



FALL 2022

CONTENTS

2

**Client Financial
Success Stories**

3

**Energy Report
Cards and Local Law
Compliance**

5

**Why Your Building
Needs Flood
Insurance**

6

**FirstService
Residential
In the News**

Protesting Real Estate Tax Assessments

Message from General Counsel Ben Kirschenbaum

The [annual tax certiorari process](#) can result

in significant savings through reduced real estate taxes, so challenging the assessed value of your property should be an essential part of your building's financial plan each year.

FirstService Residential strives to provide unmatched value by using our purchasing power to obtain opportunities for better services at lower prices. Among the many value-added services our clients can benefit from is an arrangement with the prominent law firm of Goldberg Weprin Finkel Goldstein LLP to obtain real estate tax certiorari services.



Goldberg Weprin can obtain significant reductions in property tax assessments resulting in substantial real estate tax savings. Better yet, FirstService Residential clients can obtain this legal service at rates that are 40–50% lower than fees generally charged by competing firms. This [short video](#) further explains the potential for savings.

Whether an offer of reduction is reasonable and should be accepted involves an analysis that only tax certiorari attorneys can properly provide.

Property tax assessments for the 2023/2024 tax year will be released on January 15, 2023, and protest applications must be filed by March 1.

CLIENT SUCCESS STORIES

Aggregate Assessment Reduction Obtained	Result
\$37 million	Tax benefits of ~\$4 million to a co-op
\$13+ million	Tax benefits of \$1.6+ million for a condo
\$10+ million	Tax benefits of \$4+ million to a co-op

Client Financial Success Stories

Our affiliate, FirstService Financial, proactively evaluates our clients' reserve portfolios to maximize interest income on deposit balances through FDIC-insured money market accounts and CDs. With billions in deposits placed at commercial banks specializing in real estate, our team is able to negotiate favorable rates for our clients. In 2022, those rates generated over \$5.5 million in additional interest income for our clients.



SUCCESS STORIES

- Brooklyn Condo — Moved net refinance proceeds and matured CDs into new investments to generate an *additional \$18,000 per year*
- Manhattan Condo — Moved \$2M into higher-yielding banks to generate an *additional \$5,500 per year*
- Bronx Co-op — Reallocated \$7M in brokerage cash to generate an *additional \$28,000 per year*
- Queens Co-op — Moved \$4.4M from brokerage cash to generate an *additional \$17,000 per year*
- Manhattan Co-op — Reinvested matured CDs into new investments to generate an *additional \$8,400 per year*
- Queens Co-op — Moved all reserves into a cash management program to generate an *additional \$6,700 per year*

STAYING CONNECTED

RESIDENT NEWSLETTERS



Our *First Edition* newsletter for shareholders, unit owners, and residents is designed to reduce the number of routine questions our boards and property managers receive. Our goal is to free up our management team's time so they can address more pressing tasks for your property.

"Excellent newsletter packed with useful info! I was delighted to see this being circulated. Thanks for trying to keep us informed in so many ways."

—Board Member
Upper West Side Co-op

"I admire this fun publication and the wonderful photos that evoke home, family, diversity, and fun. Your tidbits of well-researched NYC-specific ideas are great!"

—Shirley S., Owner
Manhattan Condominium



Our [NYC Lifestyle](#) newsletter helps our residents make the most out of our beautiful city by sharing local events, activities, and special offers of interest.

ENERGY REPORT CARDS

Each year we present our clients with an Energy Report Card that includes an analysis of the building's energy use, utility costs, typology information, carbon emissions, and operating equipment. Our team uses the data to benchmark each building against others in our portfolio, enabling our in-house energy experts to identify where a building has the most opportunity for energy and carbon savings.

"Our Energy Report Cards are designed to help boards make informed decisions on opportunities that will optimize their property's energy performance, reduce emissions, and lower annual operating costs," says Kelly Dougherty, president of FirstService Energy. "We are the only NYC management company to take this proactive approach to helping our clients maximize efficiency and comply with the city's local laws."

Where is Your Building on the Path to Local Law 97 Compliance?



NEW HEADQUARTERS



FirstService Residential relocated to new headquarters at 575 Fifth Avenue. Recognizing that our associates are the foundation of our continued success, we invested significant resources to create an environmentally conscious work environment with state-of-the-art office technologies. The office also was designed to meet [WELL certification](#) guidelines to enhance our associates' health and well-being.

CLIENT SUCCESS STORIES

We are proud of our track record working with boards to successfully achieve their goals. Our [collection of case studies](#) illustrates the value of partnering with FirstService Residential.



Steam Trap Replacement Project

[View More](#)



Building-Wide Leaks & Local Law 11 Facade Inspections

[View More](#)



Major Security Breach at a High-End Condominium Property

[View More](#)



Boiler Replacement & Building Energy Audit

[View More](#)



Lending Solutions for Boards and Building Owners

[View More](#)



Strategic Banking & Cash Management

[View More](#)

NEW CLIENTS

Welcome

to the FirstService Residential Family



100 ELEVENTH AVENUE

Manhattan
57-unit condo



1133 FIFTH AVENUE

Manhattan
13-unit co-op



LOUIS PHILLIPPE CONDOMINIUM

312 West 23rd Street,
Manhattan
77-unit condo



3777 INDEPENDENCE AVENUE

The Bronx
193-unit co-op



70-31 108TH STREET

Forest Hills
119-unit co-op



BLVD CONDOMINIUM*

107-06 Queens Blvd.,
Forest Hills
74-unit condo



MILAN CONDOMINIUM

300 East 55th Street,
Manhattan
118-unit condo

The greatest compliment we can receive is the referral of new business.

Thank you to our board members, building owners, residents and professional industry partners for having the confidence in FirstService Residential to recommend our company to your neighbors, friends and clients.



500 WEST 22ND STREET*

Manhattan
10-unit condo



135 EAST 79TH STREET

Manhattan
31-unit condo

**New development consulting and management*

Flood Insurance

FirstService Residential received notices of flood claims from more than 50 buildings that experienced severe property damage following Hurricane Ida. Those claims included buildings with a flood insurance policy, as well as many buildings that did not. Board members located in low-risk flood zones typically choose not to purchase a flood insurance policy because there is no requirement to do so.

“Every building needs flood insurance,” says Sean Kent, VP of Insurance at [FirstService Financial](#). “Considering that more than 25% of flood claims come from properties located outside of a high-risk flood zone, it’s



understandable those properties are less likely to have adequate flood insurance. We always advise board members to invest in quality coverage as emergency weather events are increasingly more common.” [Read more here.](#)

WE APPRECIATE CLIENT FEEDBACK

One of the ways FirstService Residential continues to elevate our customer service is through our use of NPS (Net Promoter Score), a globally recognized method of measuring customer satisfaction and overall client experience. NPS asks our board members to provide feedback on one question: “How likely are you to recommend us as a management company?” Recent comments include:

Testimonials



“I’m impressed with the support system that comes along with FSR management including mortgage refinance, project management for our amenity space upgrade and FirstService Energy to reduce emissions.”

– BOARD PRESIDENT

“We are very impressed with the talented and competent people. It is a comfort that it is all under one corporate umbrella.”

– BOARD PRESIDENT

“Very professionally run with a great support infrastructure in place.”

– BOARD MEMBER

“FirstService’s broad capabilities are important, such as its energy component. Extensive portfolio of buildings helps us make decisions based on comparison to other buildings in our board deliberations.”

– BOARD TREASURER

“It is one stop shopping, so to speak, with their scope of resources. The interaction and accessibility on a personal level has been beneficial to us. You get the input in real time. We can reach out and find out what other buildings are doing and put everything in context.”

– BOARD MEMBER

In The News

Due to our breadth of expertise, media outlets continue to seek commentary from our in-house subject matter experts. Recent coverage has included:

The New York Times

Dan Wurtzel, president of FirstService Residential New York, was quoted in [The New York Times' Ask Real Estate](#) column on front desk key retrieval policies.



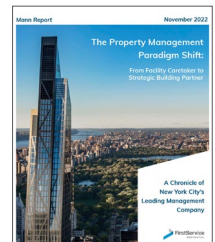
COOPERATORNEWS NEW YORK THE CO-OP & CONDO RESOURCE

Kelly Dougherty, president of FirstService Energy, is quoted extensively in [“Carbon Studies: Reducing Carbon, Saving Money.”](#) an article in *The Cooperator* about the importance of conducting a carbon study in anticipation of compliance with NYC Local Law 97.



MR MANN REPORT

[“The Property Management Paradigm Shift,”](#) November’s *Mann Report* cover story, profiles FirstService Residential’s evolution as market conditions and increasingly complex local laws have driven management companies to expand their services and retain in-house expert consultants.



COOPERATORNEWS NEW YORK THE CO-OP & CONDO RESOURCE

Our General Counsel Ben Kirschenbaum offered commentary in *The Cooperator* article, [“Who’s a Good Board? Pros Weigh in on Co-op & Condo Leadership.”](#)

“Arguably, the most significant professional relationship for a board is with its managing agent. While boards set policy and make decisions for their buildings or communities, the managers are there to carry those decisions out—and for that interdependency to work smoothly and efficiently, a board has to be able to communicate, collaborate, and trust their management professionals.”

Kirschenbaum has been interacting with residential boards for the better part of four decades and has seen an evolution of sorts over that time which he characterizes as moving toward ‘higher expectations on both sides of the equation.’ While boards are increasingly made up of professionals—and, perhaps unsurprisingly, operating more professionally—they are also increasingly relying on their managers to liaise with other building professionals and to get the day-to-day business done. This, says Kirschenbaum, is how it should be.

Cooperator Expo Sponsored-Seminar

Enhancing the Resident Experience

Hospitality is more than a hashtag—it's a philosophy of service that instills a culture of comfort and trust. For the 2022 Fall Cooperator Expo, our management leaders from 53W53, 432 Park Avenue, The Plaza Condominiums, and The Beekman Residences shared how they create personalized resident experiences, maintain staff morale, the value of hospitality coaching programs for staff, and how their service standards



can be replicated in all building types—from ultra-luxury to market-rate. Together, our leaders offer a century of experience enhancing residents' lifestyles, property reputation, and curb appeal for condos and co-ops. [Click here to watch.](#)



7



STAY CONNECTED

Know of a board considering new management?
Have them [contact us](#) to learn more.



[Click here to read our latest industry-related articles.](#)

First Impressions is published for board members and rental building owners of properties managed by FirstService Residential New York, Inc. While every effort is made to achieve accuracy in the information contained in this publication, it is not intended as advice to any specific property, and FirstService Residential shall not be liable for any damages resulting from reliance on the accuracy of information contained herein. The information contained herein is meant to provide general advice, and it is not intended to be applied to a specific building or situation experienced at a building. Please consult with your property manager and other professionals to address any compliance matter at your building.

We welcome your feedback. Email us at news.ny@fsresidential.com.

www.fsresidential.com/new-york