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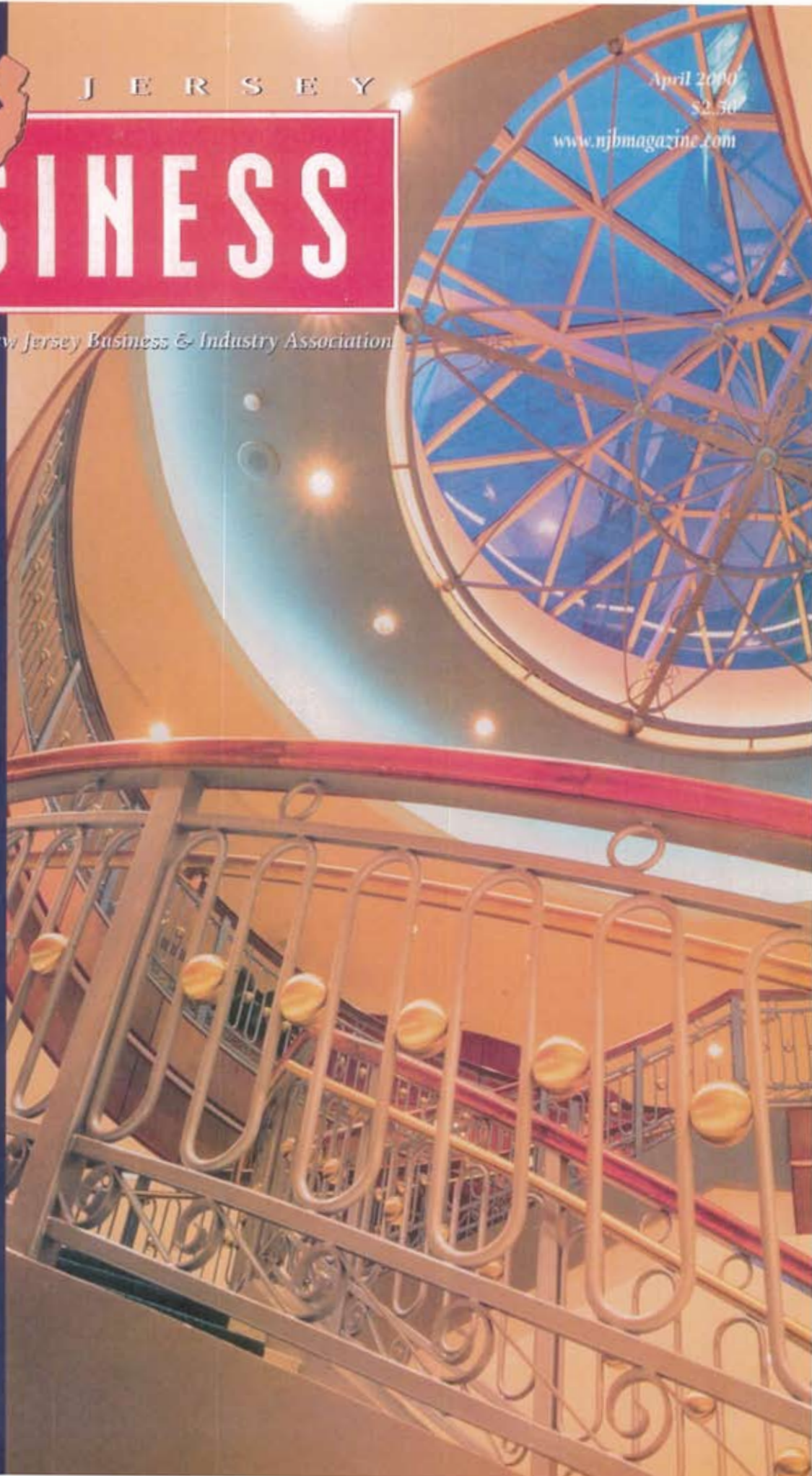
The Magazine of The New Jersey Business & Industry Association

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Silbert Meets Realty Needs Of Landlord, Tenant, Investor

By James T. Prior, Editor-in-Chief

Silbert Realty & Management Co., Watchung, was recently named exclusive leasing agent for the 88,000 square-foot Cranford Crossing retail complex being built in the heart of downtown Cranford. The two-building complex, with 100-foot-tall clock tower and colonial motif, will have upscale retail, office and residential space. It is a small wonder that Silbert was tapped for the delicate job – it is a one-stop realty operation providing services for tenants, owners, investors and institutions in the areas of brokerage, property management and development.

Headed by 37-year-old Brian S. Silbert, the company has gained an enviable reputation in the area of retail services. It

represents such blue chip retailers as Gateway Country, International House of Pancakes, General Cinema, Old Navy, Frank's Nursery & Crafts, Leslie's Swimming Pool Supplies, Hit or Miss and a myriad of others.

Silbert started his company in 1985 and has worked closely with such well known firms as Equitable Life, Fisher Brothers, Gap, Prudential, Talbot's, Tandy Corporation, Sears and Simmons Corp. "We've developed a great deal of repeat business with our clients, which shows they're happy with our work. Our tenant representation affords clients counsel on penetration into new markets as well as location and expansion within existing markets. We also provide market research and demographic studies, advisory services, site selection and lease negotiation, which include comparative analysis."

Silbert Realty's knowledge of leasing and marketing neighborhood, regional and specialty store retail projects stands it in good stead with landlord and developer clientele. It also offers clients an integrated portfolio of real estate services in the development of properties.

As for property management, it has more than 1,350,000 square feet under its control. "We have two people out in the field every day, going from building to building, making sure everything is running properly," explains Silbert.

Office buildings make up 20 percent of the Silbert portfolio. Some buildings like a 30-tenant medical building and some mid-rise structures in Bayonne and Irvington require on-site personnel. Silbert people do everything from collecting the rentals and paying the taxes to arranging garbage collection and snowplowing.



Brian S. Silbert

In 1998, the company listed \$58 million in business, in 1999 it did 20 percent more business and this year, according to the president, Silbert will do about 25 percent more business. About 60 percent of its work is in retail.

Thomas M. Trobiano, executive vice president, is a 16-year veteran in the sale, leasing, tenant representation and disposition of commercial properties. He has been the broker-consultant in New Jersey to General Cinema, Gateway 2000 Country Stores, Leslie's and Kinko's.

In addition to the Cranford Crossing assignment, Silbert has been named marketing agent of the developer of the

Route 1/9 Kmart Center in Linden for the 2.2-acre adjacent site and for a 288,000 square-foot shopping center anchored by Edwards Supermarket. Michael Horne, vice president of retail services for Silbert, is handling the leasing of Loehmann's Plaza, a 213,000 square-foot shopping center anchored by an Edwards Supermarket, with 6,000 square feet of ground-level retail space for lease. Horne has more than a dozen years' experience in retail leasing and has completed transactions with such firms as Staples, Blockbuster, IHOP, TGI Fridays, Payless, Barnes & Noble and Revco.

Juliet Fidlow, director of property management for the Watchung firm, has more than 15 years experience (including nine years with Tri-State Properties). She is involved in tenant lease negotiations, implementation of lease agreements, capital and leasehold improvements and financial reporting.

Connee Loew, vice president of management services, works closely with both institutional and privately-owned third party assets managed by the firm.

The company is exclusively marketing a retail project proposed for Route 31 and Church Street, Flemington and for a 12-acre undeveloped parcel opposite the Exxon headquarters in Clinton Township, which has more than 1,100 feet of frontage along Route 22.

"We're in the information business," says Silbert. "We have extensive knowledge and a comprehensive database. With the touch of a computer button, we can call up meaningful data for a client. In a sense, we are partners in the success of our tenants, landlords and institutions/investors." ❧