

FINDING VALUE OTHERS OVERLOOK.



Hidrock Realty Inc.

DEVELOPMENT • ASSET MANAGEMENT • PARTNERSHIPS • LEASING BROKERAGE

Hidrock Realty Inc.



FINDING VALUE IN REAL ESTATE STARTS WITH BUILDING VALUE AT HOME

Growing a business requires a core set of skills and values. In the belief that a good name is the foundation of success, we developed a business philosophy that focuses on keeping people happy.

PROFESSIONALISM – We treat everybody with respect.

From the openness and integrity of our biggest business dealings to such mundane things as returning calls in a timely fashion, we show consideration for the people with whom we do business.

EXPERTISE – We focus on what we do best.

We don't want to be all things to all people, just specialists to special people. By focusing on our core areas of expertise, we've developed unusual insights and knowledge to the benefit of our clients, tenants and partners.

DILIGENCE – We never stop working.

The harder we work, the smarter we get. At Hidrock Realty, searching out undervalued properties and untapped opportunities is not the end, just the beginning.

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FINDING VALUE IN DEVELOPMENT

Hidrock Realty believes that “quality-quality-quality” should accompany “location-location-location” in every development. An investment in quality not only helps attract and retain tenants, it enhances current and future value as well. That’s why we search out the best vendors for each project and invest extra time pre-construction. Planning limits later revisions, so costs are controlled and the building goes up faster. The end result is a project that is on time and on budget.



FINDING VALUE IN ASSET MANAGEMENT

Our experience in asset management begins and ends with our own properties. Pride of ownership sets high standards for management. Sub-standard properties in our own portfolio could not be tolerated, so we developed a disciplined program for maintenance, operating efficiency, accountability, tenant relations, reporting and risk management. Maintaining a hands-on approach gives us the first look at trends that shape the market.

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FINDING VALUE IN PARTNERSHIPS

Our first partnership was formed in 1969 and is still active. We work hard – very hard – both before and during a partnership to make sure it lasts and grows. We set and share goals and follow through with timely, accurate and clear reporting standards. But most importantly, we bring the highest standards of professionalism and integrity to the table.

FINDING VALUE IN LEASING

A strong and focused leasing brokerage team complements our business and gives us an important competitive advantage by knowing the pulse of the market first hand.

Leasing brokerage firms are much like the tortoise and the hare. Some race to close a deal, whether it's best for the client or not. Hidrock staff, on the other hand, takes the steady approach. We know that success comes over time from satisfied clients. So, we rely on honesty, hard work, attention to detail and a commitment to the client's best interests.

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PARTIAL LIST OF BUSINESS AFFILIATES:

LENDERS

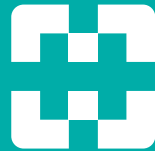


BROKERS



TENANTS





Hidrock Realty Inc.

NYC HEADQUARTERS

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