



TENANT REPRESENTATION ● ECONOMIC DEVELOPMENT

SPACE DISPOSITION

IOPTIMIZE REALTY®

58 VANDERBILT MOTOR PARKWAY, COMMACK, NY 11725

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ABOUT US

iOptimize Realty® delivers the highest level of service, intelligence and technology for the corporate real estate (CRE).

We save our clients Time & Money

ABOUT US

For 30 years, iOptimize Realty® has served Fortune 500 clients in markets like Dallas, Charlotte, New England, Atlanta, Long Island, Sacramento, and virtually everywhere in between.

Spearheaded by one of the top tenant reps in the nation, Don Catalano, CCIM, SIOR, MCR, the iOptimize Realty® team is licensed in 15 states and counting, and has earned numerous awards from the industry's most prestigious organizations.

Typical transactions include office space ranging from 20k-350k square feet, and 100k-600k square feet of industrial property.

By generating intense competition for its clients' tenancy, iOptimize Realty® often achieves rents 30% below market for corporate space users through its proven, and patent-pending systems, along with the expertise of its shrewd negotiation team.

iOptimize Realty® prides itself on three things:

- Achieving the highest level of excellence in customer service and business intelligence.
- Recruiting and cultivating only the most talented individuals in the industry to ensure continued success.
- Building the world's first commercial lease optimization software REoptimizer®, to help save its corporate clients time & money!

OUR TEAM

iOptimize Realty® provides companies large and small, with detailed, clear, thorough, and most importantly - **unbiased intelligence** for their corporate real estate portfolio. We handle need assessments, acquisition & disposition analysis and due diligence, HQ location placement, sale-leaseback feasibility studies,

economic incentives, strategic warehouse/distribution placement, consolidation, expansion and much more. Our team has over 50 + years combined experience in commercial real estate, and has handled transactions all over the country.



Don Catalano,
SIOR, CCIM, MCR

President

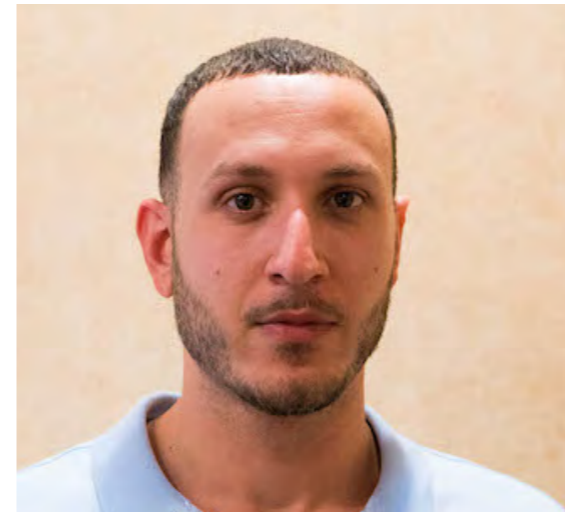
Since 1987 Don has represented top corporate clients in securing optimum terms for their tenancy or the highest prices for their space disposition. His latest transaction of 233k of office on Long Island set records.



Linette Gordon

Associate Broker

Expert at tenant representation for over 12 years. She is excellent at helping clients analyze leasing issues and proficient at problem solving those situations.



Jason Brucella

Marketer

Since 2002, Jason's main focus has been helping promote our tenant representation & commercial lease administration software businesses to corporate clients.



Richard Boccard

Project Manager

Rich started back in 2005 and handles all Rapid Application Development and manages a team of programmers that work on the software and technology side of REoptimizer®.

A nighttime photograph of a city skyline with several tall, illuminated skyscrapers. In the foreground, a waterfront pier with a small building and a boat is visible. The scene is reflected in the water. A dark blue semi-transparent rectangle is overlaid on the left side of the image, containing the text.

CASE STUDIES

With three decades of representing corporate clients in their leases and renewals, iOptimize Realty® has developed a scientific approach that yields the highest results.

ALLSTATE

50,000 SQ. FT.

100 MOTOR PARKWAY
HAUPPAUGE, NY

Allstate owned a 221k office
that was underutilized.

HOW WE HELPED

- 1) SOLD THEIR OWNED BUILDING AT THE HIGHEST POSSIBLE PRICE.
- 2) FOUND THE BEST LEASED OFFICE TO MEET THEIR NEEDS AND NEGOTIATED BELOW MARKET TERMS FOR ALLSTATE.





SBARRO

125,000 SQ. FT.

401 BROAD HOLLOW ROAD
MELVILLE, NY

Sbarro wanted an iconic location and office building for their global HQ.

HOW WE HELPED

- 1) HELP SBARRO ACQUIRE A SUPERBLY LOCATED OFFICE BUILDING AT BELOW MARKET ACQUISITION COSTS.
- 2) ORCHESTRATED A DESIGN - BUILD COMPETITION FOR SBARRO TO COMPLETELY RENOVATE THE BUILDING.
- 3) WON BROKER OF THE YEAR FOR THE TRANSACTION.

COCA-COLA

280,000 SQ. FT.

555 TAYLOR ROAD
ENFIELD, CT

Coca-Cola needed a well
located distribution facility
at reasonable rents.

HOW WE HELPED

1) RESEARCHED 30+
LOCATIONS.

2) NEGOTIATED TERMS 25%
BELOW MARKET IN A
WAREHOUSE THAT MET
ALL THEIR NEEDS.





ALLSTATE

30,000 SQ. FT.

888 VETERANS HIGHWAY
HAUPPAUGE, NY

Allstate desired prime office space without busting the budget for their legal office.

HOW WE HELPED

- 1) IOPTIMIZE REALTY® LOCATED A FIRST CLASS OFFICE LOCATION.
- 2) AND NEGOTIATED TERMS THAT SAVED ALLSTATE 31% OVER MARKET RATES.

USPS

45,000 SQ. FT.

1377 MOTOR PARKWAY
HAUPPAUGE, NY

HOW WE HELPED

1) NEGOTIATED A LEASE
THAT WAS 23% BELOW
MARKET AND FULLY MET
THE US POST OFFICE'S
REQUIREMENTS FOR
THEIR OFFICE.





DEALERTRACK

233,000 SQ. FT.

**3400 NEW HYDE PARK ROAD
LAKE SUCCESS, NY**

**Dealertrack needed a new,
global HQ for their rapidly
growing software company.**

HOW WE HELPED

- 1) SECURED THE BEST
SITE ON LONG ISLAND.**
- 2) OBTAINED A RECORD
SETTING ECONOMIC
DEVELOPMENT
PACKAGE OF \$49MM.**
- 3) NEGOTIATED A 223K
OFFICE LEASE.**

ALLSTATE

221,000 SQ. FT.

**1 INDEPENDENCE HILL
FARMINGVILLE, NY**

Because of technology, Allstate was only using a fraction of the capacity of the building they owned. A waste of millions of dollars per year.

HOW WE HELPED

**IOPTIMIZE REALTY®
HANDLED THE
DISPOSITION OF THIS
ASSET AND EXCEEDED
ALLSTATE'S DESIRED
PRICE BY \$6,000,000.**





MINUTE MAID

350,000 SQ. FT.

2000 ST. JAMES PLACE
HOUSTON, TX

Minute Maid (a subsidiary of Coca-Cola) was underutilizing this office.

HOW WE HELPED

- 1) SOLD THIS OFFICE AT 40% ABOVE COCA-COLA'S EXPECTATIONS.
- 2) HANDLED TENANT REP ASSIGNMENT FOR 130K OFFICE AT 20% BELOW MARKET NUMBERS.

MINUTE MAID

115,000 SQ. FT.

2105 TOWN SQUARE PLACE
SUGARLAND, TX

New, more efficient office for
Minute Maid (division of
Coca-Cola).

HOW WE HELPED

- 1) LOCATED A SITE THAT EXCEEDED THE DESIRES OF COCA-COLA.
- 2) NEGOTIATED A WELL BELOW MARKET LEASE FOR A BRAND NEW BUILDING.





DEALERTRACK

160,000 SQ. FT.

13737 NOEL ROAD
DALLAS, TX

Dealertrack was rapidly
outgrowing their existing
space in Dallas.

HOW WE HELPED

- 1) LOCATED AN “A” CLASS BUILDING WITH EXPANSION AND WAS LOCATED NEXT TO THE GALLERIA MALL.
- 2) NEGOTIATED A LEASE THAT IS STILL 28% BELOW MARKET.

KEY DIFFERENCES

Viva la difference - we work for you and only you!

Our proprietary technology saves Time & Money!

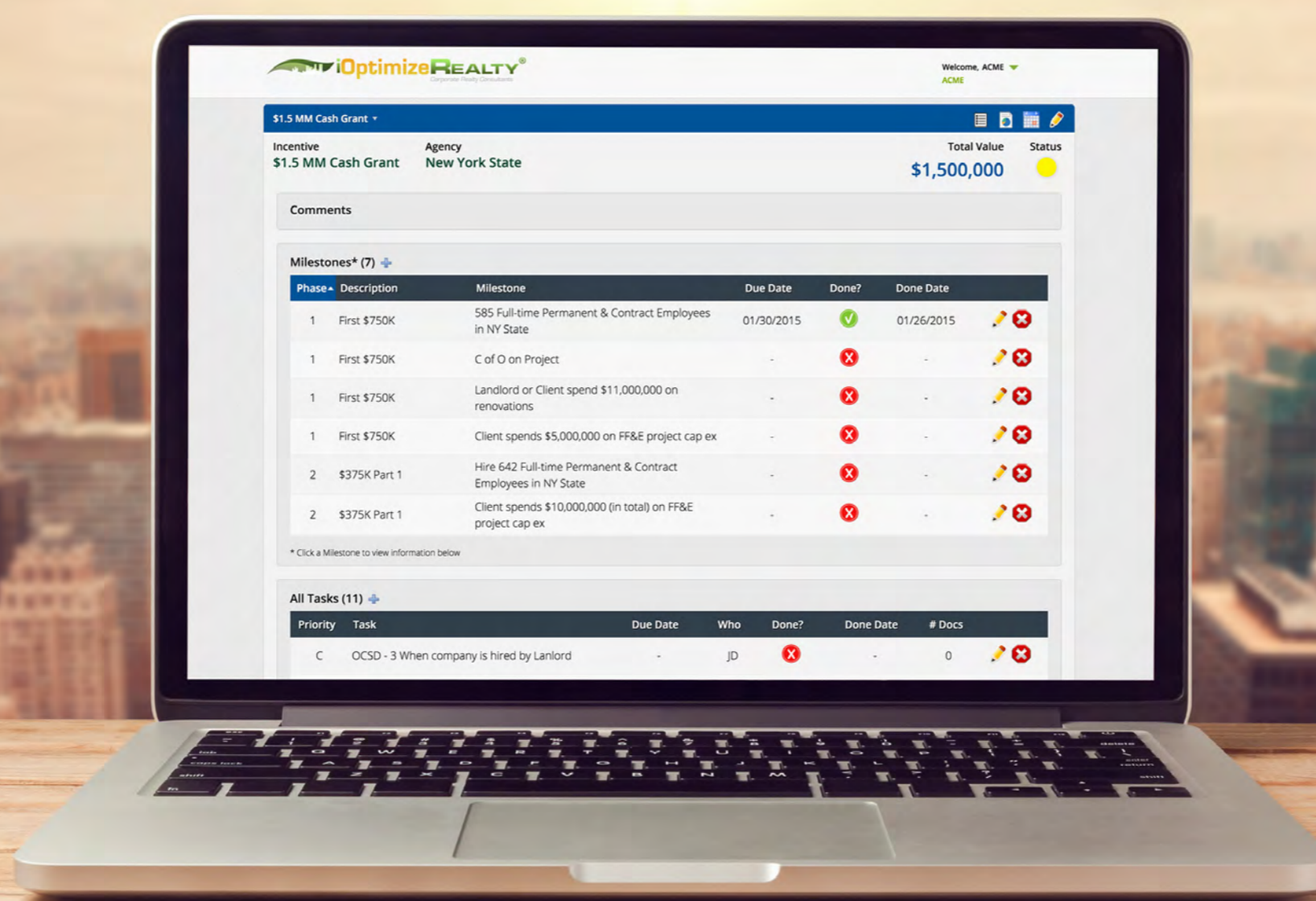


Are you sure your broker is working for you?

NO CONFLICTS OF INTEREST

AT IOPTIMIZE REALTY® WE ONLY HAVE ONE CLIENT IN THE DEAL AND THAT'S YOU.

MANY COMMERCIAL REAL ESTATE BROKERS TRY TO PLAY ON BOTH SIDES OF A DEAL BY REPRESENTING THE LANDLORD AND THE TENANT, OR, MAYBE IT'S THE SAME LANDLORD, BUT ON ANOTHER PROPERTY. IOPTIMIZE REALTY® NEVER REPRESENTS LANDLORDS.



ECONOMIC BENEFITS MANAGER

iOptimize Realty® saw a need for a system to help its clients better manage their economic benefits. Too many times have clients missed deadlines or had to reapply because of confusing or unclear instructions. Besides the normal headaches of reapplying, by missing deadlines, penalties can occur and not collecting on the full potential of the benefits may be the end result of these mishaps.

With the help of our Economic Benefits Manager, keeping track of those benefits is substantially easier. The Benefits Manager allows responsibilities to be assigned and will alert those people with upcoming tasks. If tasks are not completed in a certain period of time, the system will reach out to a superior and notify them of the unfinished task. The system will also keep track of what benefits have been received and how much is left to collect.

REOPTIMIZER®



REoptimizer®'s lease management software is a CRE optimization tool that allows you to balance your portfolio, save time and money, streamline communication, and manage projects across your entire organization with ease. REoptimizer® is designed from the ground up to optimize your commercial real estate portfolio, no matter how many sites you need to track.

Lease Management Software Made Simple

From managing your corporate leases to making your next project run smoother, REoptimizer® brings your entire corporate real estate portfolio together. The result? Less hassle, more control, and a real estate optimization strategy that actually works. REoptimizer® is the only platform that is guaranteed to save you money.

[Click here to see REoptimizer®'s video](#)