



Madison Square Realty (“MSR”) is a full service Minority Business Enterprise (MBE), New York State, license number 10491204535.

Madison Square Realty serves to deliver best in class services to its clients, who are institutional, corporate, owners, developers, City, State and Federal organizations who have determined that minority procurement in the real estate sector is important to the strategic initiatives of their organization. MSR is uniquely positioned to provide innovative real estate solutions for its customers using a diversity of thought in its approach.

Madison Square Realty provides an integrated suite of the following services:

Strategic Planning and Consulting

Tenant Representation

Portfolio Management and Optimization

Agency Leasing

Capital Markets and Investment Sales

Development Consultation

Project Management

All other services by request are provided directly through MSR or its Alliance Partners

To assist organizations with their supplier diversity requirements and initiatives, Madison Square Realty is also a principal member and majority owner of Diversity Marketplace (“DM”). Diversity Marketplace is a web-based platform designed to connect Minority, Women and Veteran firms (“MWVBE”) with a pipeline of commercial project opportunities in construction & real estate, offering online e-procurement plus critical resources including bonding, funding and teaming in order to maximize and facilitate diversity inclusion in contracting, supply-chain and development. This provides client organization the opportunity to receive minority procurement credits for engaging Minority, Women and Veteran firms (“MWVBE”) to handle their real estate needs. Additional information about Diversity Marketplace can be found at www.diversitymarketplace.com.

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Firm Overview

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Madison Square Realty

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Case Studies



Fifth Third Bank

Headquartered in Cincinnati, Fifth Third Bank—a \$111 billion company—is a national business with a presence in New York City but no real estate department, and no experience in assembling a team to build out space. When they decided to expand in place at 142 West 57th Street, the client specifically requested Eric’s involvement. His contribution was comprehensive: he provided site procurement services, tapped MBE firms including the Switzer Group as architect and Constructomics as general contractor, evaluated the cost of the renovation, and pulled in a Project Management group (see Commendation letter attached) to oversee consultant coordination. As a result of Eric’s work, the client knew the cost of the build-out upfront, which empowered Eric to negotiate a larger workletter allowance with the landlord; he was able to increase the amount from \$60 to \$75 per sq. ft.—a full 25%. The largest lease of any of Fifth Third’s U.S. satellite offices, the 14,000 sq. ft. Northeast flagship space is a new jewel in the crown for Fifth Third: the client was extremely pleased with the results, as well as with the large minority procurement figures.

Case Studies



Siebert Brandford Shank & Co

When Siebert Brandford Shank & Company planned to more than double their space at 100 Wall Street, they decided to undertake the estimated \$1.25 million construction project and assemble the team themselves. Aware that their municipal investment banking clients (i.e., The State of New York) had gone to great lengths to create significant opportunities for MWBEs, and that as a firm they'd been a frequent beneficiary of this outreach, they focused on maximizing opportunities for MWBE and individuals. As primary account representative, Eric aggressively but knowledgeably represented Siebert. He helped them identify the Switzer Group as their architect, and brought in a senior African-American head of estimating at a non-MWBE construction firm. Eric worked extensively with the Construction Manager to identify and solicit multiple MWBE firms in every construction category. The results were extraordinary: a total of 62% MBE participation, a number that increased to 72% counting minority professional account representation at non-MWBE firms. Siebert was enormously proud of how the private sector could successfully mirror public sector support of MWBE efforts—and Siebert gained a beautiful new headquarters space. Most recently, Eric was engaged for their current assignment.

Case Studies



Prudential Financial

When Prudential Financial sought assistance in identifying a methodology for bringing more minority representation into its eight-million-square-foot North American operations for both real estate transactions and procurement needs, Eric became part of a winning team of leading professionals. In their first engagement, when it was learned that Prudential's VP of Corporate Real Estate would be retiring, the team recommended as their candidate Lee Brathwaite, Managing Director and Global Chief Administrative Officer at a large financial institution, whose past accolades included honors from the NAACP. Prudential took the team's recommendation, and Mr. Brathwaite joined the firm in 2013. The team tracked efforts of the diversity initiative through a transaction manager with a reporting system to Mr. Brathwaite, and worked with its extensive African American network of professionals across the U.S. to provide brokers for local transaction assignments or tap the talent of MBE/WBE firms to gather bids for other services. In the first transaction under the agreement, Eric endorsed the recommendation of WBE JJ Falk to complete the design of Prudential's 8,500 sq.ft. space in the W.R. Grace Building; move-in was scheduled for December 2013, in time for Prudential to meet its year-end deadline.

Profile



Eric Yarbro

FOUNDER & CEO

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SPECIALTIES

Tenant Representation
Landlord Representation
Strategic Planning
Development
Leasing

AREA OF EXPERTISE

Bringing more than 25 years of experience to the table, Eric Yarbro combines his expertise

in deal-making for both tenants and large corporations, his exceptional development proficiency, and his informed implementation of diversity strategies—based on an extensive network of professionals and organizations—to serve his clients.

Entrepreneurial in his outlook, Eric is valued by his clients for his integrity and ability to successfully plan, execute and manage across a wide range of real estate-related

requirements. He frequently partners with his clients from the very beginning of their requirements through to move-in.

He has represented firms large and small, from well-known corporations with multi-market portfolios and established real estate processes—such as Eastman Kodak and General Motors—to up-and-coming firms that often require market education and recommendations to help them systemize their processes, a practice in which Eric often plays a central role.

BUSINESS BACKGROUND

Prior to launching Madison Square Realty, Mr. Yarbro was a Senior Vice President at CBRE. While there he, Mr. Yarbro handled the relocation, disposition and marketing of office space throughout New York City, with a particular focus on the

Penn Station and Grand Central submarkets.

EDUCATION & PROFESSIONAL DISTINCTIONS

Mr. Yarbro has been named to Savoy Magazine's top 100 Most influential Blacks in Corporate America three times (2010, 2012, and 2014).

He holds a Bachelor of Arts degree in Business Management from Bentley University.

COMMUNITY INVOLVEMENT

A champion of social change and a proponent of diversifying the commercial real estate industry, Eric regularly speaks to and mentors students and industry executives about the importance of diversified talent as a driver of diverse solutions.

Additionally, Mr. Yarbro is the founder and chairman of the Commercial Real Estate Services Network (CRESENT), an organization dedicated to promoting opportunities for minorities and women in mixed-use commercial development.