

MANN REPORT

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Javier Lezamiz

Bringing Innovative Tools To Hidrock Realty

Hidrock Realty

In Javier Lezamiz's 20-year career in commercial real estate, he has brought many ideas and programs to the buildings he's managed. His latest accomplishments come as the director of operations at Hidrock Realty, where Lezamiz is introducing innovative tools to the Manhattan-based owner and developer. Since starting with Hidrock in April 2011, Lezamiz has launched a variety of initiatives to establish an operational structure that matches the needs of Hidrock's investment partners, and bringing cost-cutting initiatives to help Hidrock better serve its tenants.

One such initiative is the "greening" of the company's buildings. Upon his hire, Lezamiz worked with Code Green to establish Energy Star benchmarks, evaluating each building's energy consumption and comparing it to similar buildings. From there, Lockheed Martin and Con Edison established steps to improve energy efficiency by updating boiler systems, converting to natural gas, and implementing LED lighting and daylight sensors to reduce electricity usage, thereby saving the tenants where it counts most—their bottom lines. Hidrock also provides custom build-outs, investing in the most energy-efficient HVAC units and bringing even more savings to the tenants.

"At a time when the economy is affecting the wallets of companies big and small, it is incredibly important for a company to find a space that doesn't strain its budget too tightly," said Lezamiz. "Increasing energy efficiency in our buildings has helped deliver crucial utility savings to our tenants, while upgrading our facilities with technology that allows us to reduce our carbon footprint."

Lezamiz is also enhancing Hidrock's efficiency by implementing a web-based portal, the Angus Anywhere work order system, which automates, simplifies and expedites completion of work orders, from changing light bulbs to HVAC concerns and more. The system stipulates tight time restrictions for superintendents and property managers to respond before requests go straight to Lezamiz, creating a system of accountability and quick response for tenants.

"In the past, tenants had to call the supers and property managers,

who sometimes were so busy that they never received the message. Angus provides a hierarchy of accountability to ensure timely response to all requests," said Lezamiz. "What's more, Angus requires status updates to be entered every step of the way, so tenants can track the progression of their order from start to finish."

"Javier displays creativity and professionalism in everything he does, and he's been an asset to our business since he joined Hidrock Realty," said Eddia Hidary, principal at Hidrock Realty. "He's bringing best practices to the table, which are increasing efficiency and truly holding everyone to a higher standard. We at Hidrock value the ideas he's brought forth, and our tenants have as well. After all, his ideas have helped them at the bottom line, and nothing in business speaks louder."

Lezamiz started his career 20 years ago, managing real estate facilities for Anne Klein in the Fashion District. From there, he moved downtown to 14 Wall St., and later joined SL Green at 440 Ninth Ave., and then served as a portfolio manager with HRC Corporation. Lezamiz also spent six years with CBRE, where he managed the Lipstick Building, effectively reducing operating expenses in excess of \$2 per square foot, or about eight percent of total operating costs. He also successfully repositioned the property at 501 Seventh Ave. with a \$65 million capital improvement project, earning three Building Owners and Managers Association awards: Manager of the Year, Renovated Building of the Year and Operating Building of the Year.

Lezamiz currently sits on the Real Estate Board of New York's Commercial Management Committee and is a member of the Building Owners and Managers Association.

Javier Lezamiz
Hidrock Realty
65 West 36th Street
New York, NY 10013
Tel: 212-563-9200
jlezamiz@hidrock.com