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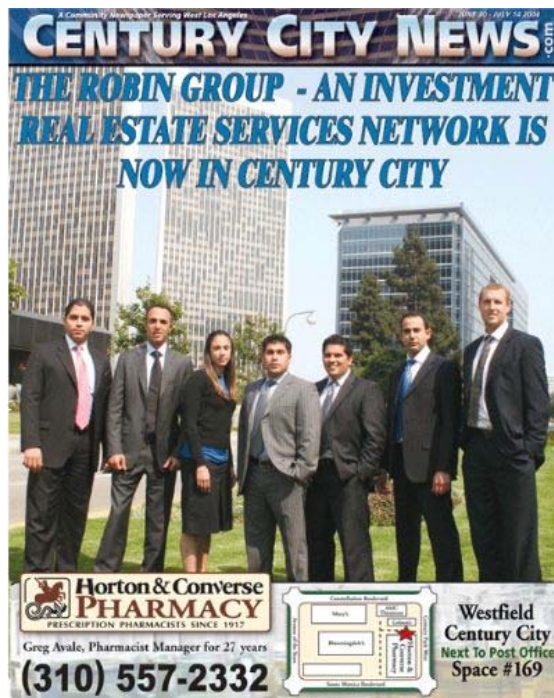
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## THE ROBIN GROUP



The Robin Group is a commercial real estate investment firm that helps clients attain—and exceed—their financial goals. The company was founded by Reuben Robin, a top-producing broker and expert in multi-family property sales. Mr. Robin's objective was to open a firm that would provide the highest level of professional investment services—one that would stay a step ahead of the competition, and whose staff had the necessary length and breadth of experience to successfully accomplish this. He then hand-selected his team from some of the brightest, most successful people in commercial real estate, and set about building his business.

Founded on the principles of integrity, professionalism, and client satisfaction, The Robin Group serves individual investors, developers, and institutional property owners. The company is dedicated to helping its clients realize the best possible values for their money. Its people are true specialists, focused solely on real estate investing and offering assistance beyond simple transaction facilitation. From conducting research and providing judicious advice to closing the deal, The Robin Group partners with clients through every aspect of real estate investing.


Reuben Robin is the founder and CEO of The Robin Group. He is a top-producing broker and an expert in multi-family property sales. A man of exacting standards, he continually seeks ways in which the company can better serve clients. Knowing that a company is only as strong as the people who represent it, Mr. Robin chooses his staff with deliberate care. He believes in the steadfast character and professional capabilities of each member of his team. In addition to captaining the company, Mr. Robin continues to work with clients. He greatly enjoys the challenges and excitement of commercial real estate investing, which serve as the impetus behind his impressive sales record. Using creative thinking and keen insight, he has successfully invested and syndicated many highly profitable projects, providing his clients with exceptional returns.



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Prior to founding The Robin Group, he was a Senior Investment Associate at Marcus and Millichap, the nation's largest commercial real estate investment services firm. He also directed its National Multi-Housing Group. Early on, Mr. Robin distinguished himself, earning the Rookie Of The Year Award. He also received the Sales Achievement Award each year of his employment, and was recognized with several National Achievement Awards—the company's highest recognition for outstanding performance. From 2001 through 2007, he was consistently one of the top five brokers in the firm's highest-producing office. As a result of his hard work and dedication, he became one of the top 20 agents nationwide.

Mr. Robin attended Sy Syms Business School in Manhattan, majoring in marketing, with a minor in finance. He resides in Los Angeles with his wife and two children.

Being well informed is critical to making smart investment decisions. It requires a true understanding of the marketplace, the environment, and the zeitgeist of different regions.

At The Robin Group, commercial real estate investment is our business. The foundation of our success is extensive local market knowledge and an emphasis on continual research. In order to stay abreast of trends, we analyze reliably sourced data on a daily basis. We formulate strategies on this bedrock of solid research, which helps us to swiftly identify high-yield investments.

By investing wisely, you can build your financial worth with minimal risk. We believe in leaving little to chance. As your partner, The Robin Group can help you make sound choices and maximize your returns.

Other Members of the team include:

As CFO and Managing Director for The Robin Group, Joseph Shamolian oversees all management operations. He also works with brokers to ensure their clients have smooth, successful closings. Mr. Shamolian has comprehensive knowledge of commercial real estate, gained through more than ten years of experience. He has masterminded—and brought to fruition—a variety of projects, including the restoration and development of several apartment buildings and numerous shopping centers. He also worked on the redevelopment of a large-scale industrial complex with other professionals, who relied on his expertise to accomplish this. A graduate of Pepperdine University, Mr. Shamolian holds a Bachelor of Science in Business Management.

As Senior Vice President for The Robin Group, Marco Cantoreggi manages the leasing department. Specializing in retail, office, and industrial properties, the department offers complete lease administration services. Mr. Cantoreggi represents both landlords and tenants in acquisitions, negotiations, dispositions, and renewals.

Mr. Cantoreggi's clients benefit from his wealth of knowledge and experience. Reliable and personable, he spends time getting to know his clients so that he can best serve their needs. He provides extensive valuations, and his industry connections afford him access to a variety of investment opportunities. A perceptive strategist, he creates the timely and effective marketing solutions necessary to be competitive today.

Prior to joining The Robin Group, Mr. Cantoreggi was a Leasing Associate at Colliers International. Here he was directly involved in many of the company's multimillion-dollar lease and sale acquisitions and dispositions.

He has Bachelor of Science in Business Administration from California State University, Northridge. His majors were in both Finance and Real Estate. He is multi-lingual, fluent in Hebrew, Italian, French, and Spanish.

Mr. Cantoreggi is an active member of numerous associations, including Central City Association (CCA), International Council of Shopping Centers (ICSC), American Industrial Real Estate Association (AIR).

He currently resides in Beverlywood with his wife.

A Senior Investment Associate at The Robin Group, David Abaian specializes in multi-family property. He provides clients with solid advice on the acquisition and disposition of apartment buildings. Through years of hands-on experience, Mr. Abaian has gained in-depth industry knowledge. He combines this knowledge with comprehensive property analyses to help his clients achieve their investment goals.

Mr. Abaian is a consummate professional who believes in exceeding expectations. He has cultivated long-term relationships with a number of investors, who appreciate his dedication and expertise. Prior to joining The Robin Group, he was a Sales Associate at Marcus and Millichap, the nation's largest commercial real estate investment services firm. With his focus centered solely on multi-family property sales, he successfully handled countless transactions. Soon after becoming an agent, he received the Pacesetter Award for outstanding sales volume.

Mr. Abaian is a graduate of California State University, Northridge. He holds a Bachelor of Science in Business Administration, with a focus in Marketing and Finance.

A Leasing Associate at The Robin Group, Tyler Murphy specializes in retail and office properties. He represents both landlords and tenants in acquisitions, negotiations, dispositions, and renewals. Mr. Murphy appreciates the trust his clients place in him and goes the extra mile to ensure their absolute satisfaction.

A goal-oriented professional, he conceptualizes and implements creative marketing solutions for landlords. He also works diligently for tenants to help them find the right property for their needs. Persistent and resourceful, he researches every possibility, even properties that are not listed.

The hallmarks of Mr. Murphy's service are responsiveness, communication, and performance. He builds lasting relationships with his clients and seeks to connect with them on a personal level.

Prior to joining The Robin Group, he played professional basketball—overseas, and for a minor league U.S. team. He also played basketball for University of Southern California, where he earned a Bachelor of Arts in Communication.

Mr. Murphy is an active member of the Central City Association of Los Angeles, and the Downtown Los Angeles "Bringing Back Broadway" marketing committee.

A Leasing Associate at The Robin Group, Roy Kimia specializes in retail properties. He represents both owners and tenants in acquisitions, negotiations, dispositions, and lease renewals. Mr. Kimia believes each client deserves the full measure of his attention and abilities. Whether the goal is to identify value-added opportunities or to fill vacancies, he works tirelessly to accomplish it.

Mr. Kimia has a solid commercial real estate background and is licensed as a California Real Estate Salesperson. He assists tenants who are seeking to relocate or expand, handling all the details and ensuring that they are completely satisfied with the outcome.

Mr. Kimia stays involved through every step of the transaction—from conceptualizing and implementing marketing campaigns to closing the deal. He has strong communication and negotiates profitable terms for his clients.

Prior to joining The Robin Group, he served as the Acquisitions and Leasing Director for Progressive Real Estate, where his responsibilities included analyzing investment opportunities and preparing marketing campaigns. He also was an Apartment Consultant and Analyst for the Multi-Family Division at Re/Max Commercial.

Mr. Kimia holds a Bachelor of Science in Business Administration, with a concentration in Real Estate. He is an active member of The Jewish Federation Of Greater Los

Angeles, Real Estate and Construction Division; and the USC Lusk Center For Real Estate. He also is an active participant with the International Council of Shopping Centers.

An Investment Associate at The Robin Group, Matthew Alix specializes in individual sales and property portfolios. He devotes a significant portion of his focus to multi-family properties. A judicious advisor, he helps his clients to structure sound investments that yield excellent returns.

Mr. Alix enjoys working with his clients and seeks to build close relationships. He is always available to answer questions and address concerns. A dedicated professional, he puts forth the full effort required to satisfy his clients' needs and to ensure successful transactions.

In addition, Mr. Alix has ten years' experience in commercial and residential contracting. This technical expertise allows him to assess buildings' conditions. He uses this information in complement with investment knowledge to provide his clients with accurate property valuations and advice.

As the Operations Manager for The Robin Group, Jessica Dadoun keeps the office running smoothly and efficiently. She provides invaluable support services, and works closely with each agent to ensure clients receive top-level service. Her exceptional management and organizational skills contribute to our company's high standards of professionalism.

Prior to joining The Robin Group, Ms. Dadoun held a management position at Nordstrom, where she was responsible for a staff of ten sales associates. She gained extensive experience and knowledge in management and training techniques while working for this world-famous department store, renowned for its high-quality apparel and nonpareil customer service.

Ms. Dadoun holds a Bachelor of Science in Business Administration, with a concentration in Management. She is a member of Delta Sigma Pi, a national professional business fraternity.

## Held Unveils Work of Art



HELD PROPERTIES UNVEILS CONTEMPORARY INSPIRING GLASS SCULPTURE "WINDS OF LIFE"

1880 Century Park East, A Landmark From The "Golden Age" of Century City, Has Undergone \$8 Million Redesign And Added Grand



Entry Plaza With Sculpture Fountain Held Properties Inc., the distinguished private real estate company, is celebrating the completion of an extensive renovation and modernization of its landmark office building at 1880 Century Park East in Century City, Los Angeles, known as "the

Renovation of the Century," announced company President Robert Held.

A brilliant glass sculpture by world-renowned glass artist John G. Leubtow, set in a contrasting black granite fountain on the building's plaza, is the center piece of the exciting, \$8 million refurbishment and redesign. Mr. Leubtow was one of the five celebrated artists that participated in Held Properties' artists invitational, presented in collaboration with Jonathan Novak Contemporary Art. His winning sculpture, combining water, sound, light, and movement, is named "VENTUS VITAE," a Latin phrase translated as "winds of life."

Commissioned in honor of the late Harold A. Held, co-founder of Held Properties, who passed away in February, the sculpture is the first privately funded outdoor art to be situated in Century City. "We are proud to dedicate this beautiful work of art to the memory of Harold A. Held, and gratified to be able to share its beauty with our tenants and neighbors," said Robert Held. "As the first work of public art ever installed in Century City, this serene and radiant sculpture fountain will be a dramatic cultural marker for future generations" he added.

Novak Gallery was asked to participate in the selection of the artists. Jonathan Novak is a tenant in the building that has been in Century City for the past 8 years. Xillary Twil (pronounced Zillary), from the gallery says, "Art has to be integrated...it can't be looked at as jewelry or adornment and it can't be plop art...it must flow."

In Century City there is no shortage of serious business...how cool it is that we can take a break from the hustle and bustle to take a breath and appreciate a work of art. Xillary further states that "Art replaces indifference." As the first piece in Century City this will set the tone for future art projects here. And the bar has been raised to an incredible degree so that the art that follows must live up to some very high standards.

One of the challenges with the commission was an air vent that comes up from the garage. John did an incredible job of integrating it into the fountain so that it can be appreciated from every side and every angle. Another challenge is that the garage needed to be reinforced to sustain the immense weight of the fountain. But all that participated in the challenges felt that they were part of something special and they gave their all to bring about the result that now bares the name, "Ventus Vitae."

Held Properties spared no expense to maintain and improve the common areas of 1880 Century Park East. The renovation included the creation of a grand, lavishly landscaped new entrance with an exterior canopy that looks inward, creating a continuous flow of its design through the transparent glass wall of the entrance and into the redesigned lobby. The lobby features a new computerized directory complete with news, weather and traffic feeds and state-of-the-art computerized elevators. In addition to the lobby, the outdoor plaza was completely remodeled with black granite planters, a newly designed seating area, widened driveways for easier access and new signage throughout.

"We are celebrating the successful completion of a creative redesign that will ensure that 1880 Century Park East remains one of the most prestigious business addresses in Century City for the next generation," said Robert Held. "We appreciate our tenants' embrace of the renovation process, and are proud to offer an enhanced, elegant and contemporary environment for tenants and visitors alike," he added.

Established in 1946, Held Properties is a family-owned, successful real estate investment company, which develops, owns and manages distinctive properties in prime Southern California locations. With a sterling reputation for expertise, reliable partnerships and personal, hands-on management, the company has achieved one of the

highest tenant retention rates in the industry. Held Properties offers a broad spectrum of vertically integrated services, including development, construction management, leasing, space planning, property management and building maintenance. Currently seeking new development opportunities for medical campus or office building projects, Held Properties is pursuing a strategy of partnership with decision makers as it continues its growth.

1880 Century Park East is a Steel-frame, 15 story building with porcelain-coated steel and glass. The building was completed in 1969 with a total of 343,712 square feet. Get ready for a TOBY award, 'cause the building has to be the renovation of the year...if not the century.



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### **more . . . Front Page**

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- 29.MAY.08 2008 CENTURY CITY CHAMBER OF COMMERCE CITIZEN OF THE YEAR EVENT HONORS RAY WATT AND UNIVERSAL PROTECTION SERVICE
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- 08.APR.08 Century City Rotary To Honor Sherry Lansing
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- 16.JUL.07 Weekends are about families at Westfield Century City
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- 18.JUN.07 Welcome Mayors
- 04.JUN.07 Dr. Bruce Hensel - Co-Director of the Emergency Room at Century City Doctors Hospital

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