

***2M***

***Corporation***

***dba 2M Construction Group***  
***a Michael E. Keller Company***

***Program/Project Management Services***  
***for***  
***Real Estate Development***  
***Corporate Executive Summary***



*2286 Logue Street North Bellmore, New York 11710*  
*510 Gates Avenue, First Floor Suite, Brooklyn, NY 11216*  
*Main: (516) 360-2225*  
[\*info@2mcorporation.com\*](mailto:info@2mcorporation.com)  
[\*www.2mcorporation.com\*](http://www.2mcorporation.com)

**New York State Certified**  
Service-Disabled Veteran-Owned Business

*License# 181720*



*Certified Minority Business Enterprise (MBE)*  
*#64996*



*Certified Minority Business Enterprise (MBE)*



*Registered Minority Owned Business | Small Business Enterprise (MBE) (SBE)*  
*#4493*

# <sup>2</sup>M Corporation

*dba <sup>2</sup>M Construction Group  
a Michael E. Keller Company*

A professional organization devoted to providing strategic entitlement procurement, program/project management, finance sourcing when appropriate, and construction oversight services to the investment grade real estate development industry

- Dedicated to servicing a wide spectrum of development modalities:
  - Healthcare
  - Hospitality
  - Residential
  - Commercial/Retail
  - Community and Regional Solutions

*“On all of the projects we worked on together, Mr. Keller expertly navigated the entire development process to deliver each project on time and within budget(s). He was a pleasure to work with and is a true and dedicated professional.”*

***Walter Scott Leedom, Corporate Counsel  
Hammes Company  
Brookfield, Wisconsin***



**<sup>2</sup>M**

***Corporation***

***dba <sup>2</sup>M Construction Group***  
***a Michael E. Keller Company***

## Development Approach Summary

- **<sup>2</sup>M Corporation** Approach
  - Establish Development Client/Partner Relationship
  - Establish/Verify Entitlements
  - Identify Project Concept(s)
  - Ratify Development Process
  - Verify Project Economics

*“Universal Baptist Church has had the privilege of engaging Mr. Michael Keller (Mike) of the 2M Corporation as our owner’s representative for a development project on our church property. He has the overall knowledge to understand our goals from a big picture perspective and has the experience to effectively navigate us through the granular detail that is so imposing when taking on a project of this magnitude.”*

***Reverend Doctor James R. Green, Jr., Senior Pastor  
Universal Baptist Church  
Brooklyn, New York***





# Corporation

*dba 2M Construction Group*  
*a Michael E. Keller Company*

## Conceptual Thinking

- Entitlement Needs Assessment
- Entitlement Process Identification
- Entitlement Procurement
- Entitlement Impact Studies
- Planning vs Entitlements Assessment

### Comprehensive approach to:

- Understand Community Values,
- Design - Density and Appearance – Basic changes to density and intensity need to be carefully evaluated – Good design components may convince local governments to allow higher density/intensity,
- Conditions of Approval/Impact Fees – negotiate and understand,
- Strategic and Tactical Initiatives –Utilizing “appropriate” tools and programs to enhance the acceptance of your project in your local community.

## Pre-development Execution

- Strategic Plan Development
- Master Plan Development
- Specific Plan Development
- Financial Feasibility Studies
- Capital Strategy
- Portfolio Strategy
- Real Estate Enhancement Advisory

### Investigate, Validate and Collaborate!

- Strategic and Tactical Initiatives to mitigate Site, Soils Conditions, and Contamination,
- Surrounding Uses, Boundaries, Area and Access, Ownership and Easements,
- Design: Product Type, Height, Density, Layout, Parking, Elevations,
- Unit Mix and Amenities,
- Constructability Reviews,
- Construction Estimates,
- Furniture, Fixtures & Equipment (FF&E),
- Market Sales and Rental Rates,
- End User/Consumer Profiles,
- Project Value,
- Debt & Equity Strategies.
- Implement Compliance Criteria of Prevailing/Living Wages and Davis Bacon Provisions

## Program/Project Management

- Program Management
- Project Management
- Development Timeline Assessment & Strategies
- Document Evaluations, Development and Processing
- Construction Oversight
- Commissioning & Close-out Management

### Oversight, Oversight, Oversight

#### Budget Construction Oversight:

- Manage multiple contractors, watch cost increases, use financing properly, manage the process to keep a project at or under budget.

#### Time Management:

- Manage progress as a function of cost & time

#### Risk Management:

- Reduce risk by hiring properly licensed/bonded professionals, securing project insurance, design & manage contracts that clarify all parties’ responsibilities, and other tasks designed to avoid litigation or other expenses.

#### Communications Issues:

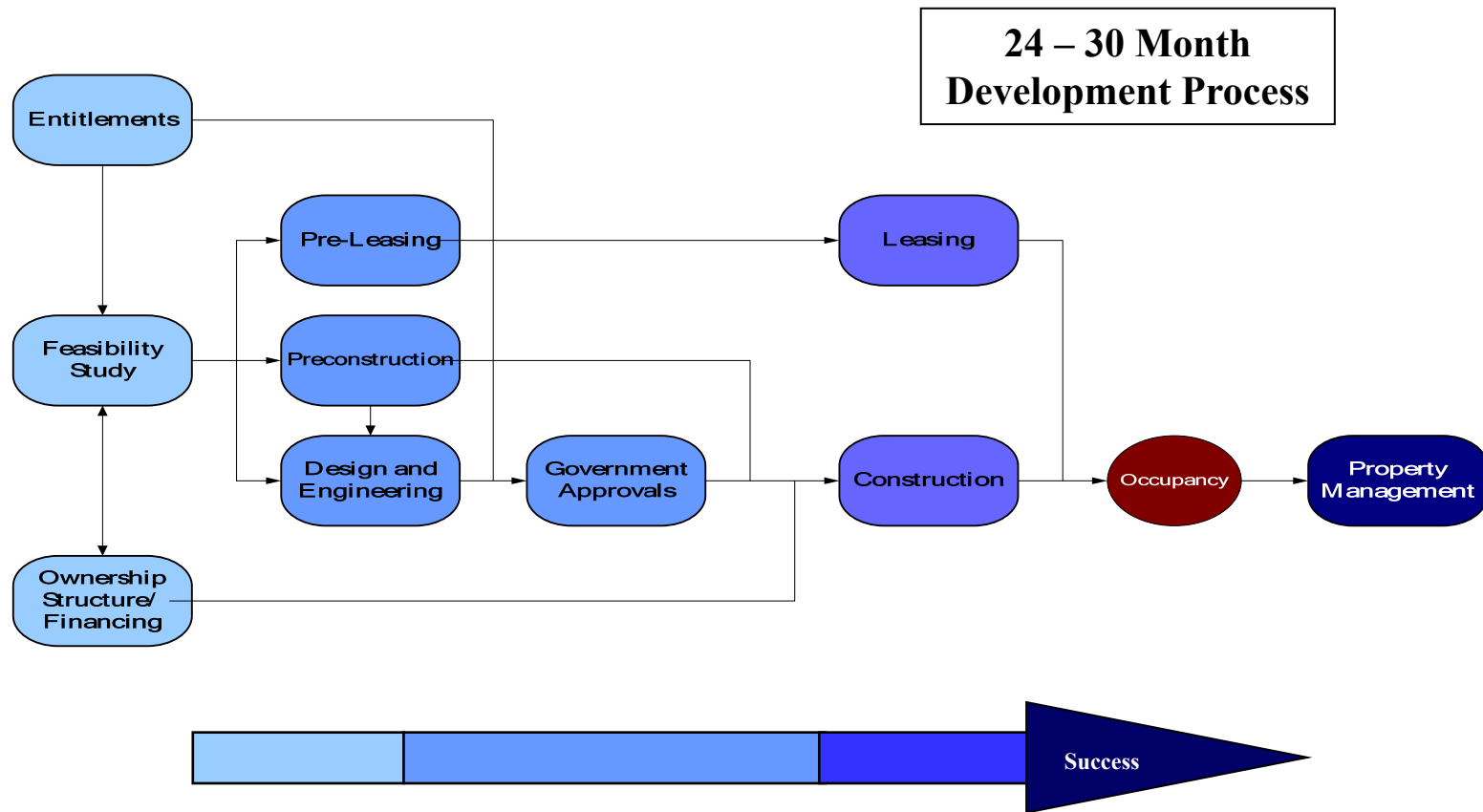
- Manage upstream & downstream information passes.

***2M***

***Corporation***

*dba 2M Construction Group*  
*a Michael E. Keller Company*

### Development Process



**<sup>2</sup>M**

**Corporation**

*dba <sup>2</sup>M Construction Group  
a Michael E. Keller Company*

## Historical Client Relationships

- Health Facility Relationships
  - Brookdale University Hospital, Brooklyn, New York
  - Woodhull Hospital, Brooklyn, New York
  - Cumberland Diagnostic & Treatment Center, Brooklyn, New York
  - Memorial Medical Center, Las Cruces, New Mexico
  - Howard University Hospital, Washington D.C.
  - Tower Health (Reading Health), Reading, Pennsylvania
  - Tri-City Healthcare District, Oceanside, California
- Tenant Improvements
  - UCLA Medical Group - Santa Monica, California
  - DaVita Dialysis – Santa Monica, California
  - Aurora Ambulatory Surgery Center – Parker, Colorado
  - Santa Monica Orthopedic Group (SMOG) – Santa Monica, California
  - Premier Oncology – Santa Monica, California
  - Core Performance – Carson, California
  - Over 1MM SF of various single physician tenant space executions
- Housing & Institutional Development
  - Universal Baptist Church



*“Michael Keller is a man with a strong moral compass and can therefore be trusted in every situation that may rise during a project. We can’t speak highly enough about Michael and with complete confidence recommend him to any organization considering him and his organization.”*

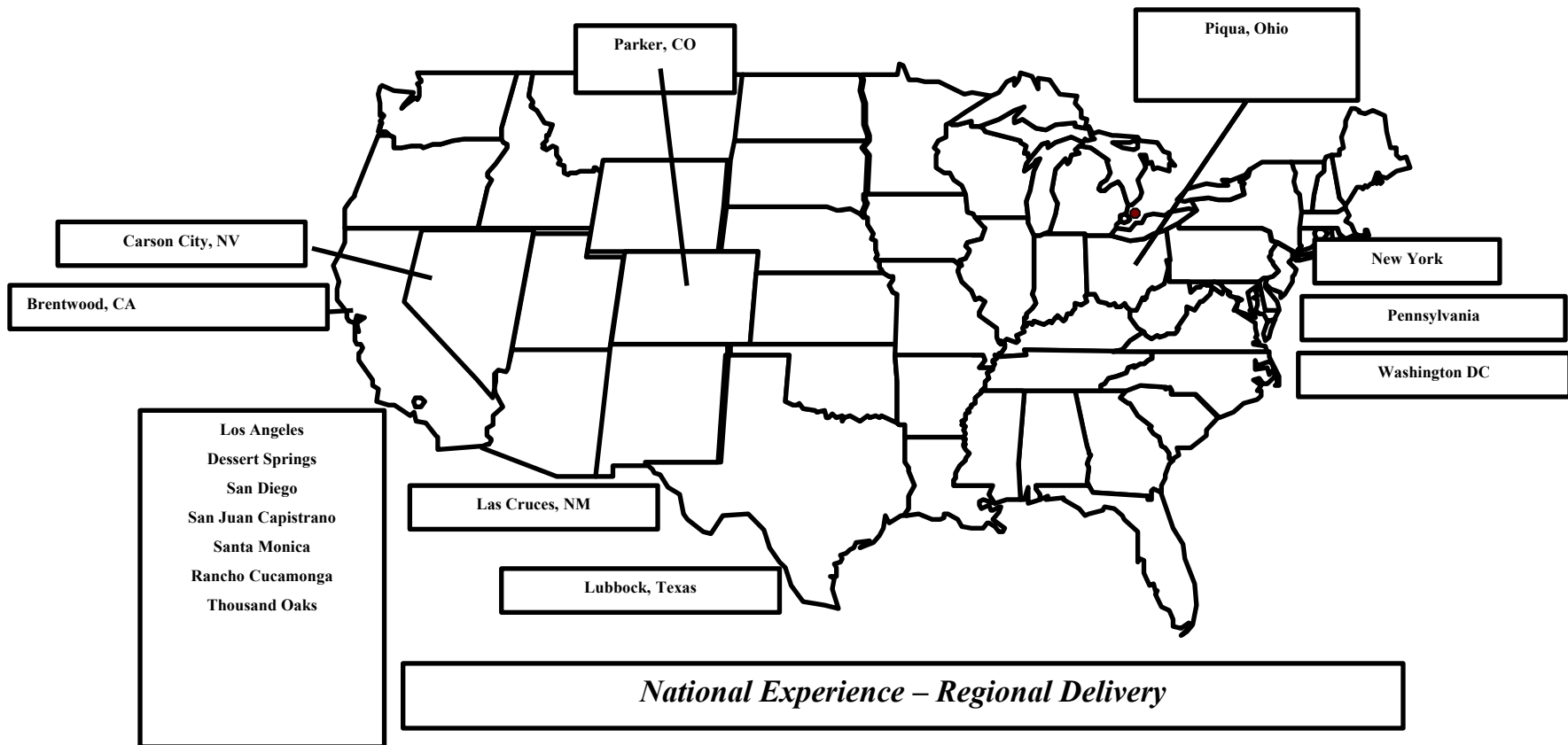
***Jason Cooke, Principal  
Strategic Medical Properties  
San Clemente, California***

***2M***

***Corporation***

*dba 2M Construction Group*  
*a Michael E. Keller Company*

### Past Project Locations



# Why <sup>2</sup>M Corporation ?

- One of the leading project facility forensic due diligence providers
- Unique understanding (among developers) of the strategic and market objectives underlying investment grade development
- Management of all key development steps internally
- Partnership approach to end user requirements
- Multiple capital sources – debt and equity
- “Open Book” approach
- Experience and working relationships with General Contractor, Sub-contractor, Vendor, Design Professional, and sub consultant communities across many jurisdictions
- Carrier of all industry requisite General Liability, Professional Liability and Workers Compensation insurances to indemnify all project related stakeholders for risk management purposes

*“As a construction lender I take pride when I see one of my completed projects, but when I see our project in Brentwood, California (a 110,000 SF medical office building with ambulatory surgery center, ground up development with a heliport on a Greenfield site) I put my pride aside and I think of what a great job Mike Keller did on all fronts of the process.”*

***Stewart Aikawa, V.P. Senior Relationship Manager  
Mechanics Bank  
Sacramento, California***





# Notes