



# Commercial Real Estate Alliance

*"Collaborative Real Estate Solutions"*

**CORPORATE DIVISION**



[www.creaunited.com](http://www.creaunited.com)

## AN ORGANIC APPROACH TO NETWORKING

Imagine your perfect customer. Now think about the service/product you provide them. How many other potential disciplines are involved in the overall transaction? In commercial real estate, from broker to lender to attorney, there are several complimentary services involved in a single venture. Imagine an organization where successful firms and individuals represent all disciplines of the commercial real estate industry. Rather than trying to find leads to meet a quota, sharing highly relevant information in a team of people with the same incentive for generating that business. A natural collaborative approach...

Welcome to CREA.

## SUCCESS THROUGH COLLABORATION

CREA's group of experts examine real estate transactions using a unique team approach. The goal is to provide collaborative expert advice whether the transaction is a purchase, sale, lease, development, refinance or construction. All of the active professional disciplines involved are represented in the Alliance and the insights and experiences shared by the members are invaluable in ensuring success of a commercial real estate venture.

## UNPARALLELED MARKET INTEL

In order to streamline a corporate real estate transaction, one needs to know all aspects. CREA United's Corporate members are expert in their respective disciplines. The format produces a synergistic environment structured to organically promote executive-level conversation in corporate real estate. Each member generating genuine value for the other with the blended goal of success for the same client. No where else can this type of market intel naturally flow and provide top level service, accuracy, and unmatched trust.

## AREAS OF EXPERTISE

- Accounting
- Application Development
- Appraisal
- Architecture
- Banking
- Brokerage
- Building Diagnostics
- Construction
- Contracting
- Engineering
- Insurance
- Legal
- Office Interiors
- Office Technology
- Roofing
- Strategic Communication
- Title

## VALUE IN COLLABORATION

CREA's members benefit by sharing knowledge with other trusted, high-level experts in the same vertical, but different disciplines. In today's real estate landscape, it can be very difficult to avoid potential issues. Each vertical demands a specific expertise making it near impossible for a sole discipline to deliver properly and error free. Alliance members are inherently better suited to identify issues through a collaborative approach, helping each other in their respective expertise. CREA can address and minimize risk much earlier preventing potentially irreversible ramifications. Ultimately, the expertise of CREA provides greater value to a prospective venture than a similar groups of experts working independently.

**Accounting**  
**SAX LLP**  
saxllp.com



Sax LLP is a multi-disciplinary accounting, tax and advisory firm serving the needs of closely held companies, family-owned businesses and high-net-worth individuals. For more than 60 years, we have offered industry-specific expertise in real estate, construction, manufacturing and distribution, healthcare, employee benefit plans and not-for-profit organizations.

**Application Design**  
**RevSystems, Inc**  
revsystems.com



As owner and business manager of RevSystems, Inc leading our company in the development of creative web site design, effective web based application development, and long term application and project management for our clients. Particularly focused on creative solutions and delivering client long term return on their web strategies.

**Appraisal**  
**Rosenthal Appraisal Co.**  
rosappraisal.com



Rosenthal Appraisal is a full service real estate appraisal company operating in Northern New Jersey and New York City. We have over 30 years of experience in appraising a variety of Commercial Properties and High End Residences. We have represented local and national lending institutions, law firms, property management companies as well as directly with property owners.

**Architecture**  
**The Ives Architecture Studio**  
ives-arch.com



The Ives Architecture Studio (TIAS) located in the historic Radburn Building in Fair Lawn, N.J. has more than 30 years of diversified experience in architecture, interior design and planning. Expertise includes: healthcare, industrial, education, retail, offices, religious structures, and residential. We are highly skilled in building renovations, adaptive reuse, and restorations. We perform "rightsizing" projects and assist owners with "distressed properties." Licensed in: NY, NJ, PA, FL, Ohio and other states.



COLLABORATIVE  
REAL ESTATE  
SOLUTIONS

**Banking**  
**Capital One**  
capitalone.com



Capital One is a diversified bank that offers a broad array of financial products and services to consumer, small business and commercial clients. A Fortune 500 company, Capital One has one of the most widely recognized brands in America. As one of the nation's top 10 largest banks based on deposits, Capital One serves banking customers through branch locations and corporate offices.

**Brokerage**  
NAI James E. Hanson  
naihanson.com



NAI James E. Hanson is a NJ based full service commercial real estate firm that provides comprehensive and sophisticated real estate services to its clients. Founded in 1955, the firm also provides national and international services via its affiliation with NAI Global, a managed network of over 400 offices in 30 countries. Core services include: Brokerage Services, Corporate Services, Property Management, Government Services, Logistics, Tenant Representation, Financial Services, Property Valuation, Investments, & Healthcare.

**Business Sales**  
Murphy Business Sales  
murphybusiness.com



Daz Connell, Owner and Business Advisor/Broker, covering NJ/NY, has been a leader over the years in the New York Metro market selling businesses for his clients. Nationally recognized as a "Multi-Million Dollar Producer" as well as "National Top Producer", Daz Connell can sell your business confidentially and will get you the best value.

**Construction**  
Heuer & Company  
heuerandcompany.com



Founded in 1998 and located in Waldwick, NJ, Heuer and Company is a commercial building contractor and construction management company. The Heuer family represents more than three generations of respected building professionals, and is committed to upholding the legacy and reputation of its predecessors.

**Contracting**  
Mikula Contracting, Inc.  
mikulainc.com



Mikula Contracting, Inc., a family owned and operated business, has been servicing all of New Jersey Since 1946. We provide commercial and residential customers with a wide range of excavation, demolition, environmental, snow removal, trucking and soil materials services.



**Engineering**  
Becht Engineering BT, Inc.  
bechtbt.com



Becht Engineering BT provides mechanical, electrical, plumbing, fire protection and structural engineering; forensic investigations and legal support; and project and construction management services. Projects include tenant improvements, building evaluations, property condition assessments, and building systems design. Our staff includes multi-disciplined professionals licensed in 25 states, LEED Accredited Professionals, Certified Energy Auditors and Certified Energy Managers. Our 50+-year reputation for engineering excellence comes from our high levels of quality and customer service on every project.

**Insurance**  
All Point Insurance  
allpointinsurance.com



We provide organizations with in depth commercial lines risk management and insurance brokerage services across an array of industries with a strong presence in the small and middle market arena. Working with the nation's top rated insurance companies allows All Point Insurance Agency and its affiliates to provide comprehensive coverage at a competitive rate and our staff of insurance advisors have a wide range of expertise to meet all of the needs of our clientele.

SUCCESS  
THROUGH  
COLLABORATION

CREA

**Legal**  
**Winne Banta**  
**Hetherington Basralian**  
winnebanta.com



WBHB is one of the oldest and largest full-service law firms in Bergen County. Our firm takes pride in our expertise, responsive service, and active participation in the community and in professional associations. Our clients include leading institutions, businesses, and individuals who are served in these practice areas: banking, corporate, employment law, litigation, personal injury, real estate and land-use, succession planning for closely held businesses, and trusts and estates.

**Office Interiors**  
**Garden State Office Solutions**  
gardenstateofficesolutions.com



Garden State Office Solutions provides commercial and residential options for office furniture. A wide range of services including office furniture, ergonomic seating, space planning, re-configuring existing space to include both new and existing products, and technology and acoustical integration. Garden State Office Solutions also provides consulting and move management techniques.

**Office Technology**  
**Atlantic Tomorrow's Office**  
tomorrowsoffice.com



I work directly with organizational leaders by leveraging award winning, innovative technology solutions to better streamline their business processes and maximize efficiency. I conduct a non intrusive workflow analysis to customize a solution via a myriad of B2B product offerings such as digital imaging devices, cloud software, IT services, records retention, cybersecurity mitigation and more.

**Roofing**  
**Peck Brothers Roofing**  
peckbrosllc.com



Peck Brothers, LLC is a Commercial Roofing Company specializing in long term relationships with Retailers, Property Owners and Managers. We are a full service Roofing Contractor providing roof-maintenance, full roof-replacements and specialized maintenance programs. Service crews are on call 24/7 - 365 days a year to help address your roofing needs with response times as low as 4 hours.

**Strategic Communications**  
**R&J Strategic Communications**  
randjsc.com



R&J Strategic Communications is an integrated marketing services firm that consistently achieves superior results for a strong and diverse client base that ranges from divisions of large, multi-national conglomerates to regional market leaders. Based in Bridgewater, N.J., with an office in Manhattan, the company has become one of the most respected, admired and prestigious strategic communications agencies in the Greater New York/ New Jersey region. For more information about R&J Strategic Communications, please visit [www.randjsc.com](http://www.randjsc.com).



**Title**  
**Main Street Title & Settlement Services**  
mainsttitle.com



Main Street Title and Settlement Services, LLC is a full service title insurance and settlement company serving commercial real estate professionals since 1988. With a full time staff of 40 experienced commercial professionals including 5 attorneys, Main Street Title has the proven expertise to close your commercial transaction on time, every time. Every Main Street Title Officer and Attorney is experienced in all aspects of commercial title and closing procedures including commercial document preparation and filings, tax matters, corporate formations and all phases of commercial real estate transactions.

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**synergy** - The interaction of two or more agents or forces so that their combined effect is greater than the sum of their individual effects.

**think tank** - A group of individuals dedicated to high-level synergistic research on a variety of subjects and solving problems and providing advice.

