

RESIDENTIAL

Cooper Square set to manage Lincoln Towers complex

Lincoln Towers, one of Manhattan's high-profile luxury residential communities, has appointed Cooper Square Realty Inc. as managing agent, announced David Kuperberg, president of Cooper Square.

The assignment – which covers six of eight buildings containing 2,700 apartments and includes management of Lincoln Towers Community Association – is effective immediately.

Located next to Lincoln Center, Lincoln Towers is a dominant feature of Manhattan's Upper West Side landscape and is regarded as one of New York's best addresses.

"We are extremely gratified to have won this most important assignment, which signifies the confidence that Cooper Square enjoys within the high-end residential sector," said Mr. Kuperberg. "In a sense, this is 13 assignments in one, including the community association, because each of the six buildings under our

management is a 'cond-op' and will require specialized attention for both its cop and condo portions."

The 20-acre Lincoln Towers includes 24-hour doorman/concierge service, package rooms, storage, modern laundry facilities and bicycle rooms, gyms, and playrooms. There is also a private five-acre park, a large amount of off-street parking and indoor garages.

"We plan to immediately install CooperSquareConnect, a state-of-the-art property management communication system that features expanded resident communication and management components," said Mr. Kuperberg.

"It boosts management efficiency and provides a significant additional amenity for residents."

CooperSquareConnect is a flexible system that ties together disparate systems, utilizing ordinary devices such as telephones. For example, the system allows



Lincoln Towers

the property manager to place a single call that is delivered instantly to all or a select group of residents. This can be used for an emergency or a myriad of other reasons.

The Greater
New York
Chapter of the
Institute of Real
Estate
Management
awarded
Edward A.
Riguardi of
Jones Lang
LaSalle as their
2003 Certified



Property Manager of the Year at IREM's annual dinner and awards presentation at the **Museum Club at Bridgewater's**. Considered the "dean of property management in New York," Riguardi (pictured with IREM 2003 Chapter President David Kuperberg, left) has over 40 years of experience in the commercial real estate industry.

Kuperberg says, "Mr. Riguardi embodies all that the CPM designation stands for — he has achieved professional excellence through significant real estate management experience, initiative and integrity."

CRAIN'S

NEW YORK BUSINESS

January 26 – February 1, 2004

Furniture chain opens fourth city outlet

FURNITURE RETAILER DESIGN

Within Reach will open a store at 27 E. 62nd St. in June, its fourth New York City location. The store is 7,600 square feet. Last year, the San Francisco-based company debuted in the Big Apple with locations in Brooklyn, SoHo and the meatpacking district. Robert K. Futterman and Fandel Retail represented **Design Within Reach**. Cushman & Wakefield Inc. represented landlord Cooper Square Realty.

HABITAT HOTLINE

MANAGEMENT

The Future is Now

For the board at Central Park Place, a 52-floor, 303-unit West Side condominium, communicating with all of the building's residents is always difficult. "Whenever there's a problem with the building," laments Kent Oz, board vice president, "everyone calls the concierge. The concierge line gets tied up, everyone gets a busy signal, and people get frustrated."

Worried about what to do in case of an emergency, the board had considered installing a building-wide public address system. But even that expensive option might not have been completely effective, Oz says.

Now Cooper Square Realty, the building's management company, is stepping up with a solution that not only could help solve the communication logjam, but also simplify and improve a number of building functions. Central Park Place is among the first buildings in New York City to be using Community Connect, a broad suite of high-tech tools right out of *Star Trek* that ties together disparate systems with an easy-to-use web-based interface.

The tools, which will be known as Cooper Square Connect to Cooper Square clients, have a number of features that promise to make communication more effective and building operations more efficient for everyone: the board, the property manager, the building's staff, and the residents. "Cooper Square Connect allows us to communicate faster and better," says David Kuperberg, president of Cooper Square Realty. "It utilizes ordinary devices like telephones as opposed to requiring residents to adapt to a computer."

The Chicago-based Simplikate, in conjunction with Canada's FirstService, developed Cooper Square Connect. FirstService owns a number of property management companies throughout North America and Community Connect available exclusively to those firms. In the New York City region, only Cooper Square and Wentworth Property Management will be able to



offer the technology to their clients. Wentworth will offer the services under the name Wentworth Connect. Simplikate CEO Tushar Patel demonstrated Community Connect recently at Cooper Square's offices in Manhattan.

A current condominium board member and former real estate investor himself, Patel was one of the founders of U.S. Web, a website development company that went public during the internet boom. He had run into certain repeating issues while managing his buildings and trying to get his board

together. Questions were asked over and over again by residents, sometimes with different answers, there was a lack of good information available to the board when they were able to meet, and much of a building's success depended on the quality of the individual manager assigned to it.

"It was hit or miss, and across my buildings I wanted to level the playing field," he says. "All of the managers had their strengths, but none of them had a centralized knowledge management system."