

IMPACT

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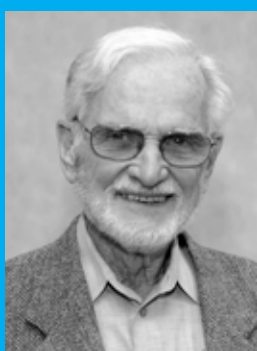
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BRI Reaches New Labor Contract with Local 32-BJ

Agreement Hailed As a Victory for the Realty Industry

By Jeff Hanley, IMPACT Editor

WHITE PLAINS – In what is viewed by realty industry officials as “a significant victory for employers,” the Building and Realty Institute (BRI) recently settled on a new labor contract with Local 32-BJ Service Employees International Union (SEIU).

The agreement, which runs from Oct. 1, 2010 until Sep. 30, 2014, was reached at 1:30 a.m. on Oct. 1.

After weeks of intense negotiations that began on Aug. 26, the parties con-

tinued the process on Sep. 30, the final day of the previous agreement (2006-2010). After hours of heated negotiations that began at 9 a.m., the new contract was not signed until almost 2 a.m. on Oct. 1.

“The total cost increase over the term of the new, four-year agreement is under 10 percent,” said David Amster, chair of the BRI’s Negotiating Committee.

“This is significantly lower than other deals that Local 32-BJ has recently

reached in Co-op City, Connecticut, Long Island, Queens, Brooklyn, Manhattan and New Jersey. Our Negotiating Committee did a very strong job. And the reaction from the BRI’s membership has been very positive. The BRI has received numerous compliments from industry members on our efforts. The compliments all say that it was a job well-done by all of the BRI representatives that were involved in the process.”

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Industry Report:

Region’s Residential Sector Experiences a Decline

WHITE PLAINS – The area’s residential real estate market suffered a setback in the third quarter as total closed sales in Westchester County numbered 5.4 percent fewer than in 2009 and 23.7 percent fewer in Putnam County, according to a recent report from the Westchester Putnam Multiple Listing Service (WPMLS).

Part of that retrenchment was due to the generally poor economic environment during the late spring months, the period in which marketing activity generated most of the closings that took place in the third quarter, the report said.

Part of the scenario, though, could also be attributed to the artificial acceleration of the market into the second quarter, when some consumers advanced their home purchase plans to beat the June 30 deadline for closings that were eligible for the first time homebuyers tax credit, the study added.

One piece of evidence for the latter explanation of the third-quarter fallback is that the deepest year-over-year sales reductions occurred in the cooperative and condominium sectors, at 30.5 percent and 2.6 percent, respectively.

These are the least expensive housing types in the Westchester-Putnam market basket, hence most likely to have been involved in stimulus-generated sales. The more expensive single family house sector - that was less likely to have attracted first-time buyers - actually experienced a 2.2 percent increase in sales from last year’s third quarter, according to the report.

A Tough Call

With the various housing types providing mixed signals on overall market direction, it is hard to know what is the more accurate characterization of the third-quarter performance: a bust that portends hard times ahead, or a temporary redistribution of sales activity from the third to second quarter brought on

by the stimulus program, the report said.

Taken in isolation, when seasonally adjusted, the third-quarter sales were equivalent to an annual rate of only 5,750 units in Westchester and 540 units in Putnam, levels that were last experienced in the pre-boom mid-1990’s. However, when 2010 is viewed in its entirety, year-to-date January through September, then the year-end projection based on the entire nine months points to a performance that is closer to a healthy 7,000-unit sales statistic, according to the study.

The region’s price-performance data also yielded unclear signals. Compared to last year’s third-quarter figure, the median sale price of a Westchester single family house increased by over \$100,000, or nearly 16 percent, to \$730,250.

However, the study said, this was most definitely not from price appreciation, but from a change of the distribution of sales in different price ranges. The high-end market (defined here as properties selling for \$1 million dollars or more) has been recovering faster than

Continued on page 4

Special Report:

Section 8 Strikes Again—More Problems for Landlords

By Kenneth J. Finger, Carl L. Finger and Daniel S. Finger

WHITE PLAINS—As those who have been following the Section 8 and “Source of Income” saga are well aware, Gov. Paterson recently vetoed the “Source of Income” legislation.

The proposal would have made it a discriminatory practice to make a rental determination predicated on “Source of Income,” whether involving a landlord, cooperative, condominium or single family home.

This state legislation was substantially more expansive than the New York City legislation, as well as the proposed Westchester County legislation which County Executive Astorino also vetoed.

Although the Source of Income threat is gone for the time being, landlords are still burdened with Section 8 and its many facets, a number of which are detrimental to a landlord attempting to make do in these days of zero guideline increases.

A Negative Scenario

Recently, a court in New York City

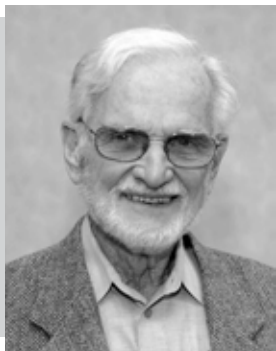
added another quirk and difficulty to any landlord taking a Section 8 tenant. In the case of 835-37 Trinity Ave. HDFC v. Royal, the New York City court had before it a summary non-payment proceeding where the tenant was a rent-stabilized tenant and the parties entered into a stipulation (a court-approved agreement) allowing the tenant to pay a portion of the arrears and setting aside other issues as to the arrears.

Subsequent to that agreement, when the tenant could not timely pay, the tenant applied to the court for additional time to pay. The tenant then applied to the court for an order seeking to vacate the original stipulation of settlement arguing that it should be vacated because it included arrears beyond the tenant’s share of the rent. Petitioner landlord countered that the renewal lease executed between the parties, after the termination of tenant’s Section 8 benefits, constitutes a new agreement, entitling the landlord to sue for the full contract rent.

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CO-OP CONDO CORNER

By HERB ROSE



KWH-KVAR – What Does It Mean to Your Energy Costs?

NEW YORK—KWH-KVAR? What is this?

You are aware that kWh (Kilowatt) is the unit of measure by which you are charged for power on your electric bill. Well, what is KVAR?

KVAR (Kilovolt Ampere Reactance) is the unit of charge for REACTIVE Power! Reactive power has existed since the beginning of Alternate Current but, in our economic society, has generally not been accounted for. Reactive power is the backflow of electric current after it reaches your appliance and creates a current flow back to its source.

Definitions

Electricity—

- 1) Originates in a generating facility
- 2) Travels on a transmission line to
- 3) A local distribution system and arrives at

4) Your Pumps, Refrigerators, Fans, Chillers, HVAC, etc. This electrical current has a “bounce-back” that goes all the way back through:

- 3) Local Distribution
- 2) Transmission lines, and, back to

1) The generating facility!!

The return power (reactive power) is an extra expense since it does nothing useful and must be made up by more billable electricity. Simply put, electricity flows in to your appliance, energizes it, but a small percentage of the power backs up all the way to the generating source. Then you pay for additional power and the return (KVAR).

Reactive power can be limited and the cost reduced by a capacitor system, which limits the return to:

- 1) Your pumps, etc., to
- 2) An installed capacitor system and a
- 3) Return to your pumps

The Real Matter

By now, your head must be swimming in Reactive power, KVAR and whatever you can imagine. Clearly, this is a matter of dollars and cents. Your costs are two, one that is obvious—the billing for KVAR and the other, the secret cost of extra power to make up for what you bounced back!

Here is where you need: a large sheet of blank paper and a sharp pencil.

Consider the costs you pay for the extra kWh and the KVAR charge and get an estimate for containing the reactive power. How much time will it take you to recover the cost?

Capacitors have an expected useful life of 15 years. Given that each appliance needs a separate capacitor installation to be effective, the cost is considerable. This type of retrofitting has been shown to be useless in residences because the power

offering KVAR solutions for residential purposes and the accepted conclusion is that this type of alteration is of little, or no, value. Energy Star does not endorse any of this type of power-saving device.

Electric bills for large buildings, retail stores, factories, etc. may present opportunities for KVAR economy. In these situations, the KVAR charge and the possible energy savings might create a possible retrofit pay-

with the KVAR factor? First of all, there needs to be a KVAR charge on your electric bill (if you have doubts, send me a copy of your bill and I'll analyze it for you for no fee!).

Then it becomes matter of numbers, the cost of the new equipment and the potential payback period. Numerous e-mails to Con Edison regarding Con-Ed charges for KVAR produced no information.

Large commercial, or even large residential consumers, may find a financial advantage in these capacitor additions. There appears to be no remote possibility in small residential use.

Herb's Hints

1) Change carbon monoxide (CO) and smoke detector batteries with the movement to regular standard time.

2) Check your sales tax rates on electric and gas (3 percent for most of Westchester County).

Editor's Note: *Herb Rose is a co-op and condo consultant. He is a member of the board of directors of The Cooperative and Condominium Advisory Council of Westchester and the Mid-Hudson Region (CCAC). Rose can be reached at hrose47563@aol.com.*

Large commercial, or even large residential consumers, may find a financial advantage in these capacitor additions. There appears to be no remote possibility in small residential use.

companies do not make a KVAR charge for these small appliances and the expected power saving does not justify the installation. Payback time—never!

Solutions

Various entrepreneurs are

back in two to three years!

In addition, capacitor retrofitting can increase the electrical capacity in the system, run equipment more efficiently and save many dollars.

So, how do you know when you can economically deal

THE HANLEY REPORT

By JEFF HANLEY

Associate Director, Building and Realty Institute (BRI)/IMPACT Editor



Assessing the Diversity of Events Affecting the Building and Realty Industry

ARMONK – Monitoring events and conditions affecting the building and realty industry is similar to standing in line for a buffet dinner – it can, at times, be hard to decide where to start!

That challenge is presented to the staff of the Building and Realty Institute (BRI) on a monthly basis. Our staff must regularly evaluate - and prioritize - the complexity and seriousness of the many issues that face our industry.

The same can be said for the preparations involved with this edition of IMPACT. A series of noteworthy reports in this issue covers a variety of critical and difficult topics. Those diversified and complex subjects are as follows:

•A page one review of the BRI's new Labor Contract with Local 32-BJ Service Employees International Union (SEIU). The report summarizes the se-

ries of difficult and intense negotiations that led to the new agreement.

•A comprehensive report, beginning on page one, which covers third-quarter activity affecting the residential real estate market. The study was prepared by the Westchester Putnam Multiple Listing Service (WPMLS), an affiliate organization of The Westchester Putnam Association of Realtors (WPAR).

•A page one report on how some aspects of the Section 8 program are continuing to pose problems for members of the BRI's Apartment Owners Advisory Council (AOAC) and the realty industry. The article was written by Finger and Finger, A Professional Corporation, chief counsel to the BRI and its affiliate associations.

•A study by Environmental Education Associates (EEA) on the how the U.S. Environ-

mental Protection Agency (EPA) is cracking down on the new “Lead Safe Certification Requirements.” The report was authored by Andrew McLellan of EEA, a member of the BRI.

•A Development Profile on the grand opening of The Club at Briarcliff Manor's Information and Design Center. The project is one of the largest residential communities under development in the Westchester and Mid-Hudson Region, project officials said.

•A Renovation Case Study that examines the trend of “Smart Homes.” The report, written by the National Association of the Remodeling Industry (NARI), describes how smart homes rely on networking, programming and automation to connect all the components of a home into providing useful communication processes for owners and managers.

•A review of language as-

sociated with energy costs and how that language can eventually affect energy expenses. The summary, in Co-op and Condo Corner, was prepared by Herb Rose.

•A report by Andrea Wagner in Tech Talk on how the use of “Social Media” can help - and hurt - members of the business community.

•A story on the Nov. 18 General Membership Meeting of the BRI. The report previews how the meeting will review the impacts of the November elections. Former Lt. Governor Al DelBello is the guest speaker at the event.

Enjoy the issue – and the remainder of the fall!

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GUEST COMMENTARY

EPA Cracking Down on Lead-Safe Certification Requirements

By Andrew J. McLellan

Environmental Education Associates, New York, N.Y.

NEW YORK — Have you read your mail?

Have you received our notices regarding the U.S. Environmental Protection Agency's (EPA's) declared, new lead-safe Certification Enforcement Date of Oct. 1, 2010?

Did you notice that the date is gone? Just in case you thought the notices and reminders didn't apply to you, think again!

The EPA has no sense of humor. Representatives of the agency will find you. They will fine you and they will make it hurt!

There's no excuse — this is not state or city-wide. This is not region-wide. This is national and the EPA is just hungry to find those ignoring its new law!

Whether you work for a company doing alterations, painting, repairs or renovations, serve the co-op and condo industry, do any home or apartment work in any-sized building, are a freelance "Mr. Fix-It" or do anything in construction (new or old), you better get on the button and sign up for the classes that address the new requirements of the EPA.

If you do any home improvement activity that disturbs more than six square feet (two square feet in New York City) of interior wall or 20 square feet of exterior walls in housing built before 1978, call Environmental Education Associates (EEA). You simply cannot put it off any longer. Again, your time is up! Call 1-888-4-ENV EDU (1-888-436-8338), or visit our website for registration. www.EnvironmentalEducation.com

By the way, local regulations in some cases are much stricter than those required by the EPA. As mentioned earlier, in New York City the area for interior improvement is reduced to two square feet, which pre-dates even the EPA regulations!

Addressing lead paint and handling it correctly has become imperative for the country as a whole. What was viewed as a "local" problem, i.e., limited to the major cities has now spread to all areas of the country.

A Real Issue

This is a real, documented problem. Science has proven the severe damage caused by lead paint. The country has finally agreed on a way to address these problems and, as with any edict from the U.S. government, failure to comply with the new EPA regulations will result in draconian consequences.

To bring yourself and your company in compliance, there are many companies throughout the country offering classes that are flexible. All of the environmental companies recognize the rigors of your daily schedule and want to make it convenient for you to take the class.

When you attend the classes, you are being instructed by certi-

fied EPA teachers. You are viewing authorized EPA films showing you the right way to proceed and there are "hands-on" exercises to enable you to work through the process.

Each class is interactive and active engagement is encouraged. You can bring as much to the classes from your expertise as the certified trainers are bringing to you—after all, you are the one on the firing line every day.

As an example, those who have taken the 8-hour EPA "Renovator Certification Course" given by Environmental Education Associates (EEA), a leader in this field, often find that they have really been doing the right thing all along in how they control lead paint.

However, now they know the right way to protect the homeowner and his property. They realize what sense it makes to contain the work area in a precise way and how, in actual fact, it cuts their time and expense by doing it the right way.

For those who are in this industry of home improvement/renovation/painting, etc., don't fool yourselves into thinking this is a fad that's going to go away. It is an intense effort by the U.S. Government. If you review the history of asbestos abatement, you will understand in what direction the EPA is heading.

Once you have passed the test, which is given immediately following the training program, you can then go to the EPA website and apply for certification for your company.

Key Elements

Let's look at what's at stake:

- More and more boards of co-ops and condos are aware of the requirement for certification, so they're asking the question when they ask you to bid on a job.
- Major corporations are required to have these certifications, particularly when they're working on installations, renovations or movement of their lines within a home or building.
- Municipal agencies know of the requirement and will ask to see not only your certification, but that of your company before they will allow you to bid on a contract.
- This holds true for the renewal of licenses for contractors, general contractors, consumer affairs, etc.
- Homeowners and landlords read the newspapers and listen to the news and talk shows. They're also on the internet so they, too, know what to ask for.

Why would you want to expose yourself to fines and problems when a very short (8-hour) class can put you in the driver's seat? Isn't it better to be able to produce the certificate saying you are qualified to do the job?

BRI, WPAR Co-Sponsor Candidates Forum

By Jeff Hanley, IMPACT Editor

WHITE PLAINS — The Building and Realty Institute (BRI) and the Westchester Putnam Association of Realtors (WPAR) recently sponsored a forum for candidates seeking seats in the New York State Senate and Assembly.

More than 70 members of the organizations attended the Oct. 14 event at the Crowne Plaza Hotel in White Plains.

The program, which lasted close to three hours, featured candidates of the major parties. Issues affecting the building, realty and construction industry were covered, as were topics impacting the general business community.

"There are so many important issues facing the building and realty industry, as well as the business community," said Albert Annunziata, executive director of the BRI. "We were happy that the candidates had the opportunity to present their views."

Photos from the event are featured below.



Bob Cohen (R), a candidate who was seeking a seat in the State Senate's 37th District, is pictured at the podium during the event. Also pictured, from left to right, are Albert Annunziata, executive director, BRI, and Eric Lashins, president, BRI.



Pictured at the podium answering a question from the audience is Michael Kaplowitz (D), a candidate for a seat representing the State Senate's 40th District. Kaplowitz is currently a member of the Westchester County Board of Legislators. Also pictured, from left to right, are Eric Lashins, president, BRI, and Albert Annunziata, executive director, BRI.



George Latimer (D), who was seeking re-election in the 91st Assembly District, is pictured (on the right) during his presentation. Albert Annunziata, executive director of the BRI, is also pictured.

Photos by Myron Marcus

BRI Reaches New Labor Contract with Local 32-BJ

Continued from page 1

Matthew Persanis, Esq., labor counsel to the BRI, served as the association's lead negotiator. Persanis, a partner with Elefante and Persanis LLP of Eastchester, has served in that role since the mid-1990's. Carl and Ken Finger of Finger and Finger, A Professional Corporation, also participated. Finger and Finger, based in White Plains, is chief counsel to the BRI.

Other key facts of the new contract cited by realty industry officials are:

*Health Insurance Costs being kept well below the nation-

al averages. Health costs will only rise 2 percent in the first year and only 21 percent over the course of the four-year contract. One significant change is the fact that the first increase does not occur until 2011.

*Wages will rise by only a 6.2 percent total by the end of the contract. There is no wage increase for the first six months of the new agreement.

*The most significant change to the contract was the elimination of the "Employee Work Rules." The BRI has been fighting to eliminate the guidelines - viewed by employ-

ers as restricting overall productivity by union members - for almost 20 years. The Negotiating Committee stood firm in the face of a threatened strike at 11:30 p.m. on Sep. 30, held its ground and refused to give in on what the committee termed as its most important proposal.

"Not only did the BRI negotiate lower increases than any surrounding area, but it did so while still accomplishing its main goal - eliminating the Work Rules Provision," said Persanis.

"The Negotiating Commit-

tee feels it has satisfied its main goals that were laid out at the beginning - keeping costs in check, and getting more productivity out of the union members," he added.

Representing more than 400 employer cooperatives, condominiums and apartment building owners, the BRI bargained on behalf of its com-

ponent associations. The organizations are the Advisory Council of Managing Agents (ACMA), the Apartment Owners Advisory Council (AOAC) and the Cooperative and Condominium Advisory Council (CCAC).

The BRI's Negotiating Committee was composed of the

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Region's Residential Sector Experiences a Decline

Continued from page 1

the rest of the market and is taking up more space in the basket of sold properties, as it were, thus driving up both the median and mean price statistics.

In the third quarter of 2009, the million dollar properties accounted for about 20 percent of all sales. In this recent quarter, that ratio increased to 28 percent. Prices have actually decreased a bit (3 percent) in the million dollar sector, which is perhaps one of the reasons why the high end is selling faster, the report said.

For the under-one-million-dollar properties, the study said, year-over-year price appreciation in the third quarter was at most 4 percent, and probably lower. The median sale price of under-one-million-dollar properties in the third quarter of 2009 was \$567,500. That figure in 2010 was \$591,000. But there is evidence that even within the moderate price range of sales there was a tilt of sales activity toward the more highly priced properties. After factoring out that tilt, true price appreciation, though positive, was low, probably in the one-to-two percent range, the study said.

The report said that the spring market slowdown that led to the third quarter's weak sales count came on suddenly and impacted inventory. End-of-quarter inventory in Westchester increased by 6.5 percent from last year, to 7,345 units, and by 4.9 percent in Putnam County, to 1,086 units.

Still, the study stressed, these levels are not high for the region by historical standards. Fortunately, Westchester and

Putnam also are not overly impacted by filed or processed foreclosures to the extent that they contribute to a price-depressing, excessive inventory overhang.

A Key Question

Returning to the question of whether this just-closed third quarter signaled a temporary pause or a foretaste of a second recession, it must be noted, the study said, that there was considerable momentum in the first nine months of the year that will likely carry 2010 past 2009 and perhaps even 2008 sales levels, even if the last three months should disappoint.

Westchester's 2010 year-to-date (January to September) sales of 5,182 units were 31 percent ahead of 2009's and nearly equal to 2008's count of 5,212 sales, according to the report.

Noteworthy Factors

One of the factors that depressed sales activity in the summer months was that the equity markets behaved erratically and undermined consumer confidence in the economy, including the real estate market. The Dow Jones Industrial Average plunged in fits and starts from more than 11,100 in early April to less than 9,750 by July. However, we have since re-crossed the 11,000 threshold, the study noted.

Another drag on consumer confidence in our area is the unemployment rate. It has been trending downward ever so slightly and is still quite high at around 6.9 percent, the report said. Still, the study added, the direction is right.

Lastly, the report stressed, mortgage interest rates remain at record-low levels and show no signs of market-breaking increases. There are more reasons to be optimistic than pessimistic about this area's economy in general, and real estate, specifically. The recovery may be slight, but it is a recovery, the report said.

WPMLS is a subsidiary of the Westchester Putnam Association of Realtors, Inc. (WPAR). WPMLS serves more than 925 real estate offices having listings in the Bronx, Westchester, Putnam and Dutchess Counties, officials said.

Working Together to Create a GREENER Tomorrow...
...One Neighborhood at a Time.



CPC, the leader in multi-family financing solutions and Freddie Mac, a top provider of mortgage capital to lenders, have partnered to create CPC's Green Financing Initiative. This innovative program combines quick and easy financing solutions for property owners with Simple, Sensible and Sustainable solutions to retrofit existing multi-family buildings.

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Section 8 Strikes Again – More Problems for Landlords

Continued from page 1

Notwithstanding the fact the tenant failed to requalify under Section 8, the tenant signed a new lease with the landlord at the full market rent where the tenant agreed to pay the full market rent. The tenant's share of the rent for the subject premises was \$174.00 effective November 1, 2002. The

tenant, and that any renewal lease must include that same term and condition (Rosario v. Diagonla Realty LLC 8 NY3d 755 [2007]).

The Court held that "while in this case, respondent actually signed a renewal lease, rather than it being deemed renewed by petitioner, a renewal

don 6 Misc3d 135[A][App Term 1st Dept, 2005] citing Rainbow Assocs v. Culklin 2003 NY Slip Op 50771[U]."

Also, in a case on point, the Appellate Court held that a landlord's acceptance of Section 8 housing assistance payments was a term and condition of the expired lease, which under the Rent Stabilization Code, had to be continued in the renewal lease and landlord was not within its rights in deeming tenant to have renewed the lease and to have agreed to pay the full lease rent (W&L Associates, LLC v. Gurevich 16 Misc3d 129[A], NY Slip Op 51289[U]).

The holding of the court thus was that even where the tenant failed to recertify for Section 8, and even where the Tenant thereafter entered into a new lease with the Landlord for the full market rent (the old Section

8 portion as well as the old tenant's portion) which seems to be at variance with Prospect (above) in the event the tenant did not pay the full new rent himself, the Landlord could not sue that tenant for the full rent (the Tenant's portion as well as the Section 8 portion).

The Court said that all the Landlord could do was try to evict the tenant by a holdover proceeding claiming that the failure to recertify for Section 8 was a breach of a substantial obligation of the tenancy. In this case, the court said "the Landlord never terminated respondent's tenancy, but simply sued for the full contract rent, under the last renewal lease executed pursuant to the HAP contract, without indicating in the pleadings that respondent had a Section 8 subsidy, which had been terminated."

Based on the above reason-

ing, the Court found that the tenant could submit an answer and it vacated the prior stipulation.

Once again, Section 8 imposes an unreasonable burden on a landlord. Once the landlord takes Section 8, a plethora of problems and legal headaches are interjected into the landlord-tenant relationship. Even where the tenant loses his Section 8 subsidy, the landlord cannot sue the tenant for the Section 8 portion of the rent. This will result in a loss of rent for the many months that eviction proceedings entail, causing a further burden on a well-meaning, yet unwary landlord.

Editor's Note: The authors are attorneys with Finger and Finger, A Professional Corporation. The firm, based in White Plains, is Chief Counsel to the Building and Realty Institute of Westchester and the Mid-Hudson Region (BRI).

Even where the tenant loses his Section 8 subsidy, the landlord cannot sue the tenant for the Section 8 portion of the rent.

full contract rent was \$881.00 per month, at that time, and the government agency's share was \$707.00 per month.

On September 15, 2004, the tenant's subsidy was terminated effective October 1, 2004, based on his failure to complete the annual recertification. The parties executed a lease renewal on July 11, 2005, which increased the tenant's rent from \$916.24 to \$966.63, for the period of October 2005 through September 2007.

The Judge reviewed the law and said that "it is well settled that the landlord's obligation to accept a Section 8 subsidy is a term and condition of a lease executed with a rent-stabilized

lease by its very definition under the Rent Stabilization Code can not constitute a new agreement, on different terms and conditions, but may only be renewed on the same terms and conditions as previously governed the parties' relationship (9 NYCRR 2522.5 (g) (1); Rosario supra at 761).

Other Cases

Cases subsequent to the Rosario decision have held that "absent a showing by landlord of a new agreement...a Section 8 tenant does not become liable for the Section 8 share of the rent as 'rent' even after the termination of the subsidy (Prospect Place HDfC v. Gail-

BRI Reaches New Labor Contract with Local 32-BJ

Continued from page 4

following three units:

ACMA—

David Amster, John Bonito, Floyd Brigman, Larry Newman, Jeff Stillman

AOAC—

Gene Conroy, Lisa DeRosa, Brian McCarthy

CCAC—

Peg Conover, Michael Flake, Diana Virrill

Albert Annunziata, executive director of the BRI, and Jeff Hanley, associate director of the association, also participated.

Local 32-BJ represents thousands of service and maintenance workers for multi family buildings and complexes in the Westchester and Mid-Hudson Region.

RICHARD G. BACCARI & COMPANY, LLP

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Sunrise Solar Solutions Installs the First Commercial Rooftop Solar Power System in the Town of New Castle

BRIARCLIFF MANOR - Sunrise Solar Solutions, LLC recently announced that it is installing Chappaqua's first commercial rooftop solar power system.

The system is being installed above Chappaqua Restaurant & Café and Healthy Choice Apothecary. The installation of the 8.74 kilowatt system chosen for the 6 and 10 South Greeley Avenue site utilizes 38 solar panels and 38 micro-inverters.

The new solar electric system will provide energy to both businesses that is not only renewable, but will substantially offset their respective electric bills.

Building owners Phil Altman, of Healthy Choice, and Abe Abdalla, of Chappaqua Restaurant & Café, signed off on the project on Earth Day and the installation then followed.

The Process

Between the signing and the commencement of the installation, Sunrise Solar Solutions completed a structural analysis, sought and received NYSEDA and local building department approvals, provided a visual presentation to the New Castle Board of Architectural Review for its sanction, pursued and received interconnection agreements, and applied for all rebates and financial incentives available, officials said.

Altman, while reviewing his decision-making process, said:

"As a compounding pharmacist in a holistic and integrative pharmacy, I have thought about solar for a while but the timing was not right. But now, with energy costs on the rise, it just made sense to go solar with clean, renewable energy that would drastically reduce our electric bills."

He added: "When I ran into one of the Sunrise Solar partners in the gym we talked about it and it seemed that the funding and rebates could make this work."

After Altman and Abdalla discussed it, they checked with their CPA, who confirmed that the tax credits and depreciation would make the installation a smart move. Sunrise's proposal that included a detailed 25-year cash flow analysis easily proved the case for Altman, Abdalla and their accountant, officials said.

Effective Components

Sunrise Solar Solutions of Briarcliff Manor is installing Conergy Power Plus structured-glass solar panels to power the new system. These panels offer the newest technology to ensure that the maximum amount of sunlight reaches the cells for the highest yield of solar energy.

"Additionally, Conergy Power Plus is optimized to perform in the 'lower light' conditions that we typically experience in the Northeast," remarked Sunrise Solar Solutions President Doug Hertz.

"These panels are proven to deliver more electricity than other panels currently on the market," he said.

In continuing its strategy of using the most technologically advanced products, the Healthy Choice installation will also feature Enphase Energy micro-inverters to work with the Conergy panels, officials said.

The micro-inverters deliver more energy per panel and harvest more total energy than a traditional solar system. They also allow for more flexible and attractive design solutions. The Enphase inverters, officials added, will collect and transmit performance information from each solar module allowing Sunrise, Chappaqua Restaurant & Café and Healthy Choice Apothecary to monitor and manage their solar system 24 hours a day.

"We use Enphase micro-inverters on all our residential and commercial systems. They feature the longest warranty in the business, a 100 percent up-time guarantee and are safer. Using technology like this really sets us apart from the pack," Hertz said.

The Benefits

Abdalla, Altman and their employees are quite pleased with their decision since they learned that this installation would offset 184 tons of CO2 during the lifetime of this system - the equivalent of planting 1,000 trees.

When asked about the first commercial solar installation in New Castle, Town Supervisor Barbara Gerrard spoke of the town's enthusiastic support for this project, and those to come.

"This is a perfect installation for our downtown," she said. "When the applications came in to our building department, we acted promptly to get it to our Architectural Review Board for its approval, too."

"Sunrise Solar gave us an architectural rendering that made it easier for the process to move forward and we are all pleased to have this green addition to New Castle. I have even sent the rendering to other northern Westchester officials for them to see how this is done properly."

Sunrise Solar Solutions LLC is the sister company of 25-year old Sunrise Building and Remodeling of Briarcliff Manor. Sunrise Solar Solutions designs and installs solar systems for the commercial and residential market in the tri-state area. Sunrise Solar is certified by NYSEDA, NYSEIA, ISES and ASES, officials said.

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The Building & Realty Institute
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Holiday Reception
Thursday, December 9, 2010
6p.m. to 10p.m.

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\$65 in advance, \$75 at the door
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4 hours of fine food, drink, music and good company will be the order of the evening.

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CCAC Sponsors Its Fall Membership Conference

By Jeff Hanley, *IMPACT* Editor

WHITE PLAINS – The Co-operative and Condominium Advisory Council of Westchester and the Mid-Hudson Region (CCAC) held its fall membership meeting on Oct. 18.

“A Review of Admission Policies for Co-ops in Tough Economic Times” and “A Review of the Building and Realty Institute’s (BRI’s) New Labor Contract with Local 32-BJ Service Employees Inter-

national Union (SEIU)” were the topics of the conference.

More than 40 CCAC members attended the event at the Crowne Plaza Hotel in White Plains.

Daniel Finger, Esq. of Finger and Finger, A Professional Corporation, was the speaker for the portion of the program that dealt with admission policies for co-ops. Finger and Finger, based in White Plains, is chief counsel

to the CCAC and the BRI.

Matthew Persanis, Esq. of Elefante and Persanis LLP of Eastchester, reviewed the BRI’s new Labor Contract with Local 32-BJ (a full report begins on page one).

“We were very happy with the response to the meeting,” said Diana Virrill, chair of the CCAC. “The reaction from those in attendance was quite positive. We covered two important topics in an informa-

tive and interesting way.”

The CCAC is a realty industry membership organization. The association is composed of more than 400 co-ops and condominiums, representing more than 25,000 shareholders and unit owners.

An affiliate of the BRI, the CCAC was formed in 1979 as a resource for elected board members of co-ops and and condos. The CCAC strives to broaden and sharpen the

knowledge of board members to meet the challenges they face with their respective properties, association officials said.

Members in the association receive a series of membership benefits, including networking opportunities, group insurance, referral services, meetings and seminars, publications and bulletins and lobbying services, officials added.

Photos by Myron Marcus



Daniel Finger, Esq., is pictured (standing) during his presentation on Admission Policies for Co-ops. Pictured seated, from the far left to the right, are CCAC board members Carl DiMaio, Diana Virrill (chair), Jane Curtis (vice chair), Peg Conover and Angelo Ponzi.



Jane Curtis (right), vice chair of the CCAC, is pictured during the event's question-and-answer period. Curtis has served on many CCAC committees.

Pictured is Matthew Persanis, Esq., during his review of the Building and Realty Institute's (BRI's) new Labor Contract with Local 32-BJ Service Employees International Union (SEIU). Persanis serves as labor counsel to the BRI.



Building and Realty Institute (BRI) members Karl Mollin and Tina Mancuso are pictured, from left to right, while speaking with Albert Annunziata (far right), executive director of the CCAC/BRI, during the event's reception.

Tips for Selling Homes in a Difficult Market

WHITE PLAINS—Joanna Cohan of Fresh Eyes for Your Home has always believed that it is possible to transform your house into something special.

And, at the same time, that transformation can make it irresistible to a buyer, stresses the Westchester County-based designer/decorator. She adds that it can also help owners to enjoy their residences for themselves.

Cohan—who started in the financial world, earning her MBA degree in 1979—met with a recognizable amount of success in that career. However, it did not, in her words, “fire her passion.”

To gain credentials in design, Cohan attended the Fashion Institute of Technology (FIT) and earned her certification. Upon earning that certification, she became able to work with people who wanted to define and enhance their interiors (decorating), as well as those who needed to prepare (staging) their homes for sale.

And Cohan consistently stresses that it is amazing “how professional staging can play a dominant role in the sale of a property.”

Cohan started her current decorating business in 2005. She eventually received clients



Joanna Cohan

through referrals. Many had seen her home in Chappaqua and were impressed by her aesthetic approaches.

Eventually, Cohan joined a business networking group, hooked up with a creative Realtor and the referrals began to build. Sellers needed to compete and new buyers needed to nest. Those involved in the process began to learn that Cohan could get the job done, the involved parties stressed.

Helping

A strong project manager, Cohan does good work when she can help a client that is overwhelmed with the prospect of a sale, many of her clients have said. She helps them put one foot in front of the other to get their homes “resale ready.”

To Cohan, staging means making a house the “best in class” – eliminating the clutter so that it is not the “stuff” that

makes the first impression, but the house itself.

For example, Cohan said that she believes in maximizing a property, rather than neutralizing and taking personality away. She carefully culls through a homeowner’s things and uses only those pieces that enhance the space and help potential buyers imagine them living there, she said.

Undercoating does not mean taking the personality out of a house—it means helping the features of the house draw the attention. Her staged houses become memorable and help sell a lifestyle to prospective buyers, she added.

Understanding

“I think it takes a designer to understand how to maximize a house,” Cohan said. “I respect the architecture because I’ve been trained in proportion and scale. I know that form fol-

lows function and I impart what is necessary to help my clients without imposing my own personality in the process.”

Cohan works well with new homeowners who need the confidence to visually express themselves and are confused by the available options. Selecting fabrics, tiles and paint color can be overwhelming and confusing, she said.

Cohan said that she can help to simplify that process. She works in any style and within any budget because, she stresses, “good taste takes many forms.”

Cohan works on a fee-based schedule, not as a percentage of the budget, unlike others in her field, she said. She passes trade discounts along to her clients and never exceeds their budgets. She is careful to avoid surprises and is always listening for clues from her clients, she added.

CPC Resources Celebrates Grand Opening of Four Corners Spring Valley Retail Project

SPRING VALLEY—CPC Resources Inc., the for-profit development subsidiary of The Community Preservation Corporation (CPC), recently announced the grand opening of Four Corners Spring Valley, the first retail phase of an important revitalization project in downtown Spring Valley.

Located at 75 North Main Street, Four Corners Spring Valley features 12,000 square feet of new retail space, with eight stores ranging from 1,353 to 1,665 square feet of space. The retail space is at the base of the Spring Valley Senior Apartments, a four-story building with 53 senior rental apartments which opened last November. It is anticipated that the retail space will attract retailers who cater to the down-

town's diverse population, spokesmen said.

To celebrate the grand opening, Perlmutter Properties Inc., a White Plains-based firm which is leasing the retail space, recently held a Small Business Expo at the site on October 27 at 10 a.m. The event was designed to generate interest for businesses and retailers to locate in downtown Spring Valley, officials added.

"We are pleased to celebrate the completion of this much-needed new retail space in the heart of downtown Spring Valley. By providing top-quality space for retailers, the Four Corners Spring Valley project will contribute to the ongoing revitalization of Spring Valley," said Isaac Henderson, project manager of CPC Resources,

the developer of the project.

CPC Resources is working in partnership with the Small Business Development Council at Rockland County Community College and the Rockland Economic Development Corporation to provide guidance for first-time retailers and assist with financing, officials said.

"The Village is excited to welcome the Spring Valley Small Business Expo to Spring Valley, as we are the home of small businesses and have been since the Village's earliest history. Being the hub of Rockland County, centrally located to all major traffic arteries, and ethnically and racially diverse, Spring Valley is the ideal location for small businesses. Our revitalized downtown welcomes small busi-

nesses and looks forward to their success in Spring Valley," said Spring Valley Mayor Noramie Jasmin.

"This project is exciting because it provides downtown Spring Valley with a first-class, modern retail facility located in a densely populated and high traffic neighborhood. We commend CPC Resources for working with retailers to help make their dreams a reality," said David Perlmutter of Perlmutter Properties Inc.

Specifics

The second phase of Four Corners Spring Valley, which will be located directly across from the site, will feature additional ground floor commercial space combined with multi-family rental housing called Spring Valley Family Apartments, officials said.

The combined Family and Senior Apartments will add new residential apartments to the downtown core. Family and Senior tenants will be able to take advantage of the ground

floor commercial tenants and assist in the commercial revitalization of Spring Valley's Main Street, officials added.

Four Corners Spring Valley is in the heart of downtown Spring Valley fronting North Main Street at the corner of Grove Street. The formerly blighted area is part of the Village's major redevelopment effort to revitalize the downtown through the development of new housing and commercial space. About 22 rundown and blighted commercial buildings were replaced with the new construction, spokesmen said.

CPC is a not-for-profit mortgage lender that has financed more than \$7 billion of affordable housing since its founding in 1974. CPC Resources has developed or rehabilitated more than 18,000 units throughout New York State, including Parkchester Apartments in the Bronx, representing an investment of more than \$600 million in affordable housing, officials said.

NAI Friedland Closes \$3 Million Sale in White Plains

WHITE PLAINS—Andy Grossman, industrial specialist at NAI Friedland, has negotiated the sale of 179 Westmoreland Avenue in White Plains for \$3 million, company officials recently announced.

The 63,000 square foot building is on a one-acre site and includes a double-graded lower level. Grossman represented both the seller, Westmoreland LLC, and the purchaser, Westy's Self Storage, in the transaction, company officials said.

Grossman cited multiple factors that led to the former owner's decision to sell 179 Westmoreland Avenue.

"Westmoreland LLC had needs which could not be met with the existing building," he said. "Although it was in their best interest to consolidate to a more efficient space with higher ceilings, it took time and patience to convince them that selling was the best option. Leasing would have required that the space be priced below market value and a significant amount be spent to entice prospective tenants. The principal owner would also need to act as a landlord — something he was not interested in doing."

With existing locations in Bronxville, Port Chester and Elmsford, Westy's Self Storage sought space in White Plains to maximize their exposure in Westchester's central hub. Grossman saw the potential match and worked with both the seller and buyer to make

the deal happen, officials said.

"Westy's was eager to find a site in White Plains that allowed them to use the property for storage as of right and had nearby access to its middle/upper middle class residential neighborhoods. This location met those needs perfectly," he said.

Grossman added: "This was clearly a knock-down structure. In addition to the awkward and inefficient internal layout and poor overall appearance, the warehouse also had very low ceiling height and tons of exposed pipes throughout. The site's location, however, is unique in its close proximity to other industrial buildings, the city's downtown area, as well as the White Plains Metro North station and bus depot. The highways are nearby and it's right in the center of Westchester County."

The deal took about two months to complete. The new owners are eager to begin demolishing the current building before the cold weather begins, officials added.

"Westy's already has an architectural plan in place," Grossman said.

NAI Friedland, founded in 1970, is a full-service commercial real estate firm covering the entire metropolitan New York area. The firm has four divisions, Retail, Industrial, Office and Residential/Development, company officials said.



"FOR TOO LONG OUR CULTURE HAS SAID, 'IF IT FEELS GOOD, DO IT.' NOW, WE WANT TO BE A NATION THAT SERVES GOALS LARGER THAN SELF. WE HAVE BEEN OFFERED A UNIQUE OPPORTUNITY. WE MUST NOT LET THIS MOMENT PASS. MY CALL IS FOR EVERY AMERICAN TO COMMIT TO THE SERVICE OF YOUR NEIGHBORS AND YOUR NATION. BY DOING THIS, WE SUSTAIN AND EXTEND THE BEST THAT HAS EMERGED IN AMERICA."

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A Renovation Case Study:

Examining the Trend of “Smart Homes”

DES PLAINES, Ill.—Bill Gates spent more than \$100 million on a smart house that automatically controls lighting, digital art and security, but even non-celebrity homeowners are now adopting the technology for safety, comfort and convenience.

“Smart homes are the future,” said John Davies, ASID, director of design for Marrokal Design and Remodeling.

The firm recently won a National COTY Award from the National Association of the Remodeling Industry (NARI) for a whole-home remodel it completed in San Diego. The remodel included a centralized computer system, NARI officials said.

Smart homes rely on networking, programming and au-

tomation to connect all the devices and appliances in your home so that they can communicate with each other and with you. With a smart home, you can control just about any element of daily living. Systems can turn on your coffee maker in the morning, adjust the temperature of your heated pool or control the time your landscape lighting goes on at night, NARI spokesmen said.

The Marrokal Design & Remodeling project began as a one-story Spanish-style home built in the 1970’s. In an effort to take advantage of 180-degree views, the homeowners purchased two smaller adjacent lots to create a small, estate-like setting in San Diego’s hill-top Presidio neighborhood.

To more easily operate all

the electronics in the remodeled 4,500-square-foot residence, the homeowners opted to incorporate a smart home system using components from a variety of home automation companies. Together, NARI officials said, the system allows the owners to monitor and control lighting, sound, heating and air conditioning, sunshades, and more, from remote locations.

“The homeowners travel a lot but they can access this system from anywhere in the world,” Davies said. “They can be on a beach in Bora Bora and control their home’s lighting from their PDA.”

An Interesting Element

Eco-consciousness was an important element in the smart

home system, NARI said. For example, the house has a digital weather station that measures humidity, wind direction, temperature and light to

create “scenes” or “moods” by altering the lighting and music in different rooms. Even the indoor pool area has an electronic air handler that draws

“The homeowners travel a lot but they can access this system from anywhere in the world.They can be on a beach in Bora Bora and control their home’s lighting from their PDA.”

—John Davies, Marrokal Design and Remodeling.

help ensure that the irrigation system waters the landscaping with just the right amount of water.

“The homeowners are green-crazy and recycle all of their water,” Davies said. “Acistern grabs all the excess water—even that beneath the lawn—and recycles it into the system.”

Many of the home’s windows operate electronically to maximize passive cooling. When the interior reaches a certain temperature, the windows open to pick up the breezes and help cool down the home, NARI officials said.

The home is set up for entertaining. Electronic controls

out moisture and the chlorine scent so that it doesn’t waft into other areas of the home, officials added.

“This project was a once-in-a-lifetime opportunity,” Davies said. “The homeowners asked us to use creativity and expertise to come up with a design plan that would fit their needs and their lifestyle.”

NARI is the only trade association dedicated solely to the remodeling industry. The association, which represents more than 8,200 member companies nationwide, is comprised of 63,000 remodeling contractors. The organization is known as “The Voice of the Remodeling Industry,” officials said.

Builders, Developers and Land Owners:

The Builders Institute of Westchester,

a professional trade association over 1,200 members strong and serving builders, contractors and suppliers vital to the county’s housing needs for over 60 years, is reaching out to offer you a

RARE OPPORTUNITY—

On September 22nd, the Westchester County Board of Legislators approved a **settlement in a fair housing lawsuit**. As part of this settlement, Westchester County has **committed to build 750 units of affordable housing** in 31 municipalities. The units can be rental or ownership.

This presents an opportunity for developers and land owners to get county assistance in obtaining municipal approvals of development projects in these communities.

- ✓ If you have vacant land...
- ✓ If you have development proposals pending...
- ✓ If you have existing units...

(Accessory apartments, small multi-family houses are a possibility, too)

This is an opportunity to jump start the difficult housing development market and land use approval process in Westchester County.

The Builders Institute will consolidate all responses from interested owners and developers and submit them to the County for consideration.

If you have land, development proposals or existing buildings that you feel may be a possibility for such housing and wish to consider making all or some of the units affordable, in conjunction with the county’s settlement obligations, please contact the Builders Institute of Westchester.



The Builders Institute of Westchester
80 Business Park Drive, Suite 309
Armonk, NY 10504
Phone: 914-273-0730
Fax: 914-273-7051

Provident Named “Official Bank” of Army Athletics at West Point

MONTEBELLO — Provident Bank recently announced a partnership with the United States Military Academy designating Provident as the “Official Bank of Army Athletics.”

The partnership gives the bank exclusive sponsorship for all Army athletic events, including Army football, men’s and women’s basketball, hockey and lacrosse.

As part of the exclusive bank sponsorship, Provident Bank will have an area in Black Knights Alley called “The Connection Zone” where fans can have fun and learn more about the bank’s products. Fans at the zone can sign up to enter the Cash Connection promotion, where a lucky winner will go out on the field during a break in the game and step into a special money booth to grab as much cash as they can in 30 seconds.

“We are honored to partner

with such a prestigious and revered institution as the United States Military Academy and one of the best known brands in American sports - the Army Black Knights,” said George Strayton, president and chief executive officer of Provident Bank. “Our partnership with West Point is part of our ongoing commitment to the communities we serve.”

Headquartered in Montebello, Provident Bank, with \$2.9 billion in assets, is the largest independent full-service community bank in the lower Hudson Valley, officials said.

The bank operates 35 branches that serve the Hudson Valley region, including three Commercial Banking Centers in Westchester County and one office in Bergen County (N.J.). The bank offers a complete line of commercial, retail and investment services, officials added.

Austin Reports Sale of White Plains Building

WHITE PLAINS—Austin Corporate Properties recently announced the sale of 180 South Broadway in White Plains.

The facility is a 26,000 square foot, four-story office building with on-site parking for 60 cars.

Austin represented the seller, Presidential Realty. Presidential is the building’s prime tenant and had owned the

building for almost 60 years, officials said.

The building was built by the late Ed Lashins Sr., father of Ed Lashins Jr., owner and developer of the Westchester Business Park in Armonk.

The purchaser, CSTAR Realty Inc., was represented by Rand Realty. The sale price was not disclosed, Austin Corporate Properties said.

Better Homes & Gardens Rand Realty Appoints Germak Its Vice President of Affiliated Business

WHITE PLAINS—Better Homes and Gardens Rand Realty recently appointed Nicholas Germak as its Vice President of Affiliated Business.

In his new role, Germak will work with Better Homes and Gardens Rand Realty and its umbrella of affiliated companies – Rand Mortgage, Hudson Abstract Services and The Hudson Group Insurance Agency – to drive conversion and foster an integrated customer experience, company officials said.

Officials added that Germak will ensure that Better Homes and Gardens Rand Realty clients have easy access to all of the services involved in a real estate transaction – mortgage, title insurance and any other insurance needs they may have.

Prior to his appointment, Germak served as vice president of the Northern Westchester/Putnam region at Bet-

ter Homes and Gardens Rand Realty and managed the company's Yorktown branch.

"Nick is very familiar with our family of companies, and top-notch customer service has always been his number one priority," said Matt Rand, managing partner of Better Homes and Gardens Rand Realty. "He is the perfect fit to strengthen Better Homes and Gardens Rand's position as a one-stop shop for all real estate needs, ensuring that each client's transaction is as smooth and seamless as possible."

Rand added: "Nick's experience in real estate and knowledge of the mortgage, title and insurance industries will be invaluable in his new position, and we look forward to working with him in an expanded capacity."

Before joining Better Homes and Gardens Rand Realty, Germak served as vice president,

senior vice president and executive vice president of Coldwell Banker Residential Brokerage in Westchester County and Connecticut. During his tenure, Germak and his team were responsible for the company's dramatic growth, officials said. Germak aided in the acquisition of six new offices in Westchester – Rye, Larchmont, Scarsdale,

Dobbs Ferry, Croton-on-Hudson and New Rochelle – to increase the total number of offices in his region to 40, spokesmen added.

"I'm extremely excited to take on this new role at Better Homes and Gardens Rand Realty," said Germak. "The company has a strong passion for promoting its services in the Hudson Valley and is dedicat-

ed to growth. I look forward to helping the Rand family enhance their ongoing efforts in positioning the company as the go-to brokerage for all real estate needs."

Better Homes and Gardens Rand Realty has 24 offices serving Westchester, Rockland, Orange, Putnam and Dutchess counties.

Endres-Fein Named New York State "Realtor of the Year"

WHITE PLAINS—The New York State Association of Realtors (NYSAR) recently named Westchester-Putnam Realtor Jean Pamela ("J.P.") Endres-Fein as its 2010 "Realtor of the Year."

The announcement was made during the association's recent annual meeting and business conference at the Rye Town Hilton.

Endres-Fein is a principal broker of Homes of Westchester, Inc., a White Plains real estate firm. She has been a Realtor member of the Westchester County Board of Realtors Inc. – now the Westchester Putnam Association of Realtors – since 1986. She has served in numerous leadership capacities with the National, New York State and Westchester-Putnam Realtor organizations, including as 2005 and 2006 President of the Westchester board.

Endres-Fein currently serves as a member of the Multiple List-



Jean Pamela Endres-Fein

ing Service and Professional Standards Committees of the National Association of Realtors (NAR) and Chairman of the Communications Committee of NYSAR, as well as a member of the Board of Directors of NYSAR. Endres-Fein is also a faculty member of the School of Real Estate of the Westchester-Putnam association.

The "Realtor of the Year"

award is the highest honor bestowed on members by Realtor organizations. Besides extensive service to the real estate industry, the designation recognizes adherence to high ethical standards, professional business practices and civic mindedness, NYSAR officials said.

Endres-Fein received "The Realtor of The Year" award from the Westchester County Board of Realtors in 2004. The recent award by NYSAR constitutes recognition on a statewide basis from among more than 53,000 member Realtors, officials said.

P. Gilbert Mercurio, chief executive officer of the Westchester-Putnam Association of Realtors, said: "We're extremely proud that this statewide recognition has come to our local member, J. P. Endres-Fein. The Realtor of the Year awardee represents the very best that the real estate industry has to offer."

Mack-Cali Announces Lease With International AIDS Vaccine Organization

NEW YORK—Mack-Cali Realty Corporation recently announced that the International AIDS Vaccine Initiative (IAVI) has signed a new 15-year, 37,404 square-foot lease at 125 Broad Street in Manhattan.

The full-floor space will serve as the organization's New York City headquarters, officials added.

IAVI is a global, not-for-profit agency whose mission is to ensure the development of safe, effective, accessible, preventive HIV vaccines for use throughout the world.

The organization's scientific team works with academic, commercial and government institutions around the world to develop and assess candidate vaccines. Among other activities, IAVI advocates for policies that will ensure that once an AIDS vaccine is developed, it will be swiftly produced, distributed and made affordable worldwide, officials said.

IAVI was represented in the lease transaction by Marc R. Shapses, Jason Schwartzberg and Joseph Messina, all of Studley. Mack-Cali was represented by CB Richard Ellis.

Mitchell E. Hersh, president and chief executive officer of Mack-Cali, said: "We are proud to welcome IAVI to our property. The building's premier location and quality are consistent with the noble efforts of this preeminent organization."

Mack-Cali is a fully-integrated, self-administered, self-managed real estate investment trust (REIT) providing management, leasing, development, construction and other tenant-related services for its Class A real estate portfolio. Mack-Cali owns or has interests in 287 properties, primarily office and office/flex buildings in the Northeast. The properties total approximately 32.9 million square feet, company officials said.

Century 21 Foley Joins Better Homes and Gardens Rand Realty

GOSHEN—Better Homes and Gardens Rand Realty recently announced that Century 21 Foley Realty of Washingtonville (N.Y.) has joined the firm's Goshen office.

The move, officials said, will strengthen Rand's visibility in the Orange County market.

"Century 21 Foley is a highly-respected Orange County real estate company with more than 24 years in the business and we are proud to have them on our team," said Matt Rand, managing partner with Better Homes and Gardens Rand Realty. "Their top-notch real estate professionals, excellent customer service model and knowledge of the local market will be tremendous complements to our Goshen office."

As part of the transaction, Century 21 Foley's licensed real estate salespersons will be part of Better Homes and Gardens Rand Realty in Goshen.

Kathryn Foley, owner of Century 21 Foley, will join Better Homes and Gardens Rand Realty as an associate broker. Her daughter, Laura Foley-Field, will join the firm as a licensed real estate salesperson.

Foley brings more than 30 years of experience in the real estate industry. She owned Century 21 Foley for 24 years. She has served as president of the Orange County Association of Realtors and is a past president of the Greater Hudson Valley Multiple Listing Service. She is also a past president of the Orange County Women's Council of Realtors.

GHP Reports Leasing Activity at New Rochelle Facility

NEW ROCHELLE—GHP Office Realty recently announced that it has leased 31,616 square feet of space at 145 Huguenot Street in New Rochelle.

The new 10-year leases, consisting of 14,018 square feet with Monroe College and 8,857 with The Medical Letter, recently left less than 3,000 square feet of available space at the 300,000 square foot building. GHP also renewed three leases for existing tenants, officials said.

Located 2 blocks from Monroe College's Main Street campus, 145 Huguenot Street will be the new home for the Monroe College administrative staff and the King Graduate School.

Comprised of an M.B.A program and an M.S. program in Criminal Justice, the King School offers classes in the evenings and on weekends.

Andrew Greenspan, principal of GHP and Laura Greenspan, director of leasing, represented the owner in the transaction, officials said.

Marc Jerome, executive vice president of Monroe College said: "We are excited to be in a professional building where we feel our programs will blossom. We look forward to growing our relationship with GHP."

The Medical Letter, Inc., a nonprofit organization that publishes appraisals of new drugs and reviews of older drugs, moved into the building in July. Medical Letter was represented by its President, Mark Abramowicz, MD. GHP was represented by Laura Greenspan.

Additional Activities

In other activity:

- McGovern, Connelly and Davidson renewed its 1,880 square -foot lease for three years.
- ICD America renewed its 2,228 square-foot lease for five years.
- McCabe, Weisberg & Conway renewed and expanded its lease to 4,633 square feet for four years.

"We are happy to continue to have velocity in the New Ro-

chelle market. Our tenant base is strong and we work hard to maintain a well-run building," said Andy Greenspan, principal of GHP.

145 Huguenot Street is one block from the New Rochelle Metro-North commuter rail station. It is also next to New-Roc Center in the New Rochelle Central Business district with immediate access to I-95. In recent years, the facility has undergone extensive renovations and upgrades, including a new building lobby and common areas, new elevators, new boiler and cooling tower, officials said.

GHP Office Realty is the office building division of Houlihan-Parnes Realtors, LLC. Houlihan-Parnes is one of the New York area's leading owners, operators and purchasers of suburban Class A office space.

In the past 10 years, GHP has acquired, financed, redeveloped, leased and managed more than 7,000,000 square feet, officials said.

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NAI Friedland Announces New CEO and COO

YONKERS—NAI Friedland recently announced the promotion of Anthony Lembeck to Chief Executive Officer (CEO) and the appointment of Jay Olshonsky as Chief Operating Officer (COO).

Lembeck, who was formerly COO, has been with NAI Friedland since 1995. Olshonsky joins the firm after 15 years as Managing Director and Senior Vice President of CB Richard Ellis in Washington, D.C. The announcement was made by Robert Friedland, the firm's founder and chairman.

Described by NAI Friedland as one of the most respected Commercial Real Estate professionals in Washington, D.C., Olshonsky brings to NAI Friedland 27 years of transactional and management experience.

While Managing Director of CB Richard Ellis, he oversaw each of its Washington, D.C. Metropolitan offices, including Maryland, Northern Virginia, and Washington, D.C. Olshonsky had complete profit and loss responsibility for more than 75 commissioned brokers and 225 employees, producing \$109 million of gross revenue.

Olshonsky led both the Insignia and Trammell Crow corporate mergers in Washington, D.C. He has represented both owners and occupiers in multimillion dollar sales and leasing transactions. As Senior Vice President at CB Richard Ellis, he helped spearhead efforts in the field of emerging renewable energy with national utility companies and solar providers, placing solar systems onto sites such as industrial parks, warehouses and shopping malls.

"NAI Friedland is a true gem with a long history as a dominating force in the region," said Olshonsky. "Together with Tony, I am excited to explore new avenues for growth and expansion while nurturing our firm's current reputation. Friedland's brokers are top-notch with the knowledge, experience, and expertise necessary to best serve their clients, especially in this economic environment. I believe there is great potential here and I am thrilled to be a part of it."

Olshonsky is the former Chairman of the National Association of Realtors (NAR) Commercial Alliance and a past President of the Washington D.C. Association of Realtors. He has also served as a Chairman of the Greater Washington D.C. Commercial Association of Realtors.

Prior to assuming the role of NAI Friedland's COO in April 2009, Lembeck was Executive Vice President and Manager of the firm's Industrial Division. As a broker, Lembeck had the reputation of being a good and savvy negotiator, company spokesmen said.

Throughout his career he represented large property holders in both Westchester and the Bronx, including the exclusive representation of the Lockheed Martin Corporation on multiple transactions. He was successful in negotiating with the New York City Board of Education for the creation of a new high school in the Soundview section of the Bronx and twice completed the transfer of the former 9.5-acre Loral Electronics site in the South Bronx to real estate developers.

Lembeck was also successful in placing the New York City Police Department's Drug Enforcement Agency in its current location in the Bronx.

Since taking on the role of COO and now CEO, Lembeck has made it his mission to take NAI Friedland to new heights, company officials said. He believes the addition of Jay Olshonsky is just what the company needs to increase its market share.

"Jay is an incredibly astute individual, and I am thrilled to have him with us at NAI Friedland," said Lembeck. "He brings to us 'big firm' experience and believes that our company has the potential to gain market share in every aspect of our business. I look forward to working with him and know we will be a great team."

Prior to NAI Friedland, Lembeck practiced real estate law in Manhattan. In addition to real estate, Lembeck has run a textile importing company, worked as a theatre producer in New York City, and owned a boys sports summer camp in Maine.

"This is an exciting time for NAI Friedland as we celebrate the past 40 years and look toward building an even brighter future," said Friedland. "I am confident that Tony and Jay, both forward-thinking industry leaders with decades of experience, will prove invaluable to our firm as we begin a new chapter in our company's history."

NAI Friedland was founded in 1970. The firm is a full-service commercial real estate company covering the entire metropolitan New York area. Headquartered in Yonkers, Friedland also maintains a satellite office in Manhattan. The company has four divisions -- Retail, Industrial, Office and Residential/Development.



By Andrea Wagner
Wagner Web Designs, Inc.

YORKTOWN HEIGHTS—The use of social media is growing rapidly every day.

You are no longer dependent upon relying on large publishing, record companies and new services to get your message out. We have all become authors and publishers in our own right. You can tweet, post, blog and broadcast to get your marketing message out.

When not used properly, however, you can also do damage to your company. Here are five advantages of using social media and five things to avoid.

Five Reasons to Use Social Media

- It's a way to conduct inexpensive, yet effective market research.
- It's a method of building brand awareness, authority and credibility.
- It's a process to drive traffic to your website and improve search engine rankings through link building.

TECH TALK

Using Social Media— It Helps, But It Can Hurt

- It's a method to monitor reputation—what are people saying about you, or your company?
- It's an effective form of communicating with past, present and future clients, as well as a way to share information used to educate prospects.

3. Using social media to bash your competition. This method doesn't work in real life! And, it won't work in your social media platforms!! Working with this type of ideology will soon create a negative opinion of your company.

4. Using links posted on Facebook that take you to your

Don't use social media platforms as a sounding board for bad days and deals-gone-wrong.

Five Things That Can Hurt Your Business

1. Having the wrong person in charge. They may be posting something inappropriate, or making promises you will not be able to keep. Make sure you hire the right person and monitor the usage.

2. Using your social media platforms as a sounding board for bad days and deals-gone-wrong. This is not the way to go! Don't be labeled as a "complainer" on your business platforms. It's just not professional!

staff acting or engaging in inappropriate behavior. Even though what employees do on their own time is personal, airing it to your public can have a negative effect on the integrity of your business.

5. Job seekers should assume that potential employers will do an online search of candidates' names. Social-media profiles typically appear near the top of search results.

For assistance in preparing a social media strategy for your business, contact me at (914) 245-2626.

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