

# We're two years old!

## W&H Properties' promises become reality.

Ever since we launched the W&H Properties brand for our portfolio of Manhattan buildings two years ago, we have had one objective: fulfill the W&H promises of reinvestment, quality operation, and service that we had made to our tenant and broker partners.

Looking back, we think we are off to a good start at The Lincoln Building, 1359 Broadway, 250 West 57th Street and 501 Seventh Avenue:

- We have completed \$152 million in capital improvements, out of more than \$234 million planned.
- Our properties benefit from the best operations in more than 15 years.
- At press time, we have leased 1.2 million square feet of space and paid more than \$8.6 million in commissions (100 percent on signing).

In short, we've come a long way since the 2003 W&H Properties brand launch party, attended by more than 400 brokers on a vacant floor in 1359 Broadway (32% occupied at the time!). We started with a group of pre-war properties that were ripe for repositioning and modernization. The buildings had huge potential, with prime locations in thriving neighborhoods,

extensive transportation options, and our financially stable ownership.

Two years later, thanks to a massive property enhancement program and an equally important focus on tenant and broker service, with the

appointment of top managing and leasing agents – CB Richard Ellis, Cushman & Wakefield, and Newmark, W&H has grown from a mere idea to one of the most recognized real estate brands in Manhattan. Our buildings are turnaround success stories in the market.

W&H properties feature full lobby restorations or new lobbies altogether; all new elevator cabs and, where needed, new elevator machinery; new windows and repaired façades; new public corridors and restrooms on all multi-tenanted floors; and upgraded building systems.

To upgrade our tenant quality, we have consolidated smaller suites – in some cases reducing total tenant count by nearly 50% while maintaining high

occupancy – and combined front- and back-building offices to improve suite

**"We have had nothing but excellent things to say about the building itself...all of you in management there made [our move] very painless and helped us get settled in our new home."**

Bill Crickmore  
of Sun Life Financial,  
tenant of The Lincoln Building

quality and enhance views and lighting. We are still a portfolio of small- to mid-size tenant properties, but our small spaces

are now 1,500 square feet instead of 500 square feet.

Many of our suites had not been upgraded for decades. We commenced one of Manhattan's most aggressive pre-built office suites programs. Our very well received new suites are ready for immediate occupancy, featuring new ceilings, lighting, and flooring with highly efficient layouts. We are constantly delivering new pre-builts to the market; over one-third of W&H leases in the past two years have been in pre-built suites.

We've devoted just as much time and energy to our services as to our structures. Tenants and brokers are our number-one priority, and they can count on the highest levels of responsiveness and flexibility from ownership and management. We know that if we service a tenant well, the broker who brought us that tenant will work with us again, and the tenant will refer other tenants to us.

**"It's clear...that W&H is putting its money where its mouth is. They are aggressively upgrading the buildings in the portfolio, and are doing everything they can to help brokers seal deals."**

Marc Schoen  
senior managing director,  
Hunter Realty Organization



**THE LINCOLN BUILDING**  
60 EAST 42<sup>ND</sup> STREET,  
AT GRAND CENTRAL



**1359 BROADWAY**  
AT 36<sup>TH</sup> STREET  
IN THE TIMES SQUARE  
SOUTH DISTRICT



**501 SEVENTH AVENUE**  
AT 37<sup>TH</sup> STREET  
IN THE TIMES SQUARE  
SOUTH DISTRICT



**250 WEST 57TH STREET**  
IN THE HEART OF  
MANHATTAN'S  
NEW INTERNATIONAL  
MEDIA CENTER

Brokers are welcome anytime – with or without an appointment. All of our vacancies are in marketable condition, whether white-boxed for immediate tenant installation, PIO (prepared for immediate occupancy), or newly pre-built, so brokers can be confident that their tenants will be pleased to visit our buildings when on space tours. And every broker who shows space at a W&H building is automatically entered into our Show, Lease & Win™ contest to win one of three Apple iPods raffled off each quarter.

We have kept our promise to upgrade the properties, and we have kept our promises to brokers and tenants.

Whether it's paying 100% of commissions upon signing, or ensuring quick and painless moves, expansions, and renewals through turn-key leasing and the standardization of our leasing processes across the portfolio, we perform for you. Brokers

and tenants have a single point of contact on-site, facilitating leasing, operations management, construction and legal procedures.

Ownership works hand-in-hand with our agents to ensure that our tenants

and brokers are 100% satisfied. As needed, W&H Properties ownership gets involved in lease discussions – and we stay involved from move-in throughout the lease term. Our goal is to build long-term satisfaction with the professionals and tenants who make our properties successful. We conduct semi-annual tenant surveys that are carefully reviewed and acted on, and we hold regular town-hall style meetings with tenants to share information, solicit comments and address concerns.

Tenants can also take advantage of our Refer, Lease & Win™ program.

Through this program, existing tenants who refer new tenants to one of our

buildings receive American Express gift certificates for \$1,000.

Finally, we provide our tenants with many opportunities to give back to their local communities by organizing blood drives, food drives,

toy drives, and Girl Scout cookie sales in each building.

While we are gratified by the response to date, we've only just commenced our efforts! We have exciting plans for

2006 and beyond – including 350,000 square feet to lease, \$2.5 million in commissions to pay, and \$45 million in property enhancements at The Lincoln Building, 1359 Broadway, 250 West 57th Street and 501 Seventh Avenue.

We will also continue to expand our broker and tenant appreciation programs.

Every day there is new evidence at

our properties of how we deliver on our promises. Please visit our buildings, tour our pre-builts or white boxed space to see what quality looks like. Then talk to our tenants and brokers in your offices who have done deals with us. You'll learn that we are delivering on our promises.

Please give W&H Properties a chance to compete for your business. We Perform for You.

**"It's a pleasure to do business with such a responsive organization."**

Mitchell Konsker  
EVP, Cushman & Wakefield

**"We have received the utmost cooperation from management and are very satisfied with the dealings we have had with the leasing agents over the last two years."**

Shawn McGinnis  
facility manager,  
New York Power Authority  
(tenant of 501 Seventh Avenue)

## 100% Commission on Lease Signing



### Contact:

The Lincoln Building  
1359 Broadway  
250 West 57th St  
501 Seventh Ave

Newmark & Company Real Estate, Inc.  
Newmark & Company Real Estate, Inc.  
Cushman & Wakefield, Inc.  
CB Richard Ellis

John Sinon; johns@thelincolnbuilding.com / 212-697-0696  
Michael Frantz; mfrantz@newmarkre.com / 212-372-2203  
George Fabian; georgef@fiskbuilding.com / 212-246-2247  
Garett Varricchio; garett.varricchio@cbre.com / 212-984-8179

