



WHO WE ARE



The same skilled and motivated agents that broke several prestigious sales records now make up the core constituency of this advanced, new boutique firm whose ranks have grown to 125 agents focusing on rentals and sales. In its first few months of existence MNS has increasingly expanded its relationships with the most well known developers and the biggest landlords in New York City. We will be your partners, your consultants and your trusted mentors.

We strive for perfection in all aspects of our business including:

- **Fostering a culture of true teamwork** and cooperation among our agents
- **Creating financial incentives** for individual agents to increase their productivity
- **Enforcing a zero-tolerance policy** for website inaccuracies or outdated material
- **Developing a seamless integration** of technology and our market expertise for maximum reach
- **Increasing your property exposure** in and outside of the industry
- **Maintaining the highest standards** of integrity, ethics and transparency

At MNS we have our own proprietary database with easy access to all the rental listings in NYC. Landlords choose to work with MNS for several, simple reasons: unique perspective, personalized service, online presence, and the most reliable report in the industry - the Manhattan Rental Market Report, the only report that compares fluctuations in the city's rental rates published on a monthly basis. Our expansive product knowledge and established relationships with the largest landlords in the city are the perfect combination for guaranteed success.

OUR FOCUS IS ON YOU

Unique Perspective We understand that an essential element to building strong relationships is our ability to see a property through the eyes of our clients. Where other firms will work to balance their objectives with expansion, we don't have to. Your objectives are our objectives, period.

Personalized Service This means more to us than just being focused on your property. From full exclusive representation to do-it-yourself marketing, MNS provides a platform for landlords to generate the most exposure possible for their properties, increasing rental prices and lowering vacancies.

Online Presence Ours is second to none. We can help boost traffic to your listings, manage your online reputation and match you with tenants via targeted keyword searches and optimized data tracking.

Buzz Marketing We combine the most successful methods of traditional, online, viral and guerilla marketing to ensure your property rents quickly and for its maximum dollar value.

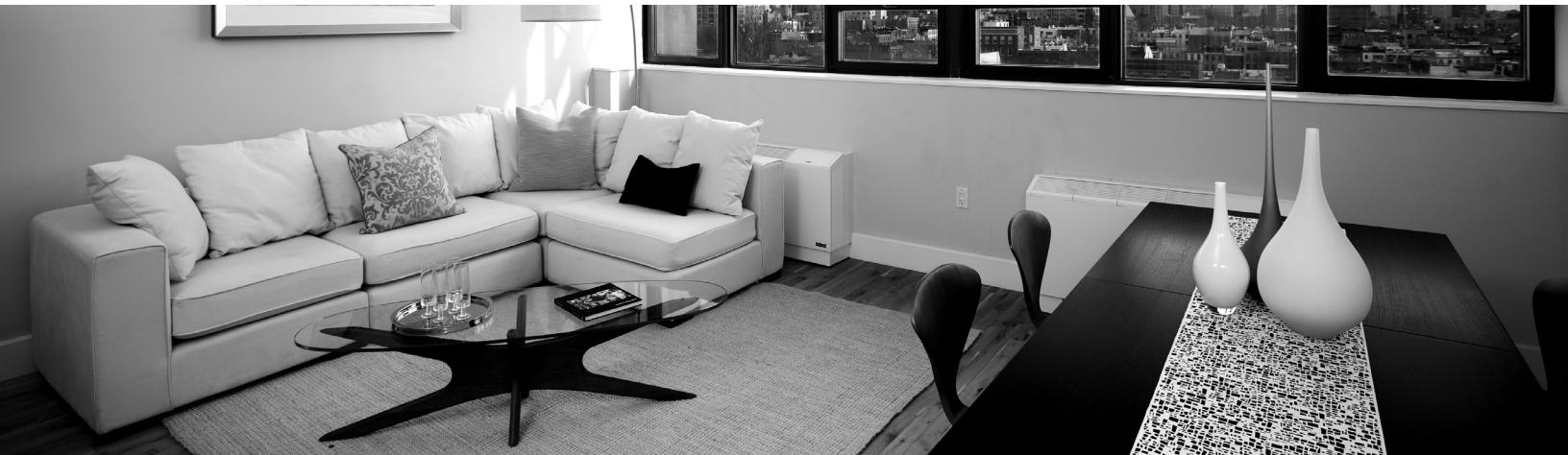
Reporting Tools We track activity on calls, showings and other indicators of interest to make certain that you stay apprised of the activity on your property at all times.

Brokerage Community We treat our competitors as partners, making our listings easy to show in order to get your property the most exposure possible.

More Leads The bottom line is leads and conversions. We deliver both. Whether you are looking to increase the number of leads for your own in-house rental staff or just get your apartments rented, MNS provides the help you need to fill your properties and keep them full.

RAMP UP YOUR ONLINE PRESENCE

Today, most renters use the Internet to search for apartments, and many use it before any other source.



100% of our transactions originate online, and we have the greatest web presence of any company in business for less than fifteen years.

We don't just stop at our own website. Our exclusive marketing strategy spans other real estate websites such as; the New York Times, Yahoo!, StreetEasy, Backpage, Trulia, City Cribbs, Craigslist, City Realty and Urban Hostess – putting your apartments in front of even more renters.

MNS also utilizes a variety of social media platforms such as Twitter, Facebook, YouTube, LinkedIn, ASW, Flickr and more to stay connected to renters. When renters are ready to look, they look with MNS.

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Gramercy Park 212.475.9000
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Williamsburg 718.222.1545
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VICTORY ON PRINCIPLE

We are proud of our track record as industry innovators and thought leaders. We were the first firm to fully disclose property addresses, the first to provide our agents with an unrestricted voice to the public, and the first to embrace social media outlets.



- Our boutique philosophy and hiring practices enable us to create a culture where internal competition is not fostered, teamwork is.
- We put a premium on honesty and never misrepresent or distort facts in order to win business. We work as your partner, knowing that every successful and lasting partnership must be built on a foundation of integrity and mutual respect.
- We understand that to be the best, a firm can't rely on outdated practices. We utilize unparalleled technology and marketing to not only stay ahead of the curve, but to proactively define it.

Our hard work has earned us a reputation for impeccable integrity, unrivaled market expertise and world-class service. MNS is everything you would expect from a boutique real estate brokerage done better.

TOP 5 REASONS WHY MNS IS YOUR TOP CHOICE

- 1 **You are hiring the entire firm, not just an individual. We incentivize the entire agency to get your property the best results.**
Working with MNS is like hiring a 125 person team of professionals ready to make it happen for you.
- 2 **Because we offer the personalization of a boutique agency,** you will find your agent or team of choice working at the strategy table with our senior management, marketing group, and our technology team to incorporate our best practices into a roadmap for renting your property better, faster and for top dollar.
- 3 **New York City is our singular specialty.** This unique focus results in the specialized expertise and unsurpassed knowledge that has earned us the trust of the city's largest landlords.
- 4 **Our firm has fully integrated in-house marketing and technology teams** because we believe that quality service is the key to success.
- 5 **MNS' unique culture and values are a direct benefit to you.** Our principle of innovation means that we adopt the best practices before they become the norm, immediately giving your property a tangible market advantage.

OUR REACH



Direct Access to the Web's Leading Real Estate Agents

Your property is immediately uploaded to the web's most relevant and credible sites such as OLR.com, StreetEasy.com, NYTimes.com, Trulia.com, Facebook.com, LinkedIn.com, Realtor.com, MLSmanhattan.com, Zillow.com, WorldProperties.com, and neighborhood blogs, among others. Our technological scope gives your property maximum exposure.

Industry Affiliations

MNS' exclusive relationship as a corporate relocation broker liaison to banks, accounting firms, marketing agencies and law firms means that our listings are put directly into the hands of Fortune 500 employees via newsletters and company websites. Direct marketing guarantees your property will be circulated among the largest group of potential tenants in New York City.

Neighborhood Guides

Renters do a significant amount of research on neighborhoods and specific properties prior to making the decision to officially begin looking. Potential tenants therefore contact us for our comprehensive insight and guidance into how a respective building compares to others in the neighborhood.

Search Engine Optimization

By incorporating the latest in SEO and marketing, MNS is able to capture targeted keyword search traffic to drive thousands of relevant visitors to our website and furthermore, to your listing every day.

COUNT ON US

We guarantee that all properties shown on the MNS website are accurate and currently available according to the information provided to us by property owners, so customers can immediately view their dream apartment.

As a Real Estate Board of New York (REBNY) member, we have access to the unique REBNY Listing Service (RLS), which maximizes the exposure of your property, thereby increasing its value. RLS shares all available listings with all REBNY firms who are members of the Residential Brokerage Division, as well as non-member firms that receive revenue from resident sales or rental property.

Marketing real estate is a multi-faceted process that involves a variety of strategies to efficiently target renters. By knowing which methods best attract renters, MNS is able to focus our marketing efforts effectively and accordingly, covering all aspects of the market. Print advertising is just a fraction of a comprehensive marketing plan. The MNS website serves an infinite number of potential renters. In conjunction with our corporate headquarters and our state-of-the-art technology, we have a powerful presence throughout Manhattan. We guarantee that our highly regarded presence will be influential among our extensive network of brokers and industry colleagues.

As an active member of the Real Estate Board of New York (REBNY), MNS adheres to the "24-hour Rule." Since Manhattan does not have a Multiple Listing Service (MLS), over 200 Manhattan firms have agreed to comply with REBNY's "24-hour Rule." The rule requires us to share exclusive listings with the entire brokerage community within 24 hours of the signed agreement.

You can rest assured that your exclusive agent will market your property among 15,000 sales professionals throughout the entire city within hours.

TOP 5 REASONS WHY MNS IS YOUR TOP CHOICE

The Manhattan Rental Market Report was designed by The Real Estate Group New York to provide renters and landlords with a clear view of the Manhattan rental property market. It is the only report that compares changes in the city's rents on a monthly basis.

Apartments are categorized by service level (doorman vs non-doorman) and size (studios, one-bedrooms and two-bedrooms), and the report compares offering prices that property owners, brokers and management firms send out to the real estate community daily.

The data sample is pulled from a specific mid-month point, which is compared to prior months to gain an understanding of price change over time. Data is compiled from over 10,000 currently available listings located below 155th Street and under \$10,000 per month, then the data is gathered from our proprietary database and combined with statistics from RLS, Online Residential and Real Plus (R.O.L.E.X.).

The Market Report is broken down into four sections:

- **A Quick Look** The most and least expensive neighborhoods are listed each month, highlighting significant trends in the rental market.
- **Mean Citywide Rental Prices** Bar graphs showcase doorman and non-doorman rents specifically for that month, in 15 neighborhoods, side by side.
- **Citywide Price Trends** Line graphs compare the cumulative average rents from 15 Manhattan neighborhoods over a rolling 13-month period.
- **Neighborhood Price Trends** Line graphs show changes in each neighborhood over a rolling 13-month period.

View current and archived market reports for Manhattan and Brooklyn at mns.com.

UNSURPASSED SERVICE

As a brokerage and marketing firm that specializes in new developments, resales and rentals, MNS is New York City's most ideal destination for landlords, property managers, developers, buyers, sellers and renters.

The services we offer make us trendsetters, innovators, and shapers of the market. We have become experts at anticipating both the needs of the developers and the desires of the buyers. Not only do we work with the most successful landlords, but those just starting out as well. Through our combination of experience and in-depth market knowledge, we give our clients the competitive advantage to reach their target market and achieve their target rental prices. No other organization can claim the level of support that MNS offers.



LANDLORD'S GUIDE

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