



NAI DiLeo-Bram & Co.

...THE TRADITION CONTINUES

By Lisa Martone

In the modern-day business climate, fueled by rapid globalization and technological innovation, steadfast growth is difficult to find. It is even harder to find companies who have managed to successfully and consistently maneuver through economic volatility by continuing to provide a dependable and reliable value service for their clients.

NAI DiLeo-Bram & Co. is one of these companies. The premier full-service commercial real estate firm in Central New Jersey has nearly a century of history in the area, having continuously developed through significant changes in the marketplace. The firm attributes this success to their client relationships their network and their ability to remain loyal to their core values. These attributes have put NAI DiLeo-Bram in a unique and distinctive position in the New Jersey real estate industry.

“Every service company markets themselves as exceeding client expectations or delivering results, but when you are fortunate to have 78 years of success delivering on that value proposition, your statements have a validity and an authenticity that cannot be challenged,” says Robert DiLeo, Business Director and Principal.

“Not many companies can say that they not only survived through the recession of the late 2000’s, but thrived. We did – we grew our brokerage services and added a top property management division. We have been in a relationship business for three generations, and our mutual respect with our clients has brought us to where we are and

will take us into the future. The way we do things may have changed over time but not how we do things” says DiLeo.

GENERATIONS OF SUCCESS

Combining three generations of real estate professionals from the DiLeo family, with three decades of commercial real estate experience from Eric Bram & Co. has put the firm in a very distinctive position.

DiLeo Realty & Insurance Associates was founded in 1937 by Robert’s grandfather, John, on the very same property in Piscataway where NAI DiLeo-Bram & Co. is located today. Over the next few decades, the company became a force in Middlesex County.

It was the next generation, however – led by Robert’s father, Victor – that established a prominent footprint in the region.

Victor was heavily involved in multiple civic and political organizations, and was instrumental in the transformation of Central Jersey from a small rural farming area to the dynamic and vibrant business community that exists today.

Robert continued this tradition

“Given the opportunity, we love working with the team of brokers at NAI DiLeo-Bram. They have the depth and experience of a long established real estate firm, along with the spirit of a family business. Deal after deal, working together has just been a great experience for us.”
Peter Visceglia, President, Federal Business Centers



into the third generation, building on the success of the past by maintaining old relationships and building even more regional partnerships when he became President of DiLeo Realty in 1990.

During the middle of the first decade of the 2000's, DiLeo Realty saw an opportunity to grow even more, thanks to another local brokerage firm. **Eric Bram & Co.** was one of the founding members of the NAI Global Network in New Jersey. Eric Johnston led the company, originally founded nearly 40 years ago, to an established and respected position in the New Jersey commercial real estate industry.

Implementing a team philosophy with knowledgeable and experienced professionals, the company was continuously regarded as one of the top brokerage firms in the state by volume and services.

In 2008, these two companies, who had competed for many years, decided to combine their strong traditions and excellent reputations to form NAI DiLeo-Bram & Co..

The union was attributed to a common vision, manifesting over 100 years of industry experience. "We combined forces because we knew it would give us a better opportunity to compete – being a larger force," says Eric Johnston, Business Manager and Principal. "Understanding where you came from, where you are, and where you are going – these are the challenges every business owner is continually asking – and forming NAI DiLeo-Bram & Co. allowed us to provide so much more for our clients."

"DiLeo's development background, combined with Johnston's brokerage experience, created a well-rounded team," Robert Dinner, Senior Vice President, adds. "We are in a rela-

"NAI DiLeo-Bram exemplifies what our organization values most in our members—local market leadership and the ability to help execute multi-market deals."

Jay Olshonsky, NAI Global President

tionship business. Rob and Eric's contacts in the region, combined with our full service property management team, gave us a network – community leaders, developers, professionals, vendors – that we have the ability to

continuously tap into."

NAI DiLeo-Bram & Co. is elevated in the New Jersey market thanks to the NAI Global Network, the single most powerful global network of owner-operated commercial real estate brokerage firms. NAI has over 375 offices, staffed with nearly 7,000 real estate professionals worldwide.

"Belonging to the NAI network allows us to service our clients' needs far beyond New Jersey – the rest of the country, even abroad," Greg Brown, Managing Director says. "Our clients trust us. When they have requirements out of our market, they know they can call on us to service those needs. Being members of NAI Global aligns us with other like-minded real estate professionals – most of them business owners like us, run





3 Kellogg Court, Edison, NJ-Exclusively marketed through NAI DiLeo-Bram & Co.

by people who have grown up in their respective markets and bring a personalized approach— not just dots on a map.”

PREMIER CAPABILITIES

NAI DiLeo-Bram & Co. is a full service commercial real estate firm, combining a broad range of **brokerage services** – tenant/landlord representation, acquisition/disposition investment services, appraisals and valuations – with **property management services** – asset management, planning, accounting and construction management. At the helm of the company are DiLeo and Johnston, and Managing Directors Christopher Galiano, SIOR, and Greg Brown.

DiLeo, who serves as the NAI Business Director and Principal, has been involved in all aspects of commercial real estate acquisition and disposition for clients in New Jersey for over 29 years. Throughout his storied career he has been involved in well over 500 transactions totaling over \$500 million in transactional value. DiLeo has maintained a reputation as an expert in land acquisition, negotiation, zoning, approvals, development and construction.

“Rob and his team are experts in the field,” says Charlie Lee, Principal of Seagis Property Group LP, a major property owner in New Jersey based out of Pennsylvania. Lee says he has been working with the DiLeo team for 15 over years. “His depth of experience and contacts in the marketplace have provided extraordinary additional value to our company.”

DiLeo has continued to foster client relationships, retaining an impressive amount of repeat clients. His many professional affiliations include being the incoming 2015-16 President of IOREBA (the oldest industrial real estate brokers organization in the country), NAIOP, ICSC, and continues local outreach through his involvement on numerous charitable boards and foundations.

“Rob DiLeo and Eric Johnston have built a great team that always contributes to successful results.”

Dave Gibbons, Elberon Development Co.

Johnston serves as the NAI Business Manager and Principal. With 28 years of experience, the cultivation of his expertise in local market knowledge has proved invaluable to the firm’s clients in navigating an often complex real estate environment. His strengths in the area has led him to a career sale and leasing of over 5 million square feet of space.

Johnston’s success in the industry is well documented – he is a member of the Matrix Development Million Dollar Club, and

“Over the years we have worked with some of NAI DiLeo-Bram’s great brokers. Every transaction was handled professionally by them. We give them a score of 10 of 10 for execution.”

Sonny Jumani, President, Tulfra Realty II LLC

the Heller Construction One Million Square Foot Club. Also a member of IOREBA, Johnston’s significant transactions and clients include: **AMB Property Trust, Petco Animal Supplies, Aeropostale, GTECH Corporation, LMD Logistics, and Bristol-Myers Squibb.**

Christopher Galiano has been involved in the commercial real estate market in Central Jersey since 1988. He joined DiLeo Realty in 2001, and has been an integral piece to the firm’s growth over the last decade. “We felt a motivation to enhance DiLeo Realty and take our firm to the next level – the addition of more brokers, more listings, and more technology,” says Galiano.

“Real estate is still a local business – in the sense that if you are looking to invest or locate your business in that community, you need to know that market, its current and historical data and trends. Galiano has that level of expertise and experience that is really unmatched in this area,” says DiLeo.

Galiano is considered by many as one of the preeminent market experts in the region, and is a former President of SIOR New Jersey. Some of his clients include: **AT&T, MetLife, General Mills, Wal-Mart, Lucent Technologies, Commerce Bank, and Volkswagen.**

Rounding off the executive team is Greg Brown. Brown has been active in all facets of commercial real estate – development, acquisitions, dispositions, leasing – for over 20 years. A George Mason University graduate, Brown worked in several high-level positions along the East Coast, even starting Greenlight Power Co., which raised over \$3 million in private capital to develop commercial solar farms.

He joined NAI DiLeo-Bram & Co. in 2013. Brown, who currently holds or has held real estate licenses in New Jersey, Maryland, Virginia, Washington, D.C., and Florida, is responsible for the day-to-day management of the organization, marketing, technology and business development initiatives. “Greg keeps the firm running smoothly, keeping the lines of communication between all of our division’s active and open” DiLeo says.

“These executives make up a very comprehensive and diverse team. DiLeo and Johnston have built a great team – very knowledgeable about the markets they service across different commercial property types. NAI DiLeo-Bram & Co.’s pro-



Metroplex Corporate Center, Edison, NJ-Exclusively marketed through NAI DiLeo-Bram & Co.

active approach to assignments, its responsiveness to clients, and prospects throughout the marketing process contribute to highly successful results," Dave Gibbons, President of **Elberon Development Co.**, says.

BROKERAGE SERVICES

NAI DiLeo-Bram & Co.'s brokerage services are the hallmark of the firm. Their diverse team of brokers, full of extensive knowledge, help clients with acquisitions/dispositions, tenant/landlord representation, investment services, as well as appraisals and valuations.

"We have a great culture here – something very different from the corporate players," DiLeo says. "We deliver personal service committed to creating a partnership culture with our clients that matures into a client relationship for life. We have grown up with our clients in this area since the 1930's – when the landscape was radically different. You can't substitute that knowledge and understanding."

Dinner came to NAI DiLeo-Bram & Co. with over 30 years of industry experience and spoke to the culture of the firm. "My former company's eye was always on the bottom line and productivity. That's true of any company – but I was looking for more," he says. "I wanted an entrepreneurial company. One that was able to react quickly and decisively. That's what we have here with NAI DiLeo-Bram & Co." Dinner is an expert in office market knowledge and strategic planning, and represents over one million square feet of office buildings in New Jersey. His major clients include: **Atlantic Realty, Goodyear, Merck & Co., Prudential, St. Barnabas Medical Center, and The Silverman Group.**

Marc Shein and Thomas Kirczow, both Senior Vice Presidents, are knowledgeable brokers with over 34 and 25 years of experience, respectively. Shein has completed millions of square feet of office and industrial transactions. Some of his significant clients include: **Atlantic Realty, Bridgewater Plaza, Perth Amboy Tire** and the **KRE Group.** Kirczow joined NAI DiLeo-Bram & Co. in 2012, and has exceeded 5 million square feet of space in his transactions. Some of his significant clients include: **Mercedes Benz, FedEx, Monsanto, General Tire,** and the **Government of Singapore.**

Rounding out the current brokerage team are Stuart Singer, Daniel Duggan, Richard Galuppo, Bill Delayo, Jeff Jones, Faith Miller, Richard Goski and his daughter Catherine Goski. These seasoned professionals have continually represented NAI DiLeo-Bram & Co. and their clients with the highest level of expertise, and professionalism.

"We think of NAI DiLeo-Bram & Co. as the team of industrial brokers that practice the old-school standards – they understand their



customer's needs. They know the markets. They provide information and support to bring deals to a successful closure," says Allan Ramsey, Vice President of **Heller Industrial Parks, Inc.**

Sonny Jumani, President of **Tulfra Realty, Co.** says: "Over the years we have worked with Chris Galiano, Tom Kirczow, Richard Galuppo, Dan Duggan, Richard Goski, and Catherine Goski – all great brokers. Every transaction was handled with the utmost professionalism. Even if we hit a road bump in the transaction, we still had access to the executives – DiLeo was always available and extremely creative in making certain deals work. We enjoy working with NAI DiLeo-Bram & Co. and the many professionals they employ. We give them a 10 out of 10 for execution on their representation."

PROPERTY MANAGEMENT

In 2010, the firm capitalized on a market shake-up in the property management sector. The company brought in a few select, successful and experienced professionals to form NAI DiLeo-Bram Property Management Services Group, turning NAI DiLeo-Bram & Co. into a completely full-service real estate firm.

Today, NAI DiLeo-Bram's Property Management division includes over eight million square feet of industrial, office and retail space throughout New Jersey. They are the largest privately owned 3rd party Property Management firm in the state.

The firm provides clients with a myriad of different property management services – ranging from asset management, acquisition and disposition planning, tenant satisfaction surveys, accounting, and construction management and supervision.

Dave Violette, Principal, serves as the Director of the Property Management division. He is directly responsible for overseeing management services, as well as the financial profitability for over 50 properties.

A Certified Public Accountant since 1987, Violette's financial expertise pairs well with his real estate background. He is a member of AICPA and NJSCPA, and is an active participant, as well as a past President of IOREBA. Violette has over 25 years of executive experience in running a Property Management company.

"Violette knows how to ensure results. He has built his career on constant profitability for his clients.



Any property owner knows what they are getting when they hire him – and that’s a very good thing. As an owner, you need to be able to completely trust your property management firm,” says DiLeo.

Lawrence Arbore, also a Principal in the Property Management firm, serves as Senior Property Manager. He is described as “results-oriented and hands-on”, and has over 35 years of experience in property management and commercial construction management. Arbore and Violette have been working together for over 25 years.

Arbore was heavily involved in BOMANJ, and is a former New Jersey Chapter President. Throughout his career, Arbore has represented major clients in various construction projects: **The Andalex Group, GEICO, Hapag-Lloyd, Inc., IBM, LG Electronics, and Whole Foods.**

Violette and Arbore oversee a team of 20 professionals who serve as independent property managers – and head up



tional global network benefits. The firm is a part of the NAI Global Asset Services Council, which provides managers with an extensive network, full of business materials, continuing education and the best in new building technology. The Council’s members represent close to 220 million square footage of space.

“The industry is too content with mediocrity. Too many owners will hire a property management firm and accept a ‘C’ grade,” says Violette. “We are not that. We understand the nuances and details of asset management, and if you survey our clients – I have a good feeling that you’ll hear them agree.”

They do.

“Violette and the NAI DiLeo-Bram team have consistently gone above and beyond our expectations. Their attention to detail in both maintenance and financials really do set them apart in the industry. They are an elite firm,” says Kelly Stevens, Senior Vice President at **Cabot Properties.**

“DiLeo-Bram’s team of industrial brokers understand their customer’s needs, they know the markets and they provide information and support to bring deals to a successful closure.”
Allan Ramsay, Vice President, Heller Industrial Parks, Inc.

a complex budget administration process, bid solicitation, and vendor contract negotiations that continuously keep their clients happy.



“The nuances of property management are hard to learn. It takes years to figure out how to keep your clients happy, their tenants happy, our vendors happy – and Dave and I have this experience. We understand the system behind the numbers, and our success speaks for itself,” says Arbore.

Still, Violette drives home the importance of a client-centered business. “We know we have a better model. Our model is team based rather than individual based. We work together for the client,” Violette says. “All of our clients know that they can call my office for anything and get an answer immediately. From individual property owners to publicly traded portfolios – our systems are in place to serve each client as if they were our only client. We are much more client-centered than our competition.”

The Property Management division is also armed with na-

THE DILEO-BRAM DIFFERENCE

The firm’s capabilities and background sets it apart from others like it. While the firm’s reputation in New Jersey allows it to attract local proprietors, the NAI Global Network allows NAI DiLeo-Bram & Co. to also bring in large corporate clients.

NAI DiLeo-Bram & Co. likes the position it is in. It’s something the firm calls **“local expertise, global reach.”**

“Talking to clients, there’s a shared sentiment of frustration with the national players. They want the detail and attention of a boutique firm, but at the same time want the benefits and resources of a nationally connected network,” Johnston says. “And that’s where we fit in – we are the perfect blend of those two principles,” DiLeo answers. An example of that principle is that a large portion of their business and focus is on start-up companies. The firm’s goal is to continue to work with clients from the very beginning – and as they expand, continue on with them into the future with repeat business and strong referrals. Over half of the firm’s current business is attributed to repeat and referral clients.

One major client NAI DiLeo-Bram & Co. has had the pleasure of working with is **Magyar Bank**, a community oriented bank with multiple locations in New Jersey. They are responsible for Magyar’s entire commercial real estate portfolio – combining brokerage services and property management.

“Prior to bringing in NAI DiLeo-Bram & Co., we were servicing our portfolio with multiple brokers, in-house officers and other personnel. It was extremely inefficient. Now we have a clear direction – brokerage handled by Jeff Jones, who keeps us up with market conditions at a higher and more professional level, and Larry and Dave who handle all of our

“Violette and the NAI DiLeo-Bram team have consistently gone above and beyond our expectations. Their attention to detail in both maintenance and financials really do set them apart in the industry. They are an elite firm,”
Kelly Stevens, Senior Vice President, Cabot Properties.



141 West Manor Way, Robbinsville, NJ-811,318 sf distribution facility managed by NAI DiLeo-Bram Property Management Services

management," says John Fitzgerald, President & CEO of Magyar.

Fitzgerald says that third-party real estate management has been great for his bank. "Most banks don't have the resources or personnel to deal with the day-to-day management and marketing of their real estate. Outsourcing really is the best solution. Doing so with NAI DiLeo-Bram & Co. allowed us to completely concentrate on our banking business."

"The whole NAI DiLeo-Bram team acts as our real estate advisory board. We rely on their market data and their industry knowledge and expertise. It's been a win-win relationship for the both of us, and they have really created added value to our company."

Brown agrees. "It has been a mutually beneficial relationship – and we share the same common vision. We have had a lot of success in some very creative deal-making." To date, NAI DiLeo-Bram & Co. has listed and sold assets totaling nearly \$10 million for Magyar.

CLIENTS FIRST

As a completely integrated real estate services company, NAI DiLeo-Bram & Co.'s success is attributed to their strong client relationships to their employees. The team is made up of over 40 professionals between the brokerage and property management divisions, and each team member serves a very important, integral purpose.

"From the top to the bottom – everyone at the firm takes ownership for servicing the clients," Brown says. "We were recruiting a broker last week and I had no hesitation telling him that we have, hands down, the best administrative staff in the Northeast." Because of this unique synergy, NAI DiLeo-Bram & Co. has the ability to think quickly, and act even quicker.

Earlier this year, the firm was brought in to work on a disposition assignment for C-III Capital Partners (the parent company of NAI Global). The 150,000 sf multi-use asset was being serviced by C-III on behalf of the lender that owned the building. Despite being on the market for nearly 5 years with another brokerage company, no deal was ever made.

NAI DiLeo-Bram & Co. obtained the listing, contracted for, and closed on the asset within 100 days. The firm was then retained as the Exclusive Listing Agent to lease the building for the Purchaser. The asset was 100% leased in 9 months from closing.

The C-III deal is another example of the firm providing stability to clients by having the ability to remain flexible to market cycles and trends. The firm still stays true



910 Sylvan Avenue, Englewood Cliffs, NJ-Part of The Sylvan Corporate Center managed by NAI DiLeo-Bram

to their client first mantra.

"From Class 'A' space to the local neighborhood store – our success correlates to following the 'Golden Rule': provide services and respect to the client that you yourself would expect and demand," says DiLeo. "We have been a part of our client's success as much as they have been a part of ours."

KEY CLIENTS AND PARTNERS

A.F.P. Sprinkler Corporation

Services: Installation, Testing & Inspection, Engineering & Backflow Certifications

Project: Ray Catena

Amboy Floors Inc.

Services: Commercial Flooring Contractors--Providing All Kinds of Flooring

Projects: Dranetz

BVM Construction, LLC

Services: General Contracting, Maintenance, Demolition

G & C Electronics

Services: Customizable Electronic Signaling, Communication System Products & Services and Life Safety and Security

Heller Industrial Parks, Inc.

Services: Developer/Landlord of Industrial, Warehouse and Distribution Buildings

Industrial Cooling Corporation

Services: Service, Design, and Installation of Heating, Air Conditioning, and Energy Systems

Jersey Fire Protection Corp.

Services: Design-Build Automatic Sprinkler Systems

Projects: Cooper Electric Supply, Continental Terminals, De Longhi America Inc.

Knifing Asphalt Solutions, Inc.

Services: Specification, Installation and Maintenance of Asphalt Surfaces

Lionheart Maintenance

Services: Specialized Cleaning and Building Maintenance Services

Projects: NAI DiLeo-Bram & Co., Andalex Group, Unilever, and Whole Foods

Magyar Bank

Services: Full Service Commercial Bank

Projects: NAI DiLeo-Bram represents the bank in the sale and management of multiple properties throughout New Jersey

Mill Creek Residential Trust LLC

Services: Multifamily Owners/Developers providing Acquisition, Land Development, Finance, Construction and Property/Asset Management

NAI Global

Services: Worldwide Commercial Real Estate

New Image Landscaping

Services: Professional Landscaping & Lawn Care, Sodding and Hardscape Installations

Office Management Services

Services: Energy Efficiency Specialists

Projects: Six Industrial Way West, 1315 Stelton Road

The Preferred Client Group, LLC

Services: Business Planning, Estate Planning, Business Transfer, Asset Protection, Employee Benefits, and Family Financial Planning

Raritan Building Services Corporation

Services: Commercial, Retail, Supermarket & Sports Facilities, Cleaning Services

Reilly Financial Group (an office of MetLife)

Services: Financial Services

SAGEarch PC

Services: Architecture, Planning, Interior design

Projects: NAI DiLeo-Bram & Co., Delavau, Moneydart, Xpress Money, Electronics Design Group

Somerset Patriots Baseball Club

Services: Affordable Family Entertainment

Wells Fargo:

Services: Banking and Wealth Management

Zack Painting Company, Inc.

Services: Caulking, Fire Proofing, Epoxy Flooring



LEFT: 35 East Park Drive, Mount Holly, NJ—Managed by NAI DiLeo-Bram Property Management Services; BELOW: 150 MORRIS AVENUE, SPRINGFIELD, NJ—Exclusively marketed and managed by NAI DiLeo-Bram & Co.



WIDE RANGE OF PROJECTS

- Metroplex Corporate Center, Edison—A 264,000 SF, class A office building complex conveniently located next to the Edison Train Station
- 90 Woodbridge Center Drive, Woodbridge—An eleven story, class A office building featuring a state-of-the-art video conference center
- 150 Pierce Street, Somerset—133,000 SF flex building located in Central New Jersey's primary market for bio-tech firms
- Hadley Park, South Plainfield—90,000 SF, three building office complex located closely to restaurants, hotels and shops
- 910-940 Sylvan Avenue, Englewood Cliffs— 260,000 SF, class A office building complex managed by NAI DiLeo-Bram
- 150 Morris Avenue, Springfield—A 43,833 three story, class A office building located near I-78, the Parkway and U.S. Route 22
- 35 East Park Drive, Mount Holly—302,000 SF modern bulk warehouse / distribution industrial building with immediate proximity to Interstate 295 managed by NAI DiLeo-Bram
- 1500 Lower Road, Linden—30,000 SF Class A office/lab building completely renovated in 2013 and 100% leased by the U.S. Department of Agriculture managed by NAI DiLeo-Bram
- Bridgewater Plaza, Bridgewater—63,000 SF, two building office complex located off Route 22 and Route 28
- Metro Star Plaza, Iselin—30,000 SF office building adjacent to the Metro Park Train Station with easy access to the Garden State Parkway
- 101 Mettlers Road, Somerset—175,000 SF life sciences building situated on 23 acres, built by Exxon and located in the Edison Innovation Zone
- 500 Craig Road, Manalapan—39,000 SF, class A office building featuring high quality finishes throughout and minutes from Routes 9, 18 and 33
- 1, 2, 5 & 10 Johnson Drive, Raritan- 75,000 sf of industrial/flex space

LOOKING AHEAD – CONTINUED GROWTH AND SUCCESS

DiLeo states, "While we are proud of our past accomplishments, we are optimistic about the future and what can be accomplished. As a business owner you have a responsibility

"The whole NAI DiLeo-Bram team acts as our real estate advisory board. We rely on their market data and their industry knowledge and expertise. It's been a win-win relationship for the both of us, and they have really created added value to our company."

John Fitzgerald, President & CEO, Magyar Bank

ity to your organization and to your clients to continually look forward and be in a position to take advantage of new opportunities that will strategically strengthen, refine or even redefine the organization as it moves forward.

NAI DiLeo-Bram & Co. has begun to focus their efforts on the next generation. "There is a tremendous void of young people coming into this business," DiLeo says. "This business is difficult but if you have the patience and the fortitude, the rewards can be great. Our challenge for the future is to attract younger people into this industry and make them aware of the great career opportunity's that exists for them today in commercial real estate."



151 Highway 33, Manalapan, Edison, NJ—Exclusively marketed through NAI DiLeo-Bram & Co

The firm is currently in the planning stages of creating an internship program for college students interested in commercial real estate. The firm is actively seeking to expand into other locations and plans on selectively hiring employees as they see fit. "It's not about bodies, it's not about numbers," says Johnston. "It's about the right people, the right numbers. We are positioned to take advantage of all the opportunities that will present itself in this industry. We are very excited about our future and about bringing on people to add to our existing team, both young and experienced." ■

For further information on NAI DiLeo-Bram & Co., please contact Greg Brown at gbrown@naidb.com or call 732-985-3000.