

sc Company of the Month

PROVIDING BUYERS, INVESTORS, RETAILERS AND DEVELOPERS WITH HONESTY AND INTEGRITY

Karpoff Affiliates continues to adapt and evolve to meet new customer needs and expectations

NEW YORK, NY Fifty years ago, when the ICSC was taking its first baby steps, choosing the “right” broker was a much less daunting task than it is today. Nowadays, real estate is one of the fastest growing industries with more and more brokerage firms forming every day. How do you choose? Must you find a company that has experience, longevity, market expertise and a reputation for honesty? Yes, yes, yes and yes!

For over two decades, Marilyn Karpoff and her company, Karpoff Affiliates, LLC, have been providing buyers, investors, retailers & developers with honesty, integrity & unrivaled customer service.

From its inception, Karpoff Affiliates has been a full service real estate company; their expertise encompasses buying, selling and marketing of residential, commercial, industrial and retail real estate.

“Over the years, I have been asked, what type of real estate do you specialize in, and my answer has always been, real estate is my specialty,” said Marilyn Karpoff president of Karpoff Affiliates. “In today’s information based society, anyone with a computer can access reams of data with a click of a mouse. But you need real estate professionals, like my team at Karpoff Affiliates, who are knowledgeable in every type of real estate, who can sift through the



Marilyn Karpoff

information overload and recognize what is valuable and pertinent for each specific situation. This cannot be done if you only understand one segment of the market, which is why Karpoff Affiliates has always been a truly full service company, whose expertise includes everything from retail leasing to international acquisitions consulting.”

Aside from the traditional day to day brokerage operations, Karpoff Affiliates has also recognized that no company exists in a vacuum and has continually “taken the pulse” of the real estate market and adapted new strategies and programs to insure that they are offering cutting edge



Waterford Estate Lodge, South Bend, Ind.

products and services. With this in mind, they are currently involved with a consortium that purchases pre-construction units in new developments and conversion projects worldwide.

The program consists of thousands of pre-qualified individual buyers who can purchase from 30% to 100% of a new project’s units during the pre-construction phase. Since each contract is signed by a separate buyer with an individual social security number, the program satisfies most any pre-construction and pre-sale requirements. The buyers put a “hard” deposit into the developer’s escrow account (% varies based on specific requirements) and they receive a percentage discount (again, % is based on specific variables) off the developer’s initial pricing. The developer then has a specific time period in which to resell the units at a profit. This business model facilitates financing and enables the developer to move forward and complete the project with significantly less risk.

Some of the completed projects include:

- Waterford Estate Lodge, South Bend Indiana
- Hope Lake Lodge, Greek Peak, Cortland NY
- St. Clair on the Avenue, Toronto, Canada

Another quality that distinguishes Karpoff as “a company to watch” is their focus on “the big picture.” Karpoff Affiliates provides a continually evolving array of traditional and ancillary services to their clients. In addition to the standard market

analyses, mapping and statistical reports, they have forged affiliations with innovative building industry suppliers, including a major glass manufacturer and the developer of a new, stronger, “greener” construction material.

“We are proud to have offered sound, quality real estate solutions

for over twenty years” said Karpoff. “We have succeeded because every day we adhere to our original corporate philosophy: build from a solid base of knowledge and expertise, continually expand and upgrade and give the client excellent service, with attention to detail and uncompromising honesty.”



St. Clair on the Avenue, Toronto, Canada



Hope Lake Lodge, Greek Peak, Cortland, N.Y.