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For Immediate Release:

03/23/09

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Madison Commercial Real Estate Hosts Seminar For West Coast Property Owners On Recession-Proofing Real Estate Portfolios

Experts Provided Strategies on Reducing Taxes, Minimizing Expenses, Maximizing Cash Flow and Preserving Equity

LAKESWOOD, N.J. - In this challenging economy, most West Coast investment property owners are focused on reducing taxes, maximizing cash flow and preserving equity. Industry experts of Madison Commercial Real Estate Services (MCRES), which is based in Lakewood, N.J., recently provided strategies on how to accomplish those goals at a seminar in Beverly Hills, Calif. MCRES is an umbrella organization that offers specialty services nationwide for the commercial real estate market through a group of related companies.

"It's not too late to work on recession-proofing a real estate portfolio," said Daniel Kasten, CFO of MCRES, who served as one of the keynote speakers. "Even in an economic downturn, property owners can increase revenue and improve their bottom line through lease abstracts, CAM audits, cost segregation and §1031 exchanges as well as other available solutions."

In addition to Kasten, Moshe Becker, CPA, CEO of Madison SPECS LLC and David Tesler, Esq., CEO of LeaseProbe, LLC and Real Diligence, LLC spoke at this seminar entitled "2009 Real Estate Strategies Seminar: How to Reduce Taxes, Minimize Expenses, Maximize Cash Flow and Preserve Equity." A Cow Jumped Over the Moon in Beverly Hills hosted the event, which was well-attended by CPAs, tax and real estate attorneys, and owners of investment properties.

"Cost segregation is an often overlooked strategy when it comes to reducing tax liabilities," noted Becker. "When conducted by a qualified team of accounting, engineering and tax experts such as ours, these studies accelerate tax deductions by identifying and reclassifying eligible assets."

Tesler presented the ins and outs of lease abstracting and gave examples of how it works to increase revenue. He noted, "Meticulous lease abstracts enable owners and managers to identify critical lease dates and review operating expenses, CAM, taxes and insurance. Owners are probably leaving money on the table if they haven't reviewed their leases recently."

The panel of experts also discussed how to find hidden gems through financial due diligence of foreclosed or distressed assets as well as the benefits of tax deferrals through §1031 exchanges. In addition to the presentations, the program included question and answer sessions, dinner and time to network with fellow attendees.

MCRES's group of companies includes Madison SPECS, which offers expert cost segrega-

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tion studies; Madison Exchange, one of the nation's leading Qualified Intermediaries in §1031 exchanges; LeaseProbe, the only company in the U.S. devoted exclusively to the production of commercial lease abstracts; and Real Diligence, which offers accurate and reliable financial due diligence for commercial real estate acquisitions. Madison Title Agency, a national title agency, handles searches, writes policies, manages transactions and provides closing and escrow services in all 50 states, with more than \$75 billion in insured title transactions to date. Madison Equipment Financing specializes in financing new and used equipment for small and medium-sized businesses with target transactions ranging from \$10,000 to \$500,000.

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