



The world's largest global  
commercial real estate  
platform right here in  
Western Massachusetts

# Local Market Leaders Globally Connected

NAI Plotkin has been serving the Western Massachusetts and North Connecticut region as the premier commercial real estate company for over 55 years. We offer a full range of services including brokerage and leasing, property and facilities management, construction services, and consulting services. Through our affiliation with NAI Global, we offer our clients the single largest and most powerful global network of owner-operated commercial real estate brokerage services. With more than 400 offices and over 7,000 local market professionals, NAI Global completes more than \$20 billion in commercial real estate transactions worldwide and manages 425 million square feet of property.

Through NAI Global, NAI Plotkin provides clients with exceptional solutions to their local, regional and global commercial real estate needs. With a network of offices strategically located throughout the world, NAI Plotkin delivers market-leading services and combines our in-market strengths to form a powerful bond of insights and execution for clients with multi-market, multi-disciplinary needs.

- Over 7,000 local market professionals
- More than 400 offices worldwide
- Over 425 million square feet of property managed
- \$20 billion in commercial real estate transactions worldwide

NAI Plotkin achieves extraordinary results for clients through creativity, collaboration, and the consistent delivery of exceptional knowledge and service that only independent, market-leading firms can provide.



# OVERVIEW OF SERVICES

## Brokerage Services

Our clients range from small family-owned businesses to international franchisees and firms, to private developers and individuals, all requiring superior market intelligence and custom solutions based on specific objectives. NAI Plotkin offers a full spectrum of consultancy and transaction services including single building, portfolio and land acquisitions and dispositions, project leasing, development, and build-to-suit.

- Site Search & Selection
- Acquisitions/Dispositions
- Broker's Opinion of Value
- Tenant / Landlord Representation

## Management Services

We practice an ever-evolving strategy of being flexible to the customization required for reporting procedures for asset, property or facilities management. We address each aspect of management in the greatest detail, and assure that our dedicated team of senior management and field personnel have the capability and expertise to handle all of your management needs as they arise.

Our management teams specialize in their field, and can offer a unique perspective and expertise for each property type: retail, office, industrial, investment, land, or specialty areas like multi-family, Homeowner Associations, dark stores, hotels, or medical.

- Property Management
- Facilities Management
- Owner's Project Management
- Financial Reporting

## Construction Services

NAI Plotkin offers a broad range of Construction Services, whether renovating a current office space, building out a brand new space, renovating an existing building, or building a brand new project from the ground up, we help our clients keep their projects on schedule and on budget. We understand our clients needs from start to finish, with exceptional results that meet, or exceed the project goals.

- Preconstruction Services
- Conceptual Development Planning
- Architectural & Civil Design
- Permitting
- Build to Suit
- Post Construction Services

## Corporate Services

As the world's largest commercial real estate network built on local market leadership, our services are tailored to meet each owner's individual goals, and designed to maximize the value of your property assets. Our approach is consultative, partnering with you as one team: starting with an advisory and planning process, we are able to align your goals with your needs for transaction management, project management or portfolio management.

- Advisory & Planning
- Project Management
- Transaction Management
- Portfolio Management
- Marketing
- Research

Your local commercial  
real estate expert.  
**Everywhere.**



## Brokerage Services

Whether clients are looking to lease 1,500 square feet of office space or to liquidate your business' 100,000 square foot manufacturing facility; NAI Plotkin offers an experienced team of professionals. As the region's largest full service commercial real estate company, we have the experience and expertise to represent both tenants and building owners with successful results.

Our team of experienced brokers can assist in all areas of commercial brokerage, servicing clients looking to buy, sell or lease industrial, office, medical office, retail, commercial land and investment properties

Our clients range from private developers and individuals to national clients to local clients, all requiring custom solutions based on specific objectives. NAI Plotkin offers a full spectrum of consultancy and transaction services including single building, portfolio and land acquisitions and dispositions, project leasing build-to-suits and auction services.

Our experienced team of real estate professionals and our comprehensive marketing program guarantees the properties we represent will receive maximum exposure in the marketplace. Our strong market knowledge gives us the leverage to place every tenant in a space that will meet or exceed their needs in accordance with their business plan and associated costs. Our clients benefit from the vast market data, statistics, trends and contacts NAI Plotkin has compiled during our more than 50 years in the industry.

- Acquisitions & Dispositions
- Asset Evaluation
- Landlord Representation
- Due Diligence
- Tenant Representation
- Sales & Leasing
- Site Search & Selection
- Broker's Opinion of Value
- Market Research
- Marketing
- Built to Suit
- Consulting

# Brokerage Services Delivering Results

We focus on maximizing the value of the property by offering analytical capabilities and an understanding of the investment criteria and leasing objectives of ownership. Our brokers have transaction experience on behalf of property owners, and demonstrate sensitivity to, and cooperation with the brokerage community worldwide.

Our brokerage professionals focus on positioning the property in the marketplace, identifying suitable prospects, and creating customized marketing strategies to enhance the value of our client's assets. We evaluate market conditions, including tenant relocations, levels of occupancy in a target area, rental rates, proposed development and other real estate trends to develop a comprehensive positioning and leasing program for the property. Our concurrent tenant representation experience gives us a thorough understanding of tenant needs thus translating into an advantage to effectively position and lease properties for landlords.

### Leasing

Our leasing philosophy is to address every assignment as though we were the owner and to view those assignments from a focused, strategic angle. Our goal is not just to fill the vacant space in a property, but rather to increase the value of the asset by assessing the owner's needs and objectives and satisfying those goals. Our brokers have transaction experience on behalf of property owners, and demonstrate sensitivity to, and cooperation with the brokerage community worldwide.

### Marketing

Our in-house marketing department delivers professional-quality materials tailored to your property's unique characteristics. A well thought out, organized, marketing plan must be set up in order to successfully sell or lease your property. The strategic plan needs to be multi-faceted in its style, proactive in its approach, and comprehensive in its depth in order to have the best chance of success in providing the results you will want to see. Our team strives to utilize every appropriate medium available to market our properties to potential tenants/buyers.

# Management Services

Together, we work to maximize the value of your investment while seeking new opportunities for growth. By delivering single or integrated property-related services, we remove the complexity from real estate portfolios by providing our clients with the least amount of inconvenience.

Our experienced management team provides both local, regional, and national property management services. With more than 55 years of property management experience and more than 6 million square feet of residential and commercial property currently under our management, including office and retail in downtown Springfield, NAI Plotkin is able to provide our clients with innovative solutions for their assets, in addition to personalized service, which is the cornerstone of our business practices.

We have been retained by a wide range of clients to provide services to multi-tenant commercial properties and other real estate including office, retail, medical, and multi-family housing and Homeowner Associations across the region.

We offer a wide-range of personalized and collaborative services tailored to meet the needs of each client including:

- Building Maintenance (Interior & Exterior)
- Preventative Maintenance & Periodic Site Inspections
- Vendor & Contractor Supervision & Inspection
- Employer/ Contractor Payment
- Tenant & Owner Relations
- Capital Improvements
- 24/7 Emergency Support/Alarm Response
- Operation Analysis
- Lease Abstracting
- Expense Auditing
- Current Data & Billings
- Collections, Disbursements, Deposits
- Budgets & Financial Reporting
- Books and Records
- Insurance

## Management Solutions

At NAI Plotkin, we give owners an array of management solutions. Working closely with each property owner, we provide local market expertise and leadership combined with access to a national and global network of tenants and best practices. Our goal is to elevate property demand to increase asset value and enhance net income while providing excellent service and reducing operating expenses – all while maintaining a high level of tenant satisfaction. We address each aspect of management in the greatest detail, and assure that our dedicated team of senior management and field personnel have the capability and expertise to handle all of your management needs as they arise.

Our management teams specialize in their field, and can offer a unique perspective and expertise for each property type: Retail, Office, Industrial, Investment, Land, or specialty practices: Dark Stores, Multifamily, Homeowners Associations, Hotels, Logistics, or Medical. Through its Property Management Council, NAI Global is committed to the success of its Facility Managers by fostering partnership, education and cooperation among Members by enabling sharing of best practices, tools and techniques.

### Operations Management

We help companies navigate the details of maintenance, safety, alterations, lease enforcement and real estate tax issues. We customize our services to fit your needs but never change our commitment to you. Our unique consultative process offers security and direction from over 7,000 NAI Global local market experts. NAI Plotkin are owner-operated, which means we are independent and that gives us an enormous freedom to act quickly and think creatively on your behalf.

### Risk Management

NAI Plotkin facility and property managers are trained in policies and procedures regarding the development and implementation of risk management plans, emergency services, property appearance, maintenance and safety.

## Trusted

### WORDS FROM OUR CLIENTS

*"I would highly recommend retailers in need of responsive services from a vendor partner committed to client satisfaction to consider NAI Plotkin's services."*

- Phil Donahue  
Corporate Support Services  
Staples, Inc.

# Construction Services

NAI Plotkin's construction services team represents trust, experience, knowledge and performance, from concept to completion. Excellence in every step of the process ensures timely completion and quality service, time after time.

Our Construction Services team and vendors have delivered over 180 projects, in 125 markets nationally for Fortune 100 companies and we can help you set up office design, furniture, signage, etc. so you can get your people back to work comfortably and quickly. We are sensitive to your ongoing business needs. We maintain a safe work site and we schedule disruptive aspects of the project during off-peak hours so you can conduct business as usual. Our direct contacts on paint, carpet, furniture systems can serve your bottom line with thousands of dollars saved.

NAI Plotkin's expertise in professional construction management enables us to provide our clients with pre-construction through full development and construction services. To achieve this, we leverage the skills of our seasoned field managers. For safety and quality, all of our superintendents are 10-hour OSHA certified, and our managers are 30-hour OSHA certified.

### Pre-Construction

- Site Selection
- Architectural & Civil Design
- Permitting
- Conceptual Design Development
- Contract Negotiation
- Building/ Analysis

### Construction

- Construction Supervision/Oversight
- Negotiation of Change Orders
- Contract Administration/Documentation
- Project Accounting/ Financial Reporting

### Post Construction

- Project Close-Out

### Proven Track Record

No other management firm offers these services and has the track record, longevity and reputation of NAI Plotkin.

### Growing Markets

With our global reach, we can assist in any of our clients growing expansion markets.

### Strong Leadership

Our Construction Services experience of over 80 years combined affords our clients the very best in services from design and value engineering field practices.

# Construction Services

## A Proven Track Record

With a sharp eye for safety, we provide responsive, professional service and quality construction services. Our licensed and insured team includes OSHA certified supervisors and area managers who follow strict safety guidelines. When combined with the power of a national supplier network, we take shell services and consultations to the next level so you can excel in your construction projects.

In the construction industry longevity is a true measurement of success. Over the course of NAI Plotkin's 55 years in business, we have established a reputation for attention to detail, commitment to excellence and professionalism. The end result is that our clients are consistently delivered high quality projects that are completed on time and on budget. NAI Plotkin offers comprehensive construction services from concept through to completion. We provide our clients a single point of contact that will oversee the entire process from site selection and feasibility analysis, design team review and selection process through budget generation, contractor and subcontractor selection, to receipt of Certificate of Occupancy.

### Preconstruction Services

Our expert team will analyze project goals and documentation, coordinate plans and drawings, establish a cost-sensitive budget which includes proven vendors, impact and permit fees then finalize scope of work.

### Construction Services

The construction team will attend weekly job site meetings to review the work in place. All construction activities are monitored closely to ensure progress, accuracy, and compliance with the schedule. Monthly and final accounting updates of construction costs along with coordinating the receipt of final approvals for Certificate of Occupancy are supplied, as well as preparation of the final punch list.

### Post Construction Services

Our team will obtain all of the necessary project close-out documentation and will remain available to the client on an as needed basis after the project is complete to assist with any construction related items or issues.

# OVERVIEW OF SERVICES

## U.S. Office Locations

### Alabama

Birmingham  
Huntsville  
Mobile

### Arizona

Tucson  
Phoenix

### Arkansas

Little Rock  
West Memphis

### California

Bakersfield  
Commerce  
Irvine  
Los Angeles  
Modesto  
Murrieta  
Oakland  
Ontario  
Oxnard  
Palm Desert  
Pasadena  
San Diego  
San Francisco  
San Gabriel Valley  
San Jose  
Simi Valley  
Stockton  
Torrance  
Valencia  
West Los Angeles  
Westlake Village

### Colorado

Avon  
Colorado Springs  
Denver

### Connecticut

West Hartford

### District of Columbia

Washington

### Delaware

New Castle

### Florida

Boca Raton  
Doral  
Fort Lauderdale  
Ft. Myers  
Jacksonville  
Miami  
Ocala  
Orlando  
Panama City  
Pensacola  
Seminole  
Stuart  
Tallahassee  
West Palm Beach

### Georgia

Atlanta  
Savannah

### Hawaii

Honolulu  
Lihue

### Idaho

Boise

### Illinois

Chicago  
Springfield

### Indiana

Fort Wayne  
Indianapolis

### Iowa

Cedar Rapids  
Coralville  
Davenport  
Sioux City  
Waterloo  
West Des Moines

### Kansas

Overland Park  
Topeka  
Wichita

### Kentucky

Lexington  
Louisville

### Louisiana

Alexandria  
Baton Rouge  
Lafayette  
Lake Charles  
Monroe  
New Orleans

### Maine

Portland

### Maryland

Baltimore  
Columbia  
Lanham

### Massachusetts

Boston  
Springfield

### Michigan

Detroit  
Grand Rapids  
Lansing

### Minnesota

Minneapolis

### Missouri

St. Louis

### Mississippi

Gulfport  
Jackson

### Montana

Billings  
Bozeman  
Missoula

### Nebraska

Lincoln  
Omaha

### Nevada

Carson City  
Las Vegas  
Reno

### New Hampshire

Bedford  
Portsmouth

### New Jersey

Hackensack  
Mt. Laurel  
Parsippany  
Piscataway  
Princeton  
Toms River

### New Mexico

Albuquerque  
Deming  
Las Cruces  
Santa Fe

### New York

Albany  
Melville  
New York City

### North Carolina

Asheville  
Burlington  
Charlotte  
Greensboro  
Raleigh

### North Dakota

Fargo

### Ohio

Akron  
Canton  
Cincinnati  
Cleveland  
Columbus  
Dayton

### Oklahoma

Oklahoma City  
Tulsa

### Oregon

Portland  
Redmond

### Pennsylvania

Allentown  
Lancaster  
Lemoyne  
Philadelphia  
Pittsburgh  
Reading  
Southampton  
Wayne  
Wilkes-Barre

### South Carolina

Charleston  
Columbia  
Greenville

### South Dakota

Sioux Falls

### Tennessee

Chattanooga  
Clarksville  
Knoxville  
Memphis  
Nashville

### Texas

Austin  
Beaumont  
Dallas  
El Paso  
Fort Worth  
Harlingen  
Houston  
McAllen  
San Antonio  
Texarkana

### Utah

Salt Lake City  
St. George

### Vermont

Burlington

### Virginia

Brambleton  
Lynchburg  
Richmond  
Vienna

### Washington

Bellevue  
Kennewick  
Seattle  
Spokane  
Tacoma  
Vancouver

### Wisconsin

Appleton  
Madison  
Milwaukee

# NAI Global is strategic & innovative.

As the world's largest commercial real estate network built on local market leadership, our facility management services are tailored to meet each owner's individual goals, and designed to maximize the value of your property assets.

Our experts are strategic and innovative, working collaboratively to realize maximum potential and generate creative solutions for our clients worldwide.

Our collaborative services platform provides an expansive, yet nimble and responsive structure enabling us to efficiently deliver superior results.





Commercial Real Estate Services, Worldwide

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