



Donnelly joins Rose Associates as a director

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Rose Associates, the New York-based full-service real estate firm, has hired Edward Donnelly as director of commercial and technical services. Donnelly joins Rose from Syosset-based Blumenfeld Development Group where he was director of property management.

"Ed has deep experience in all facets of property operations and he's especially skilled in managing preventive and demand maintenance programs," said Brian Peters, chief operating officer of Rose Associates. "At Rose, he will oversee mechanical system repairs and upgrades at all firm-owned and managed residential and commercial buildings."

The commercial and technical services group is a core component of the Rose 360 Platform, operating as an internal consultant for Rose-managed buildings. They work closely with property managers and site-based staff to ensure buildings are compliant with ever-changing regulations. The team monitors building systems on an on-going basis, and oversees any repairs or upgrades. The group also provides emergency response services, and consults on disaster recovery plans.

Donnelly will also direct a number of capital improvement programs at Rose-owned and managed properties. Programs under his direction will range from the installation of new energy management systems and upgrades to electrical and emergency power systems to the installation of new elevators, and façade safety programs related to Local Law 11. Rose is especially active in co-generation projects and boiler conversions, and Donnelly will immediately be involved in such efforts at eight individual properties.

"Ed's skills will be of great value to Rose clients as we approach the 2013 deadline for boiler conversion to Number 2 fuel oil or natural gas. Last year alone, we managed more than \$9 million in conversion and co-generation projects," said Peters.

Donnelly has two decades of experience managing residential and commercial real estate. In his most recent job, he oversaw the management and operations of more than 3 million s/f of commercial, multi-tenant office and retail real estate.

A graduate of Suffolk Community College, Donnelly is an adjunct instructor at the New York University Real Estate Institute.

He is a member of, BOMA, ASHRAE and REBNY.

About Rose Associates

Based in New York City, Rose Associates is a developer, manager and marketer of premium residential, commercial and retail properties. The Rose 360 Platform offers a variety of expert services including pre-development consulting, property development, property management, residential marketing, retail and commercial leasing, financial services, construction supervision, project management, and asset management.