



# A Message from the CEO:

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## Are You on the Massey Knakal Investor List? Helping Investors Get the Job Done

A unique aspect of Massey Knakal is the fact that **we only represent sellers** (or landlords in the case of our leasing and finance teams). This allows our agents, our **Territory System™ experts** to conduct their business with clear and unwavering loyalty to our clients, which in turn is the reason our company is the #1 building sales firm. The primary benefit of pure seller representation is our ability to achieve the highest sales price on behalf of our clients - right?

Yes, but wait...aren't there two parties involved in every transaction? Doesn't it "take two to tango?" Investors (or buyers) are an essential element to every commercial real estate transaction, and Massey Knakal is keenly aware of this. **As such, we provide much benefit to buyers/investors as well as our clients.**

Massey Knakal believes in two fundamental procedures that benefit our relationships with buyers, stemming from one of our key company values: **integrity**.

- 1) A purchaser should know what they are getting and get what they paid for. In most commercial sales, an investor is required to post a ten percent (10%) deposit on a non-contingent basis upon executing a sales contract. Massey Knakal agents (and most of our brethren in the industry) make best efforts to disclose or assist the buyer in discovering everything possible (good and bad) about a property before it is acquired. We, and all of our sellers, want the purchaser to understand the property benefits as well as the drawbacks in order to make an informed buying decision. Sellers want to sell and move on.
- 2) To provide efficiency and transparency in the investment sales process for the benefit of both sellers and buyers alike, Massey Knakal created and maintains a proprietary database called **The Massey Knakal Investor List**. This list contains the name, contact information and purchasing criteria of the majority of New York metropolitan area investors. The purchasing criteria include a variety of factors, from price range and geographic location to property type and square footage. Massey Knakal agents can then proactively send new listings to exactly the investors whose purchasing

criteria match them. The company also controls and limits the frequency and timing of these listing email notifications to avoid the "spam" effect. Buyers know that if they get an email from Massey Knakal, it is likely to be regarding a property on which they may want to conduct preliminary due diligence.

To make life easy on all investors who want to be in the world of Massey Knakal, an investor can:

- 1) Create and update his/her own profile on The Massey Knakal Investor List online:  
<http://www.masseyknakal.com/about/investors.aspx>
- 2) Submit a hard copy of The Massey Knakal Investor List Questionnaire and our staff will update the Investor List for you, or
- 3) Call our Client Relations Associate, Mike Gembecki at (212) 660-7743 or via email at [MGembecki@masseyknakal.com](mailto:MGembecki@masseyknakal.com). He will spend 2-3 minutes on the telephone with you to add or update your Massey Knakal Investor List profile.



Please contact me directly with any questions or comments about The Massey Knakal Investor List.

Very truly yours,

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