

**Making
a Difference.
Every Day.**

FirstService Residential

ADVANTAGE



Sustainability Expo & Symposium Stresses Capitalizing on Energy Efficiency Incentives

FirstService Residential recently hosted its Third Annual Sustainability Expo & Symposium. The multi-part event was held to provide board members, superintendents, resident managers, and property managers with critical information and practical solutions for increasing sustainability and efficiency in their multifamily properties.

"Every aspect of our Sustainability Expo was designed to illustrate how efficiency measures can not only deliver significant energy and maintenance savings to a property, but equally important, how these actions can also reduce a building's impact on the environment while increasing property

values and improving residents' comfort," explained Dan Wurtzel, President, FirstService Residential New York. "Our ultimate goal is to help 'green' the 500-plus properties we manage across New York City."

Evening Session for Board Members

The expo was held in two sessions. On Thursday, May 15, FirstService Residential organized a panel discussion of green-minded industry experts exclusively for its co-op and condominium board members and building owners. The session focused on the New York City agencies that have developed energy efficiency incentive programs to entice multifamily buildings to reduce their carbon emissions.



> Above: Seminars covered topics from "Resiliency and Energy Savings through Local Law 87" to "Efficiency Incentive and Rebate Programs."

The panel comprised Michael Colgrove, Director of Energy Programs, NYSEDA; John Skipper, Energy Efficiency and

continued on page 4

> Message from the President

Making a Difference, Every Day, for Residents

Providing excellent customer service—not only to our boards and owners, but to every resident in every property we manage—is an integral part of FirstService Residential's mission. As the leader in property management, we aim to exceed our clients' expectations with quality service, responsiveness and access to information.



Dan Wurtzel

As part of this effort, we have made an investment in various technological initiatives that makes it as easy as possible for our residents to conduct business with us, and retrieve the information they need, in a timely, efficient manner.

We are the only management company in New York City offering a 24/7 Customer Care Center where residents can reach a live specialist to address their account inquiries, maintenance requests and more. Over 90% of inquiries are resolved on the first call. Our care center can be accessed by calling 212.634.8911.

Through our website, www.fsresidential.com, we have established several service offerings through which residents can quickly and easily conduct transactions. Residents can:

Request a Bank or Appraisal Questionnaire for a mortgage financing or refinancing, paying by credit card and tracking their order online. A 24-hour rush option is also available.

continued on page 2

What You Don't Know Can Hurt You

The Importance of Credentialing Service Providers

Proper credentialing of service providers is a front-line issue facing the proper-



BUSINESS
CREDENTIALING
SERVICES

ty management industry. FirstService Residential has engaged an internationally recognized firm known as Business Credentialing Services (BCS) that employs specially trained teams with expertise in labor law and insurance who are equipped to review and audit essential qualification requirements. The purpose is to reduce risks that may expose the properties we manage to large penalties from government agencies, tort liability, personal injury, and even criminal prosecution.

The BCS process is designed to protect our clients and our company from potential service provider risks. There is no cost to your property; the service provider pays a nominal fee directly to BCS to ensure they meet all requirements. Once deemed a qualified vendor, the provider may work with any of our managed properties.

"The vendor credentialing process not only ensures service providers are qualified, it also allows for competitive pricing of the goods and services that are dispensed to the properties we manage," says Dan Wurtzel, President, FirstService Residential New York.

We encourage our board members and owners to work with our property managers in understanding the vendor qualification process. It is only through our collaborative efforts that we achieve our common goals of asset protection and risk management.

Message from the President

continued from page 1

Request a Certificate of Insurance which is fulfilled by email or fax in just a few days.

Sign up for Automatic Payments linked to a bank account, thereby eliminating check writing and postage costs and ensuring payments always arrive on time.

Register to receive electronic statements of monthly charges. This provides residents with secure access to 12 months of online statements, helps protect them from fraud and identity theft by eliminating paper statements that include personal account information, and helps the environment.

Potential residents can **fill out and track an application online** to buy or lease an apartment in a FirstService Residential managed property. Our method of electronically organizing documents facilitates the process for applicants and increases the speed and efficiency of board review. By streamlining the selling process and reducing seller time and anxiety, we provide a distinct advantage for owners wishing to sell their units.

In those buildings utilizing a community website (FSRConnect™), residents can access account information, create work order requests, contact management or building staff, view building documents, and pre-authorize guests and contractors, all online.

FirstService Residential will continue to invest in new products and services that will further enhance the service experience of our residents. Thank you for allowing us to serve you.

Dan Wurtzel

President, FirstService Residential New York

Energy Purchasing Program Surpasses \$12.7 Million in Savings

The FirstService Residential Energy Aggregation Purchasing Program, which is run by our FS Energy subsidiary, continues to deliver impressive returns to participating buildings. From its inception in October 2011 through January 2014, participating properties have saved \$12.7 million!

The program leverages the purchasing power of our large portfolio of buildings in order to reduce natural gas and electricity costs relative to the local utility.

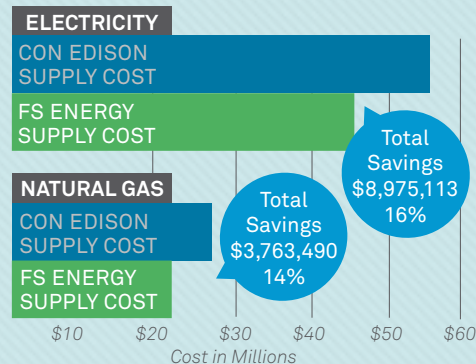
Board members who wish to receive their building's FS Energy Aggregation Tracker Report—which provides a month-over-month comparison of supply costs versus what would have been charged by Con Edison and/or National Grid for the same period—should speak with their property manager.

Have a question about the program? Contact Edmond Ohin, FS Energy Client Commodity Manager, (212) 634-5486 or edmond.ohin@fsenergyservices.com.

Portfolio-wide Energy Savings

October 2011 – January 2014

TOTAL SAVINGS TO DATE: \$12,738,602



coolNYC Program Offers Residents Free Smart Technology

Con Edison and ThinkEco have launched coolNYC, a new energy efficiency program that offers residents with window air conditioners the opportunity to receive a ThinkEco smartAC kit for free!

A combination of a wirelessly communicating smart plug and remote control thermostat, the smartAC kit allows for any window A/C to become a web-connected smart device. The smartAC allows residents to automatically and remotely control their window A/Cs from their smartphone, tablet or computer—saving energy and money while providing a new level of comfort and automation.

coolNYC participants receive one smartAC kit for each of their window A/Cs, allowing them to:

- Monitor energy use through a user-friendly web dashboard
- Control their unit from any web-connected device

- Set automated schedules for each day of the week to avoid wasting energy
- Receive a \$25 bill credit for participating
- Help strengthen NYC's electrical grid



In exchange for providing the technology free of charge, participants are asked to take part in conservation events during which coolNYC asks that

A/C temperature be increased slightly. These events normally occur five times per summer which allows for better management of the electrical grid on specific days. Participants can opt out of events for any reason. Conservation events also have the added benefit of reducing building demand charges, if they coincide with the building's time of peak demand.

To request a free smartAC kit, visit www.coolnycprogram.com. For more information to share with your residents, email matthew@thinkecoinc.com or call 1.800.684.2085 x 112.

Did you know that there are over 6 million window air conditioners in NYC, which together contribute to 20% of summertime electricity demand?

< CoolNYC members receive a free smartAC kit that enables remote A/C control and scheduling.

Emergency Preparedness Videos Available

Dan Wurtzel, President, FirstService Residential New York, was joined by panelists Salvatore Cassano, Commissioner of the NYC Fire Department, and Ira Tannenbaum, from the NYC Office of Emergency Management, to present a seminar at The Cooperator's 2014 Expo on the topic "Are You Ready? Everything You Need to Know About Emergency Preparedness."



Following the presentation to a standing-room-only crowd, attendees lined up to ask specific questions of President Dan Wurtzel.

You may follow these links to watch the videos:

Emergency Preparedness Seminar

Part 1 of 3 (Running time: 22:03)
<http://youtu.be/BcEuBramLhY>

Part 2 of 3 (Running time: 21:40)
<http://youtu.be/YM1sE-u2-AQ>

Part 3 of 3 (Running time: 13:24)
<http://youtu.be/-ACaOkzHlms>

Condo Introduces New Saline Pool

515 East 72nd Street Condominium, a 365-unit building managed by FirstService Residential, has furthered its efforts towards a more sustainable environment for residents. The building recently converted to a new Salt Pure saline pool. Utilizing 100% pure, natural chlorine made from salt, Salt Pure offers an alternative sanitizing system that is currently installed in only 16 locations in New York City. With the elimination of harsh chemicals, the Salt Pure system yields a reduced carbon footprint and propels the community forward in its choice for greener, sustainable living.



Sustainability Expo

continued from page 1

Demand Response Executive, Con Edison; Jenna Tatum, NYC Carbon Challenge Coordinator, Mayor's Office of Long-Term Planning & Sustainability; and William C. Ragals, Jr., former energy attorney and Board President of The Strand Condominium, a FirstService Residential managed property.

"It was an extremely pleasant evening," says Ruth Botwinik, 400 Central Park West Board Member. "Even though we are doing a lot of the things recommended, we still learned a lot. In addition to the economics, the ecological good is a motivating factor for many."

Incentive Programs Abound

Among the most abundant incentive programs currently available to New York building owners is NYSEERDA's Multifamily Performance Program (MPP), which allots building owners \$500 to \$1000 per unit to help reduce energy use by 15 percent. To qualify, owners must work with one of about 90 NYSEERDA-approved partners, which include engineering firms, energy consultants and non-profit organizations. That partner then assesses and recommends improvements that will help a property achieve the reduction. Owners become eligible for an additional \$300 per-unit bonus if they are able to meet the criteria.

"Even though we are doing a lot of the things recommended, we still learned a lot. In addition to the economics, the ecological good is a motivating factor for many."

**Ruth Botwinik,
400 Central Park West
Board Member**

"The good news is that the way that all this is calculated and the way that electricity rates work, a 15 percent energy reduction is equal to about a 15 percent cost reduction," said NYSEERDA's Colgrove, who oversees the multifamily programs. He added that most buildings in the program end up reducing usage by 20 to 25 percent, with some buildings having cut energy use by as much as 40 percent.

Each of the panelists stressed the importance of taking advantage of incentive programs before they expire. For example, a new Demand Management Program offered by Con Edison, which aims to curb peak summer energy use, provides money for every kilowatt of energy saved via a variety of methods such as lighting upgrades. While owners can potentially save thousands of dollars, the program ends in June 2016.

Con Edison also has other programs that reward energy reduction such as the Commercial and Industrial Program, which features components that provide rebates for energy efficient equipment and other incentives that can help fund up to 50 percent of a green capital improvement project. "Some programs have quadrupled the amount of programs and funding available," said Con Edison's Skipper.



Da-Wei Huang, FS Energy's Director of Energy Management, demonstrates newer, more efficient pump technology.



Panelists included Jenna Tatum, Mayor's Carbon Challenge; John Skipper, Con Edison; and William Ragals, Board President, The Strand Condominium.



Felicia Gittens purchases plants donated by Queens Garden Florist & Landscape Design.



Mayor's Carbon Challenge Coordinator Jenna Tatum with board members wishing to register their buildings.



Panel moderator Chris De Weaver, FirstService Residential, and Michael Colgrove, NYSEERDA, share a laugh.



More than \$2500 was raised for GrowNYC through the sale of homegrown herbs and plants.



Super Steve Lopez with FSR VP Randy Sulzer.



Board VP Damiano Geraci with Aaron Mehta of FS Energy.



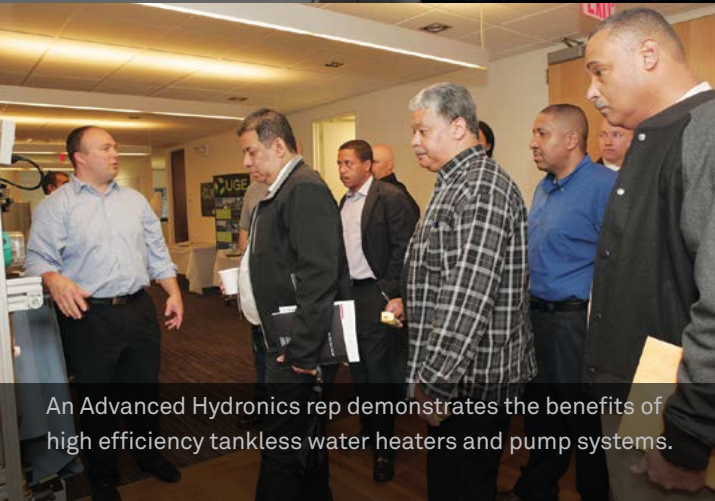
Ener-G Rudox featured cogeneration and other backup power alternatives.



Resident managers learn about the benefits of energy efficient LED lighting.



An attendee learns about solar and wind energy solutions.



An Advanced Hydronics rep demonstrates the benefits of high efficiency tankless water heaters and pump systems.

Incentives Can Reduce Operating Costs by Tens of Thousands of Dollars

Panelist Ragals of The Strand explained that by taking advantage of NYSERDA and Con Edison incentives for an oil-to-gas conversion, his building was able to help fund the installation of a Combined Heat and Power (CHP), or co-generation system, that allows the building to produce energy at below Con Edison rates. "With the money that they gave us and the efficiencies that we received in operating expenses by switching to natural gas, the balance of our out-of-pocket expenses was recovered in about five months," he said.

The panelists unanimously agreed on the importance of measuring how much energy a building uses, and how it compares to similar buildings, in order to identify which efficiency upgrades to undertake. To support this effort, FirstService Residential provides each of our managed properties with an annual Energy Report Card that analyzes the property's energy data and benchmarks it against similar properties.

"By using our advanced analytics, we are able to arm our clients with the information needed to seize opportunities and make decisions that make the most sense for their building," adds Wurtzel.

Morning Session for Building Staff

On Friday, May 15, more than 300 building superintendents, resident managers and property managers visited FirstService Residential's midtown headquarters for day two of the event which included a supplier expo and seminar series. Presenters from NYSERDA, Bright Power, Urban Green Council, the Department of Sanitation and FS Energy, among others, covered topics ranging from "Resiliency and Energy Savings through Local Law 87" and "Cogeneration and Emergency Generators" to "Efficiency Incentive and Rebate Programs" and "Green Training for Building Operators & Managers."

In addition, demonstrations by nearly 30 suppliers covered a spectrum of goods, services, and technologies addressing sustainability. These ranged from environmentally friendly cleaning products, water management, and roofing systems, to efficient lighting, heating controls, pest extermination and solar and wind solutions. Also presented were clean fuels, tankless water heaters, combined heat and power (CHP), landscaping, car sharing, and all of New York City's recycling programs.

More than \$2,500 was raised through the purchase of homegrown herbs and plants at the events. Proceeds benefited GrowNYC, a hands-on non-profit which improves New York City's quality of life through environmental programs that transform communities block by block and empower all New Yorkers to secure a clean and healthy environment for future generations. ●

Bug Doctor's bed bug sniffing dog, Bolt, made a special appearance.



Tom Calandra, Resident Manager of Greenwich Club Residences

Super
Super

Still recovering and rebuilding from Superstorm Sandy in 2012, Greenwich Club Residences at 88 Greenwich Street continues to thrive and improve under the watchful eye of Resident Manager Tom Calandra.

With the support of his property and project management team members who helped mitigate many obstacles since the storm, Mr. Calandra has been able to run the building without major disruptions to quality of life. Due to conditions in the basement caused by storm damage, tending to daily routines while still providing 24 hour weekend coverage (and Mr. Calandra covering overnight weekday shifts himself) has been one of the biggest challenges that the staff has overcome.

“My daily challenge is balancing our rebuilding efforts—even now nearly two years later—with providing each resident the attention they deserve. I could not successfully do this without my key staff members including Angel Gonzalez, head of the Front Desk; Freddy Geronimo, Head Porter; and my three handymen, Eddie Ramos, Richie Tauer and Austin Laron-
ee,” explains Mr. Calandra.

Attention, Detail and Morale

As the building moves forward in resiliency projects overseen by FS Project Management,

which was retained by the board, Mr. Calandra recalls hardships endured along the way. He describes his three main areas of concern as he protects the property, staff and residents:

Staff and resident safety: “During the storm, when water started coming in to the building, my main concern was making sure all residents and staff members were accounted for, safe, and out of the basement area that started flooding.”

Resident alert and control: “After the building lost power, I had to focus on notifying residents of the status, keeping track of all residents still inside the building, and locking down the building so we could manage all individuals entering and exiting the property.”

Water removal: “Once it was confirmed that all residents were safe, my staff and I attempted to salvage the generators in order to start pumping water out of the affected areas. My attention at that point was focused on water removal.”

Teamwork and strong morale created a sense of camaraderie at the building during this time. For the first seven days post-Sandy, with no heat and no electricity, Mr. Calandra and his staff slept on air mattresses by the lobby fireplace to stay warm in the cold and the dark, taking turns sleeping and monitoring individuals entering and exiting the building.

Despite valiant efforts, the building was eventually evacuated by the Department of Buildings, with a three to four month anticipated timeline for return while emergency remediation took place. However, due to the excellent planning by Tal Eyal and the FS Project Management team, along with coordination by the building staff and management, residents were permitted to return to their homes many months earlier than anticipated.

Rebuilding: Better and Stronger

On any given day, the building is well equipped and fully stocked with emergency



Resident Manager Tom Calandra in front of the building's new fire pump.

supplies including glow sticks, blow horns, radios and flashlights. FSRConnect™ is also utilized to dispatch resident communication in emergencies.

Today, the building is focusing on rebuilding towards better and stronger mechanisms and structures. The water meter and gas booster pump have been relocated two and half feet above the ground, and the electrical switchgear was raised 18 inches off the ground. High velocity sump pumps were installed to handle a greater volume of water and concrete was injected at the slab in the basement to seal off any entry ways for water. The building's fresh air intake vents were relocated from sidewalk level to eight feet above ground.

“Upon completion, these resiliency measures will increase the endurance of our building mechanisms and electrical equipment,” says Mr. Calandra. “LED lighting has been installed for our basement and all HVAC units have been replaced. We are also in the process of implementing co-generation units which will reduce energy costs immensely and also serve as a back-up power source.”



Safety Training for Building Employees

FirstService Residential and Durnan Group, Inc. jointly held several seminars during the month of June for Superintendents and Resident Managers to provide safety training that will ensure each building staff has the tools they need to comply with Occupational Safety and Health Administration (OSHA) guidelines.

The three hour training focused on the new regulations surrounding Safety Data Sheets (formerly known as Material Safety Data Sheets). Safety Data Sheets are documents that contain information on potential hazards (health, fire, reactivity and environmental) connected with the common chemicals used in day-to-day operations and instructions on how to safely handle or work with various substances. Since this is the starting point for developing a comprehensive health and safety program, FirstService Residential seized the opportunity to provide further information on how to help protect workers while they perform their jobs.

The training also included detailed information on hazard communication, personal protective equipment, fall protection, ladder



An OSHA certification was presented for completing the course.

safety, electrical safety, power/hand tool safety, machine guarding and an overview on general hazards. Following completion of the training, each of the employees received an OSHA certification.

FirstService Residential will continue to provide training to our building staff to help ensure they are prepared for the ongoing health and safety challenges they will continue to face. ●



Pie Face Makes an Appearance at 75 Wall

Abigail Michaels Concierge, an affiliate of FirstService Residential, serves the residents of 75 Wall Street via an onsite concierge. On May 27, Abigail Michaels arranged for Pie Face to host a complimentary tasting in the building's lobby where residents sampled a variety of pizzas, which were a hit with the residents who enjoyed socializing with their neighbors and sampling the food.



Creative Coercion

To counter the risk of low turnout at a recent Residential Town Hall Meeting at One Hanson Place—which happened to coincide with the 2014 NFL draft—FirstService Residential Managing Director Anthony Milstein got creative. Prior to the meeting, owners were informed that the NFL results would be live streamed into the venue so that anyone interested in football would not be prevented from attending. That effort, complemented by an aggressive proxy collection campaign managed by Assistant Property Manager Alex Norwood, enabled a quorum to be reached.

NYC Clean Heat Applauds FirstService Residential

FirstService Residential has been recognized among dozens of management companies in New York City for our work to convert our managed properties to the cleanest burning fuels.

The company achieved the 75% level in NYC Clean Heat's Property Manager Recognition Program, which means FirstService Residential has successfully switched the majority of our properties from dangerous, heavy fuels such as No. 6 and No. 4 oil to more environmentally-friendly options such as No. 2 oil, natural gas, or other clean alternatives. Heavy fuels emit harmful particulates that cause hundreds of hospital visits and deaths annually.

The NYC Clean Heat program seeks to improve air quality and save lives by eliminating heavy oil use and accelerating the adoption of the cleanest fuels. The program provides resources to building owners, managers, and residents, and works with organizations that can help buildings make the switch.

NYC cleanheat

Closing Department Expands



In order to increase the level of service excellence provided to our clients, FirstService Residential has added two staff members to our Closing Department. With this move, the department expects to expedite the preparation and transmittal of closing statements, further the efficiency of internal procedures, and raise the bar with regard to customer care. The team includes: (L-R) Closing Coordinator Jonathan D'Onofrio, Assistant Closing Agent Francisco Vera; Director of Closings Daren Crenshaw; Closing Agent Carlo Mauricio; Closing Agent Scot Simon, and Administrative Assistant Denise Martinez.

FirstService Residential's Green Mission

Environmental responsibility is a corporate value for FirstService Residential and its subsidiaries.

By striving to set a green standard for the real estate industry, our aim is to find opportunities—within our operations and for our clients—to develop innovative and cost effective solutions that promote environmentally sound practices.



FirstService Residential

ADVANTAGE

Advantage is published for board members of properties managed by FirstService Residential. 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.

Have a comment about this newsletter? Send an email to: news.ny@fsresidential.com.

FirstService Residential supports the highest social and environmental standards in the market. We are contributing to conservation and responsible management by using FSC-certified paper and print products.

