

MEDIA ADVISORY



MADISON
COMMERCIAL
REAL ESTATE
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For Immediate Release:

12/04/08

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Madison Premiers New Division For Financial Due Diligence and Real Estate Portfolio Management

RealDiligence.com Website Offers Valuable Tools

LAKESWOOD, N.J. – Madison Commercial Real Estate Services (MCRES) has introduced the newest addition to its portfolio of specialty services with the launch of Real Diligence, LLC. In making the announcement, MCRES President Joseph I. Rosenbaum stated, "With the world economy in such turmoil, there is an urgent requirement in the commercial real estate market for accurate, comprehensive financial due diligence and portfolio management support. Owners and investors need to know the real value of any property they are looking to buy or refinance, and they need to maximize the revenue from their existing properties. That's what Real Diligence now provides."

Real Diligence is launching with a sophisticated website (www.realdiligence.com) that provides immediate access to a broad range of services and resources for clients including pre-acquisition, post-acquisition and management tools. To provide a clear introduction to the essentials of commercial financial due diligence, a free downloadable handbook titled Due Diligence 101 is available on the website and in print. The website also features a "Financial Due Diligence Done Right" Webinar, hosted by real estate financial due diligence experts David Tesler, Esq. and Samuel Wagner.

"We're providing a full package of client services on our website for real estate investors and portfolio managers," said the company's CEO David Tesler. "We're also alerting visitors to the special importance of financial due diligence in today's challenging marketplace. Banks, in particular, understand this and they are now turning to us for expert help in assessing the real value of properties in the process of loan restructuring. Clients are also turning to us as they seek to acquire distressed and foreclosed property to ensure they know the property's true financial health."

To fully assess the financial health of any property, Real Diligence undertakes a thorough review of all relevant documentation and prepares customizable, user-friendly reports that include: income and expense verification; financial modeling/cash flow analysis; IRR analysis of leveraged and non-leveraged returns; and CAM services, including CAM reconciliation and validation. Mr. Tesler said, "With our services, clients

can see whether a seller is representing a property accurately, with real income/expenses numbers. They can also appropriately negotiate a new deal for properties in the process of loan restructuring to avoid foreclosure. And they can identify potential trouble spots as well

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as additional income opportunities.”

As a member of the MCRES corporate family, Real Diligence benefits from the institutional strength and support of each of the umbrella organization’s specialized services. In addition to Real Diligence, this group of independent but related companies includes: Madison Title Agency, a nation-wide title agency that handles searches, writes policies, manages transactions and provides closing and escrow services in all 50 states; Madison SPECS, offering expert cost segregation studies; Madison Exchange, one of the nation’s leading Qualified Intermediaries handling §1031 real property exchanges; LeaseProbe, the only company in the U.S. devoted exclusively to the production of commercial lease abstracts; and Madison Equipment Financing, specializing in leasing equipment to small and medium-sized businesses with target transactions ranging from \$10,000 to \$500,000.

“Madison now provides truly comprehensive commercial real estate support,” said MCRES Director of Operations Elliot S. Zaks. “From lease abstracts and due diligence all the way to the final closing, our clients can turn to us for the meticulous research, expert assistance and reliable service they need.”

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Madison Commercial Real Estate Services, LLC is an umbrella organization that offers specialty services nationwide for the commercial real estate market through a group of related companies. Madison Title Agency, a nation-wide title agency, handles searches, writes policies, manages transactions and provides closing and escrow services in all 50 states, with more than \$50 billion in insured title transactions to date. Madison SPECS offers expert cost segregation studies. Madison Exchange is one of the nation’s leading Qualified Intermediaries in §1031 exchanges. LeaseProbe is the nation’s only company devoted exclusively to the production of commercial lease abstracts. Real Diligence offers accurate and reliable financial due diligence for commercial real estate acquisitions. 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.