



Drake Life Realty Service LLC

Introductory Presentation



DRAKE

The A-Typical Brokers

New York's premier, boutique real estate brokerage and investment firm, serving the needs of local, domestic and international clients, providing a full range of services.

Drake Life Realty establishes a unique type of business model. We cater to the needs of individual customers and institutions who require a special level of expertise in the marketplace, *not just limited to real estate.*

Discover the difference!



Among the areas we specialize in are:

- *Residential Sales, Leasing and Development*
- *Short-term Luxury Accommodations*
- *Retail, Office and Industrial Leasing*
- *Hotel Acquisition and Development*
- *Strategic Investments*
- *Market Analysis and Feasibility Studies*
- *1031 Tax Exchanges*



Sellers and Landlords

Drake Life Realty believes in a team approach, which means that your property will never be represented by a lone broker. Our professionals work together on pricing analysis, marketing strategy and appointment scheduling, ensuring that listings get not only the largest exposure, but also the greatest personal attention possible.

Our track record is one that boasts a realistic approach to market valuation. The greatest value provided to a landlord or seller is determining actual prices versus glamorized overstatements of the property's value. We will never overprice to get a listing – we are in the business of consummating the transaction as quickly and effectively as possible.

As part of the larger brokerage community, our company believes the quickest way to generate potential business is to share listings with other agencies. Therefore, we immediately place all our properties on the most reputable broker networks and databases, ensuring the largest possible professional audience for your property.



Purchasers and Renters

Our team of veteran brokers covers the entire metropolitan area of New York City and the surrounding suburbs. Whether your needs are for a small apartment or large family home, our skilled professionals can help. Since a new home involves the realities of personal finance and preferences, our team works to tailor the best strategy that meets an individual's needs.

With access to more than 90% of the available real estate listings, we can quickly identify and schedule viewings within a few hours. As residential investments have taken on new life, we are also connected to databases and have formed partnerships directly with banks for access to below-market listings, whether for individual or bulk purchase.



Sellers and Landlords

Drake Life Realty believes in social and business networking, which provides us with an enviable rolodex of individuals, financial operations and other groups that are looking to acquire or lease commercial sites and spaces.

We have recently found buyers for the following property types:

Midtown Manhattan Hotel
East 40s Office Building

National Warehouse Package
REIT Shopping Mall Portfolio

We work with and place the following lessee types:

High-end Italian Restaurant Chain
Scandinavian Cultural Office

International Jewelry Designer
Full-service Hair Salon and Spa



Purchasers and Renters

Commercial real estate tends to be very decentralized and difficult to navigate. Therefore, Drake Life Realty makes the process as seamless – and as interesting – as possible.

We do not rely entirely on the usual navigation sites to obtain listings. Drake Life Realty has built a particularly strong network of contacts across the country of owners and industry insiders that provides us with a unique assortment of sales and leases that many traditional brokers might overlook or simply don't know about.

Our agents can assist with office, retail, medical, industrial and storage leases.

We possess strong experience in the office, hotel/motel, hospital, retail centers, land, and industrial sales markets.

Drake Life Realty can assist in purchasing existing businesses and leases.



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Marketing Approach

Traditional Residential Marketing

Drake Life Realty uses all **effective** hardcopy and Internet media including:





Marketing Approach

Traditional Commercial Marketing

Business owners, developers, investors, and commercial real estate professionals find our listings through just some of these platforms:



in partnership with The New York Times





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Marketing Approach

Alternative Marketing

Realizing we have entered a new era in business, where personal connections are more important than ever, Drake Life Realty has taken a proactive approach to networking in all formats. Examples include:

THE SOHO LOFT

NEW YORK

The firm hosts networking events at our private downtown Corporate Loft, where we gather powerbrokers from all industries, allowing us to maintain a cross-section of contacts. Business cards are exchanged and deals are discussed. This venue provides a wealth of opportunities for clients, where we can spread word about a development site, or gain knowledge of a joint venture offering our investors in which our investors can participate.

Our team participates in online networking communities where we share current offerings, learn of new opportunities, or blog about market realities. Leads are generated for all property types, through the private and targeted SmallWorld network, down to the broader-based Facebook platform. Exchanging ideas with old and new friends has been a great source of business for the company. With many young bloggers joining our fold, professionals online have access to many of our insights into market conditions and trends.



facebook

LinkedIn®



Special Services

Short-Term Luxury Accommodations

Drake Life Realty has a long history in the short-term luxury housing market, acquiring listings and forming alliances in the most prestigious residences and with the top concierge and reservation services in the United States and abroad. We can provide furnished accommodations as little as one night's stay to those discerning customers looking for unique places to call home, even if just for a limited time. Specializing in the best of metropolitan New York, our properties include:

The Essex House

Studio, One and Two Bedrooms with Park Views

The Cipriani Club

Top Furnishings and Full Club Access

The Hamptons

Classic Waterfront with Pier Access

Greenwich

Cottage Estate with Yard to Spare





Special Services

Financing

Lenders and Investors

Many of our cash-rich clients will find value in many of the vehicles we have, where they can lend at commercial rates to market players looking to:

- Rehab Discounted Properties
- Finance Construction
- Borrow on Bridge or Mezzanine Terms

Lenders and Investors can expect properly collateralized opportunities.

Borrowers

We can assist in obtaining financing from:

- Hard Money Sources
- Insurance Lenders
- Traditional Overseas Lending Institutions



Special Services

Distressed Purchases (for Buyers)

Drake Life Realty formed various strategic alliances with attorneys and bankers to bring our customers the latest in discounted properties throughout the Tri-State area and the United States.

REO Packages

Real-Estate Owned Packages, available at all price points, possess an array of building types that the average investor can purchase from a financial institution for a fraction of appraised value. Investors typically acquire these for long-term hold strategies or short-term rehabs.

Joint Ventures and Straight-to-Owner Deals

In many cases, individual owners are looking for investors to finance, partner on, or purchase buildings or developments. This is usually due to either internal liquidity problems or tight lending standards. Since many of these are off the market, investors are sure to find very special deals in the hotel, retail, office, condo and residential markets.



Special Services

Distressed Sales (for Owners)

Drake Life Realty has the ability to assist owners of residential or commercial property in finding the right strategy to avoid default.

Short Sales

Through our mitigation partners, we are in many cases able to sell a home in danger of foreclosure by negotiating a discounted offer price, less than mortgage value, directly with the bank. This increases the chances of a quick sale before the bank takes possession of the property, allowing the owner a softer hit on their credit.

Refinancing or Bankruptcy

We work with several specialists in these arenas that can provide services to owners in danger of loan default.



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Special Services

Florida Real Estate

Drake Life Realty has created a partnership with boutique brokerages in Florida comprised of highly experienced real estate professionals. Like our firm, they have created networks of owners, buyers and industry players throughout the state that allows them entrée to most traditional purchase and rental offerings, in addition to bank-owned assets, performing and distressed hotels and office buildings, and joint venture prospects in such high-profile markets as Miami, Palm Beach, Tampa and Orlando.

Even before the downturn in the market, our Florida partners prepared their clients for current realities and continue to help them select the right approach to maneuver through challenging times. In conjunction with their access to inventory, Drake Life Realty is able to offer our customers a full range of opportunistic products – from Foreclosed Beachfront Condos to Single-Family Packages to Art Deco Hotels – as well as a diligent service that competitively promotes and successfully transacts residential and commercial listings.



Special Services

The countrywide and international business experience of many of our agents is essential to Drake Life Realty's extended reach when considering the needs of a cosmopolitan clientele. Our list of domestic and overseas partners covers all types of transactions and investments. We advise on, search for, and represent projects of all types. Some examples:

Commercial

Atlantis Condo-Hotels of Juan Dolio (Dominican Republic)
Los Cabos Blue Hotel Beach Resort (Mexico)
Powder Mountain Ski Resort Development (USA)
Zanzibar Island Development Project (Africa)

Residential

Campeche Playa Golf Marina and Spa Resort (Mexico)
GoldenEye Lagoon Villas and Resort (Jamaica)
Los Faros de Panama Luxury Tower (Panama)
Saint-Tropez Luxury Golf Villas (France)
Arville Residences Apartment Complex (Las Vegas)



We can recommend the top people involved in:

Apparel

Banking

Energy

Entertainment

Marketing

Media

Mining

Transportation



About the Partners

David Drake

Mr. Drake became the Senior Director in commercial real estate at Prudential soon after joining the real estate business. He focused on building rehabs and income producing properties. Today he is invested in firms managing, but not limited to, services in loss mitigation, non-performing notes, tapes distribution, property development and management, construction and bridge financing, hard money lending and in realty financing for income producing retail, hospitality and office products.

Through his well-known networking events, Mr. Drake has developed a list of close contacts across industries, among them film, television, advertising, mining, and energy.

Ronda Savoy

More than 20 years in the business in the New York metropolitan area and the Southern United States have made Ms. Savoy one of the savviest brokers in the industry. After successful positions managing high-end luxury Manhattan brokerages, she branched into residential and commercial development in high-growth markets, working closely with principals in the financing, construction, marketing and management of portfolios throughout the Five Boroughs. Her network of owners gives her access to excellent purchase and lease opportunities, both on- and off-market, in the residential, commercial and industrial sectors.



Robert Buckley

With more than 25 years as a senior executive for a World Class financial institution, Mr. Buckley has directed major real estate financing and developments globally. A native New Yorker, he is keenly aware of the local market, while extensive international experience has garnered him the go-to guy for insight on projects from Asia to Europe. He currently heads the Investment and Advisory Services for our business, working closely with clients on the analysis and feasibility of major acquisitions and strategies, not limited to buildings, land, and institutional financial packages.

Pedro Carrillo

A background in banking and international business has allowed Mr. Carrillo to bring keen insight into global real estate transactions from political and economic perspectives. He has built a real estate and financial network throughout New York, Florida, California, and Latin America that allows for expanded opportunity for clients looking for the most stable investments for the best possible returns. Mr. Carrillo manages Business Development and works to expand the company's Strategic Partnerships throughout the globe.



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