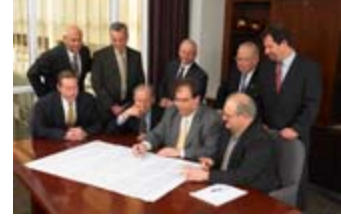


NEWS RELEASE

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- A Strategic Alliance of real estate firms takes a new slant on doing business to assist builders and developers during tough economic times
- Offering compatible services streamlines the process, helping clients save time and money

“In today’s marketplace, where a lot of companies have downsized to become more efficient, we’re offering one source as they out source, and one point of contact.”

– Bill Feinberg, president of Feinberg & Associates

EIGHT REAL ESTATE FIRMS FORM SUCCESSFUL STRATEGIC ALLIANCE *Business Team Takes New Tact As Economy Recovers*

VOORHEES, N.J., November 2, 2009 – In today’s challenging business environment, forming strong relationships with business partners is essential to any company’s survival and growth. Bill Feinberg, president of Voorhees, N.J.-based [Feinberg & Associates](#), understands the difference between the rhetoric of partnership and the reality. As a result, he spearheaded the formation of a Strategic Alliance between eight diverse real estate-related companies in 2008 who collaborate today on projects to take advantage of new opportunities. In less than a year, Feinberg has translated his vision into a competitive reality.

The Strategic Alliance takes a new slant on doing business to assist builders and developers during tough economic times, according to Feinberg. By working on potential future projects together, and sharing information and knowledge across company borders, they can leverage areas of synergy. The Alliance combines the talents of multi-disciplinary professionals located throughout the Tri-State and Mid-Atlantic region offering a different scope of services, from the initial acquisition of land to the final sales and marketing of a development. Combined, they total a workforce of more than 500 professionals.

“With backgrounds in various areas of real estate, each member brings a unique aspect of the development process to the table,” stated Anthony Naccarato, a principal of [O’Donnell & Naccarato](#) in Philadelphia, Pa. “Every member has a great deal of experience that you wouldn’t find in one single organization.”

The Alliance includes experts that work seamlessly to assist with all aspects of building and development. “We have engineers, architects and financiers sharing opportunities and not just selling services,” adds Feinberg whose firm provides architectural and site

design services. “Because of our network and various locations, we bring together clients who are landowners, developers, and builders that have parallel interests.”

Putting compatible services together streamlines the process, helping clients save time and money, explains Bill Becker, president of the Teaneck, N.J.-based [William E. Becker Organization](#), a marketing and sales firm focused on 50+ active lifestyle communities. Becker added: “We’re assisting our clients in solving their challenges. They benefit from our specialists who can be involved in the entire development process.”

“In today’s marketplace, where a lot of companies have downsized to become more efficient, we’re offering one source as they out source, and one point of contact,” Feinberg said.

“Clients can work with the entire Alliance at once or use members individually,” according to Joseph Di Bernardo, president of [Joseph L. Di Bernardo & Associates](#), a northern New Jersey real estate consulting firm. “It’s the client who decides where they need our involvement.” The Alliance strategy is to target large-scale mixed-use multi-family, active-adult and large-scale commercial and residential projects.

“In today’s market every prospective purchaser is focused on getting a great deal,” added Don Smolev, president of [The Marcon Group](#), an Elmsford, N.Y.-based real estate sales and marketing consultant firm. “What could be better than dealing with a single team that is able to complete a project from start to finish and establishing and controlling costs right from the start?”

Feinberg’s architectural design team is often brought into a project at the onset to evaluate density, appropriate products and a workable site plan. As a result, the firm brings in its team before they are even hired. “It’s an excellent way in which developers can become acquainted with the various professional services this group offers at no initial cost,” states Feinberg.

Value-Added Services: Building on Relationships

To take full advantage of the opportunities in this market, the business team offers value-added services, combining their experience, creativity and flexibility. “But it’s our connectability that distinguishes us,” asserts Charles Kauffman, Jr., president of [C.H. Kauffman & Associates](#), a N.J.-based financial company servicing the development and construction industry. “We don’t just sell our services; we’re making connections that wouldn’t normally occur, making marriages that benefit prospects. The work that results from this is to the benefit of all involved.”

“As individual members, we’re not expecting to be included in all of the Alliance’s projects,” states Tom Osborne, vice president of [Patton Harris Rust & Associates](#) (PHR&A), an engineering and land development firm. “The Alliance presents its’ program and then builds a team based on each clients’ needs.”

Even before the Alliance was formed, nearly half of the members had long-standing relationships. Creating a flexible business network that promotes the sharing of information was a natural progression.

“We worked hard to find the right set of people for this Alliance. They all have successful businesses that were not impacted by the downturn in the marketplace,” explains Feinberg. In less than a year, the Alliance has coordinated two large projects and is currently on the verge of contracting another multi-million dollar deal. The Alliance is involved in a variety of projects working on behalf of builders, developers and public/private entities. In addition, the Alliance is assisting with redevelopment plans for municipalities to jump-start stalled projects.

“We are reaching out to new and existing clients, not only in our established market areas, but also in regions that present new opportunities and challenges for this extraordinary team,” adds Rod Ritchie, technical director of [AKRF](#), an environmental, planning and engineering consulting firm with multiple offices in the Northeast. “We as a company are excited about this innovative approach to business expansion, and we are pleased that the reaction from the market was very positive to the extensive services the Alliance offers!”

Overall, the Strategic Alliance is a fresh perspective reflective of what is happening in today’s business environment – companies are joining forces, collaborating in an uncertain world. “The real estate work we do today will be the real growth of the firms when the economy comes back,” concludes Feinberg. “It takes a long time to get projects in the ground, and in times like these, the busy firms will be positioned for a recovery.”

For more information on the Strategic Alliance, visit <http://feinbergdesign.com/alliance/index.html>.

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[About Feinberg & Associates](#)

[About The Strategic Alliance](#)

PHOTO CAPTION: The Strategic Alliance combines the talents of eight professionally diverse firms located throughout the Tri-State and Mid-Atlantic region. Each member’s firm brings a different scope of services to the table, ranging from land acquisition to development to marketing and sales. Alliance members pictured are: (standing, L-R) Joseph DiBernardo of Joseph DiBernardo & Associates; Scott Wolford of Patton Harris Rust & Associates; Charles Kauffman of C.H. Kauffman & Associates; William Becker of The William E. Becker Organization; Doug Smolev of The Marcon Group; (sitting, L-R) Rod Ritchie of AKRF; Thomas Osborne of Patton Harris Rust & Associates; Bill Feinberg of Feinberg & Associates; and Nick Cinalli of O'Donnell & Naccarato.