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# MANN REPORT

## Madison Commercial Real Estate Services Offers Insight To Help Property Owners Survive The Recession

“Even in the worst of economic times, there are tools that allow property owners, investors and managers to maximize cash flow, reduce tax liabilities and preserve investment capital,” explained Daniel Kasten, CFO of Madison Commercial Real Estate Services (MCRES) based in Lakewood, N.J. The company offered a series of seminars with creative solutions for managing real estate portfolios during these challenging times. Kasten, one of the key speakers, explained, “Too often, even experienced professionals overlook these tools and leave money on the table. These strategies can help recession-proof any real estate portfolio.”

MCRES recently hosted three seminars, which featured networking opportunities, five presentations from experts and dinner. Locations included restaurants in Brooklyn, N.Y., Teaneck, N.J. and Cedarhurst, N.Y. “The events were well attended by CPAs, real estate and tax attorneys, brokers, investors and property owners,” said Elliot Zaks, MCRES founder and director of operations.

One strategy discussed was cost segregation, presented by Eli Loebenberg, CPA, CEO of Madison SPECS, LLC. “A cost seg study conducted by a team of qualified accounting, engineering, and tax experts can help accelerate the tax deductions you claim for depreciation by reclassifying eligible assets to shorter recovery periods. Ultimately, that means a better balance sheet,” he said.