

PAPER CITY

KELLER WILLIAMS
COMMERCIAL

REAL ESTATE

COMMERCIAL + RESIDENTIAL
BROKERAGE

ABOUT PAPER CITY



PAPER CITY REAL ESTATE

Paper City Real Estate is a full-service real estate group located in New Jersey. Paper City Real Estate specializes in urban residential and commercial real estate in high-growth secondary and tertiary markets.

We pride ourselves on creating situations where our clients are involved in profitable opportunities on both the buy & sell side. Our expertise enables us to uniquely assist in every facet of a real estate transaction, regardless of difficulty. Utilizing a global network, we are committed to leading frictionless transactions. We have boots on the ground daily in our target markets constantly seeking opportunity for our clients. We are constantly growing our network and deal pipeline, making us the preferred choice for urban real estate.

We specialize in three practice sectors:

- **Investment + Residential Sales**
- **Leasing (Commercial & Residential)**
- **Development Services**

INVESTMENT AND RESIDENTIAL SALES



NOTABLE TRANSACTIONS - COMMERCIAL

We believe our formula allows for a less crowded look for value-added projects and properties. Our Sellers can profit from exiting neighborhoods on the upswing and our Buyers can acquire projects with room for growth. We pride ourselves on world-class professionalism with a local application.



2800 KENNEDY BLVD.

A professional recommendation led to a corporate client that leased properties nationally under a global, publicly-traded parent company. We were able to sell the property and provide additional capital for the business to redeploy.



164 STERLING AVE.

Nearing retirement, a long-term client and lifetime investor became interested in disposition of one of her portfolio's larger assets. We were able to close despite a blizzard and last-minute negotiations at the closing table.



860 NEWARK AVE.

Caught by the 2008 crash, a corporate subsidiary of an international import and export business had assembled and entitled a condo project that was affected by the down market. We were able to sell the project for a profit to a foreign investor that partnered with a local builder.

RESIDENTIAL SALES: SINGLE/MULTI FAMILY + CONDO SALES

BUYING YOUR DREAM HOME

Buying or Selling a home is something you should never do alone. Whether its to live in or your first investment property Paper City's dedicated residential experts can make it a smooth and painless process.

- CMA to Determine your homes value
- Creative Financing Options for buying and investing
- Network of trusted contractors for remodeling
- Access to off market properties and foreclosures
- Servicing NYC and NJ



**COMMERCIAL
AND
RESIDENTIAL
LEASING**





COMMERCIAL

**EMPTY SPACE, VERY SIMPLY,
IS LOST REVENUE.**

CHANGE THAT IMMEDIATELY.

Turning over commercial space quickly is key to maintaining high revenue. Attracting the right commercial mix can increase asset value in an exponential way. **Commercial leasing** can be critical to a neighborhood's character. Generating a catalyst for change through retail requires a solid strategy and hard work. Our abilities extend to new construction, value add projects and saving distressed assets through aggressive leasing.

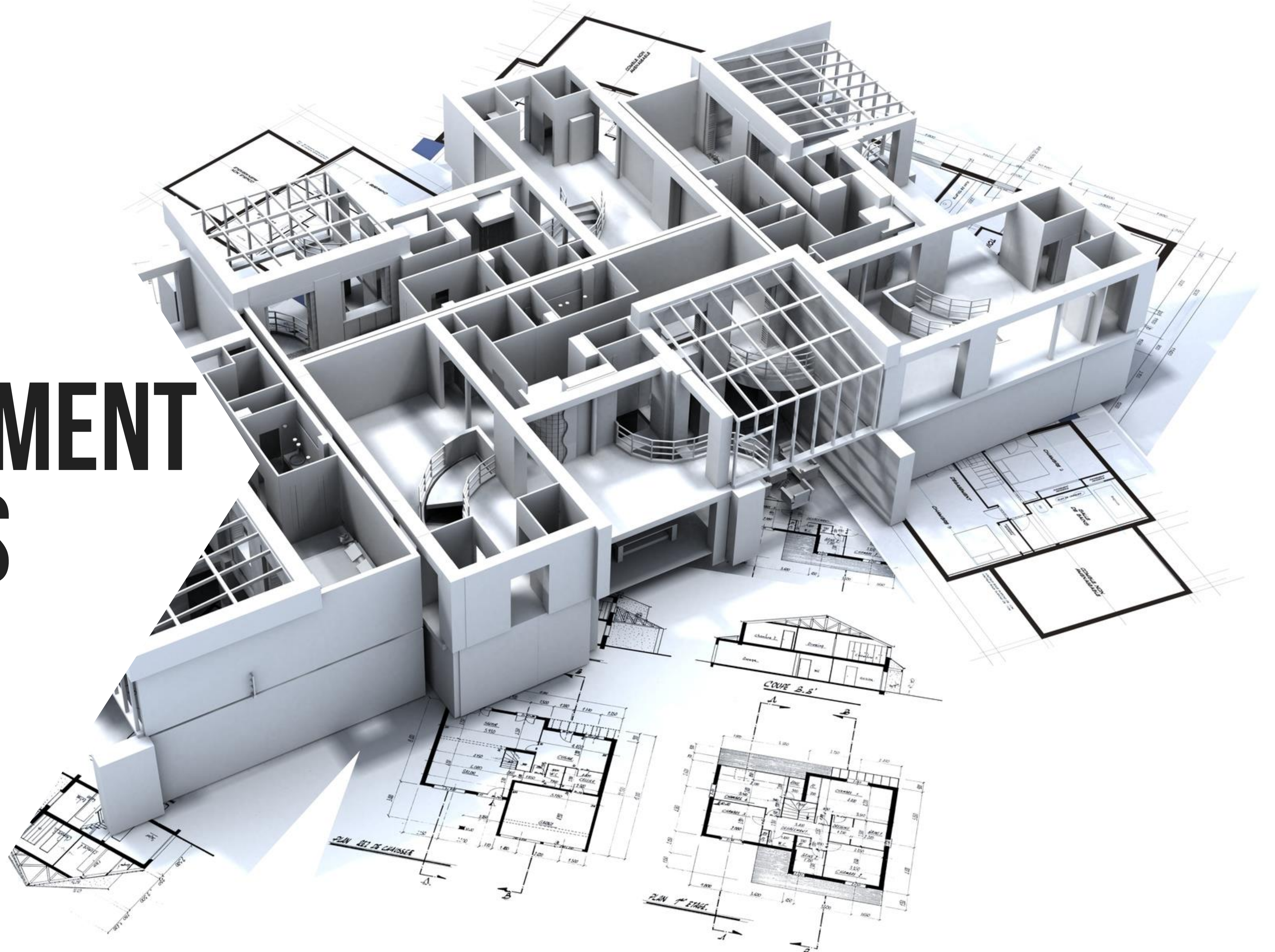


RESIDENTIAL

EMPTY APARTMENTS ARE AN OPPORTUNITY TO CREATE A COMMUNITY.

Residential property requires quick turnover. We can rent the apartments to economically sound tenants, creating value and strengthening your bottom line. Using apartment marketing platforms as well as a database of local renters allows us to attract top-quality tenants. Using our **MTV program** (Market – Tour – Vet) we make sure that potentials candidates are the right economic fit.

DEVELOPMENT SERVICES



DEVELOPMENT IS NOT WHO CAN PLAY THE LOUDEST BUT ABOUT HAVING EVERY INSTRUMENT IN HARMONY.

CREATE DEVELOPMENT EXPERTISE WITHOUT INCREASING DEVELOPMENT OVERHEAD.



Bringing in a trusted network of professionals, **Paper City Real Estate** can walk a development project from vision to execution. Creating harmony and goal centric planning during a project allows for a profitable exit. **Paper City Real Estate** can act as your development office. Utilizing us and our network of professionals you can have a top tier development team at your disposal without extensive payroll and overhead changes.

NEW DEVELOPMENT: PRE-LEASING + PRE SALES

CREATING COMMUNITY


New Developments require fresh marketing concepts and skilled leasing agents. Paper City has both. We have the ability to hit those rental and pre-sale milestones that allow for your project to be economically successful.

- Custom leasing and marketing plan
- Sale prior to leasing
- Staffing on-site leasing offices with licensed professionals
- Multi-site leasing + Student and Affordable Housing



CONSULTING SERVICES





**DIRECTION, STRATEGY,
ACQUISITION DECISIONS.
YOU DON'T HAVE TO DO IT ALONE.**

**CONSULTING WITH PAPER CITY REAL
ESTATE IS EFFECTIVE WHETHER ITS
GROWTH ORIENTED OR CRISIS
CONTAINMENT.**

Paper City Real Estate prides itself on creativity whether the pressure is on or not. With discretion and diligence we can find the next level in your business or your exit from a deal gone awry. All the information you need to make secure real estate decisions is available, just ask. Entering new markets, new projects or large scale acquisitions, you have a team in us. A different perspective and market insight can be the difference between moving backwards and moving ahead.

ADDITIONAL SERVICES

- Consulting
- Raising Capital
- Deal Structuring
- Team Assembly –
Interviewing &
Recommendations
- MWBE Compliance
- New Development Marketing
- New Market Entry
- Portfolio Disposition -
(National/International
, Cluster Sites,
Estate/Family Office
Exit)





MEET OUR TEAM



GARDNER RIVERA, MSRED FOUNDER- PAPER CITY REAL ESTATE

Gardner Rivera, MSRED, is a Goal-driven CRE professional with +12 years of real estate experience. He holds a Master of Science Degree in Real Estate Development (MSRED) from Columbia University. Mr. Rivera possesses a commitment to values and principles, as well as a thorough understanding of market-rate development projects, including overall deal structuring, land planning, entitlement process, finance, design and construction management. Gardner has innovative business development skills and strategic project pipeline generation. He also enjoys thinking and working in an entrepreneurial environment and thrives on situations that require creative solutions and strategic execution.



THE TEAM

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PAPER CITY REAL ESTATE KW CITY VIEWS, FORT LEE, NJ

Celebrating our success!!!

Pictured here is the Paper City Real Estate team at Keller Williams City Views celebrating a recent victory.

Our team at Paper City prides itself on a commitment to our clients with high-touch customer service, high integrity and reputation as well as specialized knowledge of our product type and geography. The culture of team work and genuine caring for the person across from you is a hallmark of Paper City's culture.

Our Expansion Plan includes the following markets:

- Washington DC
- Philadelphia
- Atlanta
- Boca Raton
- Miami
- NJ – Essex and Middlesex Counties



PAPER CITY REAL ESTATE TEAM & FRIENDS OF THE FAMILY!

 Paper City
 Real Estate

 **COMMERCIAL**SM

 **CITY VIEWS
REALTY**
KELLERWILLIAMS[®]



KELLER WILLIAMS IS

Out

**PERFORMING
EVERYONE!**

Compare Keller Williams Top 5
Offices To The Competition's Top 5
Offices. KW has nearly double the
sales volume of the #2 company!

**KELLER WILLIAMS BERGEN COUNTY
PARTNERS DOMINATES NORTHERN
NJ REAL ESTATE!**

KELLER WILLIAMS

Ridgewood

Montclair

Tenafly

Fort Lee

Woodcliff Lake

TOTAL

Volume

\$609,945,753

\$473,171,450

\$451,395,718

\$340,335,725

\$299,665,752

\$2,174,514,398





COMMERCIALSM



When you work with a KW Commercial broker, you aren't just working with a single broker, you're hiring a vast network of dedicated real estate professionals. That's our commitment to you. KW Commercial provides integrated real estate services for clients in virtually any market worldwide.

CONTACT US

PAPER CITY REAL ESTATE

We are perfectly positioned to help our clients benefit from the growth in Hudson and Bergen Counties. Our offices are located in a key growth area surrounded by new development and investment opportunities.

Contact us to discuss how we can help you with your next real estate adventure!

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