

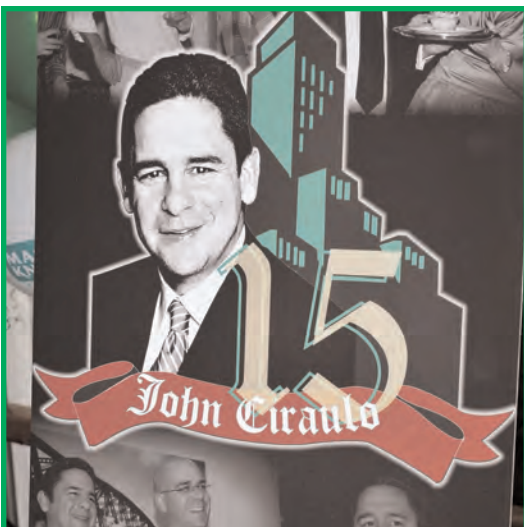
GREEN PASTURES

The Monthly Internal Newsletter of Massey Knakal Realty Services



“You have to love a nation that celebrates its independence every July 4, not with a parade of guns, tanks, and soldiers who file by the White House in a show of strength and muscle, but with family picnics where kids throw Frisbees, the potato salad gets iffy, and the flies die from happiness. You may think you have overeaten, but it is patriotism.

~ Columnist Erma Bombeck



Congrats!

15 years and going strong ...

Partner/
Vice
Chairman
**John
Ciraulo**

MASSEY KNAKAL MOVES INTO THE FUTURE

As you all know, Massey Knakal launched its new, enhanced website at www.masseyknakal.com. Under the direction of Director of Marketing Jessica Paindiris, Massey Knakal's new website is just one of many re-branding initiatives the company recently invested in. In addition to a design and organization overhaul, the site better caters to multiple real estate audiences. Investors and brokers can enjoy its sophisticated search function, owners can learn about which broker is best to reach under the Massey Knakal Territory System™ and general NYC real estate enthusiasts can appreciate the 100+ informational pages dedicated to each neighborhood in the New York metropolitan area.

The proof is in the numbers.

During week #1 of the launch we had:

OV requests:

5

Broker list requests:

46

Investor list requests:

37

The Massey Knakal Reel – a blog for breaking news about new exclusives, sales and other real estate news – will launch soon. **“The new website will lead the commercial real estate industry in terms of showcasing and searching property inventory in a very easy, intuitive manner,”** Ms. Paindiris said. **“This aspect, coupled with the fact that Massey Knakal has the most commercial property inventory exclusively for sale in the New York metropolitan area, will make our new site an essential destination for anyone involved in commercial real estate transactions.”** Advanced search features allow site visitors to search multiple criteria at once (by neighborhood, property type, price); sort results by price or by location; and see search results on a Google map. Additionally, the website makes it easier to request targeted email, direct mail and fax alerts regarding listings. People will also be able to request a complimentary Opinion of Value for their property online. To support the launch, Massey Knakal has a new ad and email marketing campaign that will begin later in the summer. Additionally, the firm is hosting a launch party July 30.

MONTHLY INTERVIEW - KARI NEERING

Director of Public Relations

(Editor's Note: The following questions were not made up by me, Kari Neering, nor was it my idea to be interviewed. My peers in the Manhattan office thought it was time to put me in the hot seat.)



We all know you love your celebrity gossip. If you could be any celebrity, who would it be and why?

Wow. What a great question! I'd have to give that some thought, but I can definitely tell you it would not be Mario Lopez. Ok, we get it... you work out. I hate that guy. What a cheeseball!

The New York Post is your favorite newspaper. What section do you read first?

Page Six, obviously! Ummm.... I mean the real estate columns.

Your nickname around here is "Scoop" How did you get it?

You'd have to credit Mike Soleimani, who no longer works here. I drove that little man absolutely crazy when I sat next to him because I talked all the time. Imagine? Jonathan Hageman had a question one day and Mike said, "Why don't you ask Scoop?" Hags thought it was genius. I guess I'm always in the know about who's doing what and why, particularly in the celebrity world. It's disgraceful how much random information I know about celebrity/pop culture. Scoop caught on and once Bob Knakal started using it, the rest was history.

You have a reputation for eating Ramen noodles and cheese crackers everyday for lunch. What's your general dietary plan? How long have you been doing it? How did it start? What's your favorite meal?

I do not eat Ramen every day! I used to, and I still can't seem to live it down. The stuff is economical, let's be honest. I don't have a general dietary plan, I eat what I eat. But I will say that my lunches have to be easy. I have no idea what I do in the morning that takes so long, but once I walk my dog and get myself ready, I'm almost always running late. If I can grab a Ziploc tupperware bowl and a can of something, I'm happy. I have no idea what my favorite meal is, but in a pinch, tomato soup with 1% milk, shredded cheddar and rotelle pasta never lets me down.

What are your future plans? Staying in New York?

I've fielded that question many times since I moved from Michigan 7 1/2 years ago. I've learned that it's pointless to make plans. I do love New York though. Everyone knows that about me.

You were a newspaper reporter for years. What was the most interesting/exciting story you've covered?

By far and large, September 11. I had only been living in New York nine months. I remember the chaos of the newsroom that day. It was exactly like you see in the movies. I spent about a year covering funerals and memorial services - I lost count how many. I was the rookie so I worked every weekend, therefore a lot of the responsibility fell on me. It was tough. I was 24 and away from my family, immersed in misery on a daily basis. I learned a lot, but the experience was devastating. I'll never forget the faces or families.

There's been talk that you are writing a book. What type of book is it? What inspired you to do this?

I've wanted to write a book for as long as I can remember. I never really had a plan and still don't. I always wanted to base something loosely on my experiences and not make the book autobiographical, but it's tough because you feel like a liar when you switch anything up. I have a lot of stories. Some tragic, many hysterical. At this point I basically have about 65 Word pages with a lot of swear words. What will become of them is anyone's guess. Maybe one day there will be a "Bay City to Broadway" in circulation. Bay City is where I grew up in Michigan. If so, I probably can't go home for awhile. My ex-boyfriends won't be happy.

In a blind taste test, what would win - fried bologna or SPAM?

Fried bologna, hands down. And don't forget the ketchup. But for the record, I do eat normal food too people!

Diana Alveris - 7/2 (1)
Josh Davis - 7/2 (1)
Philip Kean - 7/5 (3)
Casey McCormack - 7/6 (3)
Miguelangel Burdier - 7/9 (1)
Philip Huang - 7/9 (1)
Veronica Quinones - 7/11 (3)
Nick Burns - 7/12 (4)
Guthrie Garvin - 7/14 (4)

Meyrick Ferguson - 7/19 (9)
Billy Simons - 7/20 (3)
Sean Barnes - 7/25 (3)
Jasmine Mele - 7/26 (3)
Mark Spinelli - 7/26 (4)
Shimon Shkury - 7/31 (6)

ANNIVERSARIES

BIRTHDAYS

Kevin Holmes - 7/1
Joshua Barclay - 7/4
Estee Kostandt - 7/4
Kevin Jiang - 7/4
John Falco - 7/7
Valentina Cucuzza - 7/11
Kenneth Freeman - 7/16

John Stanton - 7/20
Matthew Rudert - 7/23
Kyle Mast - 7/24
Nancy Guo - 7/24
Christopher Phillips - 7/25
Adam Hess - 7/28
Iris Yang - 7/29