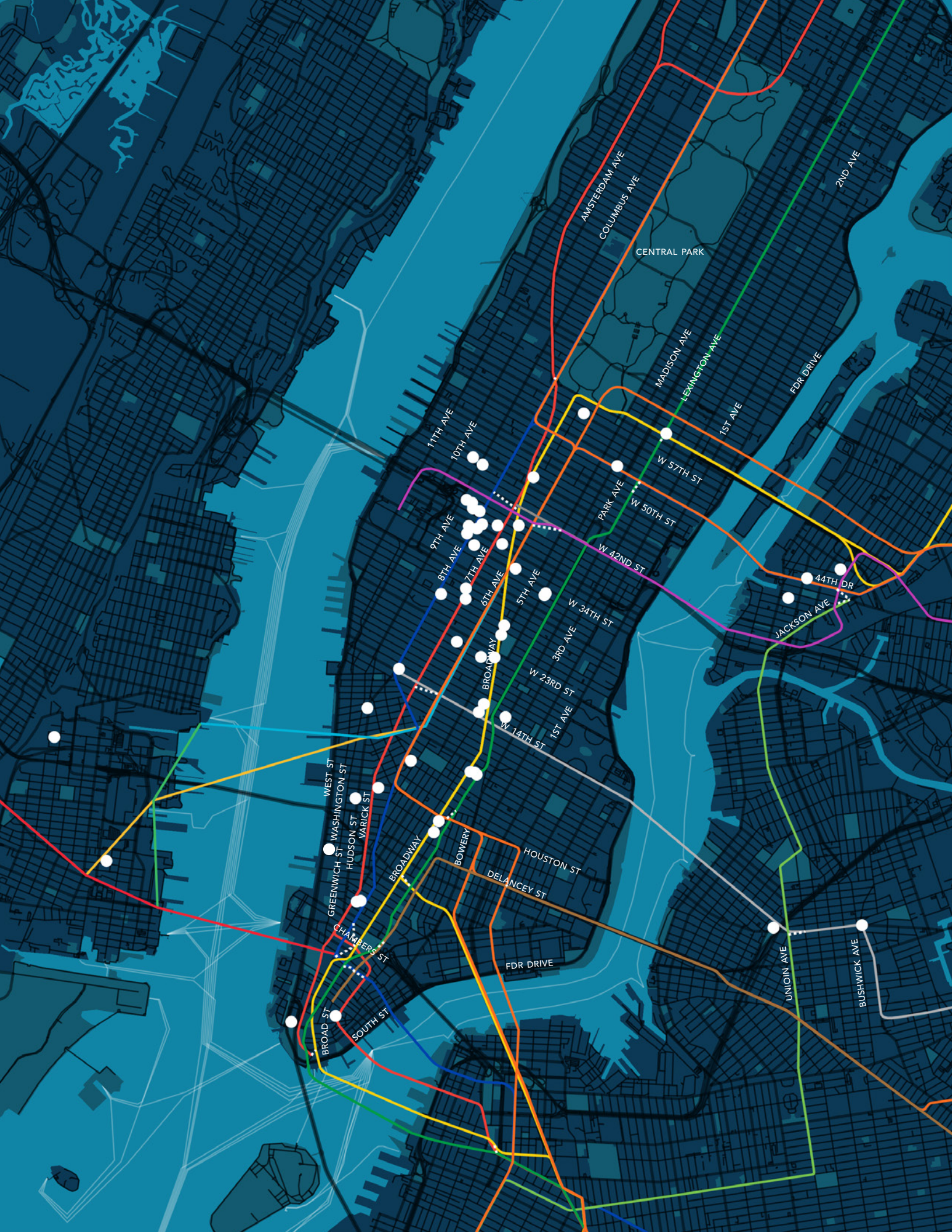


Eric Gural joins the Company. The Firm's principals and partners purchase the storied Flatiron Building, one of the city's most iconic properties. Newmark Knight Frank's brokerage business doubles in size. With an eye to future market trends in the city, they continue converting manufacturing buildings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



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 more than 50 properties that comprise over 11 million square feet of office, retail, residential and industrial space in the New York Metropolitan Area. The company also manages an additional 22 properties, totaling five million square feet for third-party clients.

**Chelsea**

305 Seventh Avenue  
322 Eighth Avenue  
330 Seventh Avenue

**Financial District**

17 Battery Place  
40 Exchange Place

**Flatiron District**

16 West 22nd Street  
118 West 22nd Street  
175 Fifth Avenue  
206 Fifth Avenue  
230 Fifth Avenue

**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

**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

**New Jersey**

150 Bay Street  
265 Coles Street



200 Varick Street



515 Madison Avenue

# What We Do

Acquisitions

Asset Management

Development & Construction

Leasing

Property Management



— 40 Worth Street

# Acquisitions



10-27 46th Avenue, Long Island City

## **\$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



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.





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.

# Leasing

**GFP's Leasing and Marketing team lead the leasing efforts** for more than 62 properties, comprising over 12 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



# Property Management

**GFP manages over 70 properties,** comprising over 14.5 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.



Armanda Estrada



Susan Negro



Andrew Sapienza



Lily Cheng



Sunny Atis



Walter Angulo



Judy Fabrizio



Julia Camacho



Selwyn Sampson



Paulette Tinglin



Rhonda Singer



Nicole Camacho-Key



Scott Beadle



Tenzin Yeshi



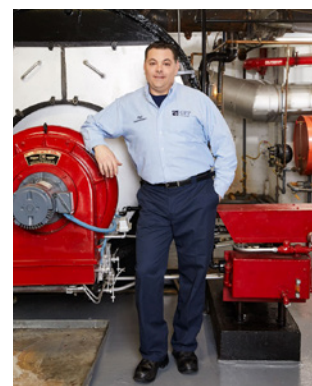
Courtney Adham



Jessica Leon



Tom Ortinau



Paul Rufo



Rebecca Martinez



Desmond Poole



Sam Mohabir



Barbara Yagoda



Jeffrey Swasey



Robert Manno



GFP Real Estate Building Staff  
200 Varick Street



GFP Real Estate Principals  
The Gural Family



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175 Fifth Avenue  
The Flatiron Building



GFP

REAL ESTATE

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