



NAI Friedland Realty launches live online auctions

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NAI Friedland Realty is offering its clients the opportunity to speed up real estate sales through participation in monthly live online property auctions.

The auction is part of Commercial Property PowerSaleT, an accelerated marketing program created by NAI Global, a worldwide network of more than 300 commercial real estate firms. The format helps commercial real estate owners, investors and financial institutions achieve maximum value for their commercial real estate assets by placing properties in front of thousands of buyers nationally and locally.

Marketing, negotiating, sale, and closing are sped up in auction process and incorporated into an event with a predetermined date. Prospective buyers learn about available properties through traditional media, email blasts, and via the Internet.

"NAI Friedland is on the cutting edge of new worldwide marketing strategies that incorporate technology as a means to overcome the effects of the economy on commercial real estate sales," said Stephen Oder, CEO of NAI Friedland Realty. "The live auction format adds excitement to the selling process by creating urgent bidding wars that move properties quickly and at attractive prices." To date, NAI Global has completed \$2.3 billion in asset sales through its accelerated marketing programs.

NAI Friedland, founded in 1970, is a full service commercial real estate firm in metropolitan New York, including Westchester, the five boroughs, Long Island, Connecticut, and New Jersey. Headquartered in Yonkers, Friedland also maintains a satellite office in Manhattan.

Friedland sales staff members strive to provide guidance and information that enables clients to make the best lease or purchase decisions. Brokers in Friedland's four divisions (retail, industrial, office, and residential/development) understand their markets and are supported by a sophisticated computer database of available properties and potential tenants. Friedland is a member of NAI.

Visit www.friedlandrealty.com for more information.

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