

COMPANY OF THE MONTH

Third generation family owned firm founded in 1917 and re-organized in 1997 Brasler Properties continues to enhance its existing portfolio and broker deals

Brasler Properties is a third generation family owned firm, founded in 1917 and re-organized in 1997. This boutique real estate company specializes in rehabilitating large single-tenant industrial facilities into state-of-the-art multi-tenant industrial space. By rehabilitating these existing, often brownfield designated sites; Brasler Properties creates like-new space at below market rental rates.

As a small service-intensive organization managing long-term assets, Brasler combines a dedicated work ethic with 21st century technology and expertise to ensure that tenant's needs are met immediately, efficiently and economically.

The Brasler approach is to transform large vacant or nearly vacant industrial facilities, market them and ultimately lease them to multiple tenants at attractive below-market rentals. The company delivers a superior level of fit out and lasting capital improvements that adds value to each facility it owns and manages. Simply put, the company creates exceptional space at lower cost.

For its equity participants, the company creates long-term investment opportunities in industrial property, a historically low-tenant-turnover, low vacancy and stable category of real estate. Brasler also provides advisory and brokerage services, in addition to its investor and development activity as a principal.

As Brasler continues to enhance its existing portfolio, identify opportunities in the Central Pennsylvania marketplace and broker deals in the Philadelphia area.

So far in 2006, leasing at the York Business Center (YBC) in York, PA has brought total occupancy to over 80% with the signing of; Eagle Logistics to 185,000 s/f and Logisco to over 200,000 s/f. In 2005, Brasler completed rehab on the remaining 800,000 s/f at YBC, of which, 250,000 s/f are currently available. A 1.5 million s/f former Caterpillar manufacturing facility, purchased by Brasler in 2002, the YBC has undergone a complete renovation with RR Donnelley Logistics becoming the first major tenant in 2003, taking 700,000 s/f. In 2004, The Bon-Ton Stores, Inc. leased a 50,000

s/f office building, retaining over 200 jobs in the area.

The 400,000 s/f Rte. 61 Distribution Center, acquired in 2001, in Reading, PA and completely refurbished in 2005, welcomed the following great tenants: Caterpillar Logistics, East Penn Manufacturing Co., Frito-Lay, Captran Logistics (Dole), Wholesale Millwork and Valley Supply. Located at 184 Tuckerton Rd., Muhlenberg Twp., 90,000 s/f is currently available.

2006 has seen the company increase its presence in the Berks County industrial market. Brasler, along with partner Endurance Real Estate Group, purchased the Premium Business Center (PBC), in June 2006. A 378,000 s/f, rail served facility, it is 100% leased to two tenants; Power Packaging, a division of Exel, part of the



York Business Center Eagle Logistics dock fit-out

Deutsche Post World Net Group, and Fibermark, Inc., a leading manufacturer of specialty fiber-based materials. The site currently has 6.5 acres of land available for sale.

This acquisition brings the company's ownership in Berks County to over 750,000 s/f and the current Pennsylvania ownership/management portfolio to over 2.6 million s/f.

In Philadelphia, the brokerage-side of Brasler Properties

brokered the sale of 101 South Independence Mall, an 85,000 s/f class A office building, currently occupied by CBS/Viacom and to be the new home of the National Museum of American Jewish History.

In 1999, Brasler identified Central Pennsylvania as an under-appreciated area of consistent growth and industrial investment potential and initiated several Industrial rehab projects. By the end of 2001,

activities included the acquisition, lease up and disposition of a 200,000 s/f Richardson Dr. facility in Lancaster and the purchase of a 330,000 s/f facility on Lewistown, PA.

As part of its ongoing commitment to the community, Brasler has designated The Arthur Ashe Youth Tennis Education organization (www.ashetennis.org) as the beneficiary of its pro bono work. Brasler has overseen the site selection and construction of the new \$12 million, 80,000 s/f AAYTE Center, as well as the disposition of the current 32,000 s/f site in the Manayunk section of Philadelphia. Currently, over 8,000 children participate in AAYTE's scholastic programs and the new facility will allow the number of children served and programs offered to increase significantly. ■

The Brasler Properties Team



Robert Brasler — second in from the left side standing

Chris Brasler — second in from the right side

Mark Bobb — tall, in the middle

Brett Brasler — far right

Robert M. Brasler *Chairman*

Robert Brasler is the captain of the team, raising capital, negotiating leases with tenants, qualifying brokerage relationships and working with government organizations on development related activities. As a member of Governor Rendell's transi-

tion team for community affairs, Bob was able to amplify the Brasler Properties mission of redeveloping qualified Brownfield properties in PA as a response to the urban sprawl issues focused on by the current administration. He is actively guiding both the brokerage and the development sides of the business,

drawing from many years of experience in the industrial real estate community.

Chris Brasler *President & CEO*

Chris is the vanguard of the third generation in Brasler Properties. He has overseen the acquisition and development of over 3 million s/f of industrial space in Lancaster, Reading, Lewistown, York and Philadelphia. Chris has been responsible for acquisition, operations and development budgets totaling over \$50 million. Chris's hands on approach to the due diligence process was honed through his entrepreneurial ventures prior to joining the firm. Chris manages the acquisition, rehab, leasing and fit up requirements of the properties. In addition, he constantly monitors market activities affecting the company's assets and adjusts the Brasler operational management and investment portfolio accordingly.

Brett Brasler

Senior Vice President of Business Development & Marketing

Brett became a member of the Brasler Properties Team at the start of 2004. Having assisted in the management of the opening and on-going operations of the Kimmel Center for the Performing Arts and subsequently the National Constitution Center, both in Philadelphia, he brings

a strong project management background to the company. Brett is currently overseeing all leasing and sales for commercial and industrial clients in the Philadelphia region. Through a committed focus on research he is the resident expert on both the Governor's latest incentive packages for developers and potential tenants as well as the Foreign Trade Zone and other programs that are applicable at the Brasler facilities.

Mark Bobb *Facilities Director*

Mark joined the team in 1999 and is responsible for day-to-day facility management, development construction and tenant improvements for the Brasler portfolio. Drawing from over 25 years experience overseeing the maintenance and operations of large industrial facilities, including significant manufacturing operations, Mark supervises the Brasler on-site teams and contractors. His ability to run a team of servicing vendors with a keen eye toward necessary capital planning has led to savings in construction projects and ongoing operations while delivering consistent high quality output. Mark also oversees the capital budgets for new projects, spec writing, bidding, hiring, and ongoing operation of the physical assets.