

2M

Corporation

dba 2M Construction Group
a Michael E. Keller Company

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



One Plaza Road, Suite 100, Greenvale, New York 11548

Main: (516) 744-0960

info@2mcorporation.com

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

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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***



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Development Approach Summary

- ²M 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***





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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.

ENTITLEMENT SERVICES

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

CONSTRUCTION MANAGEMENT

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.

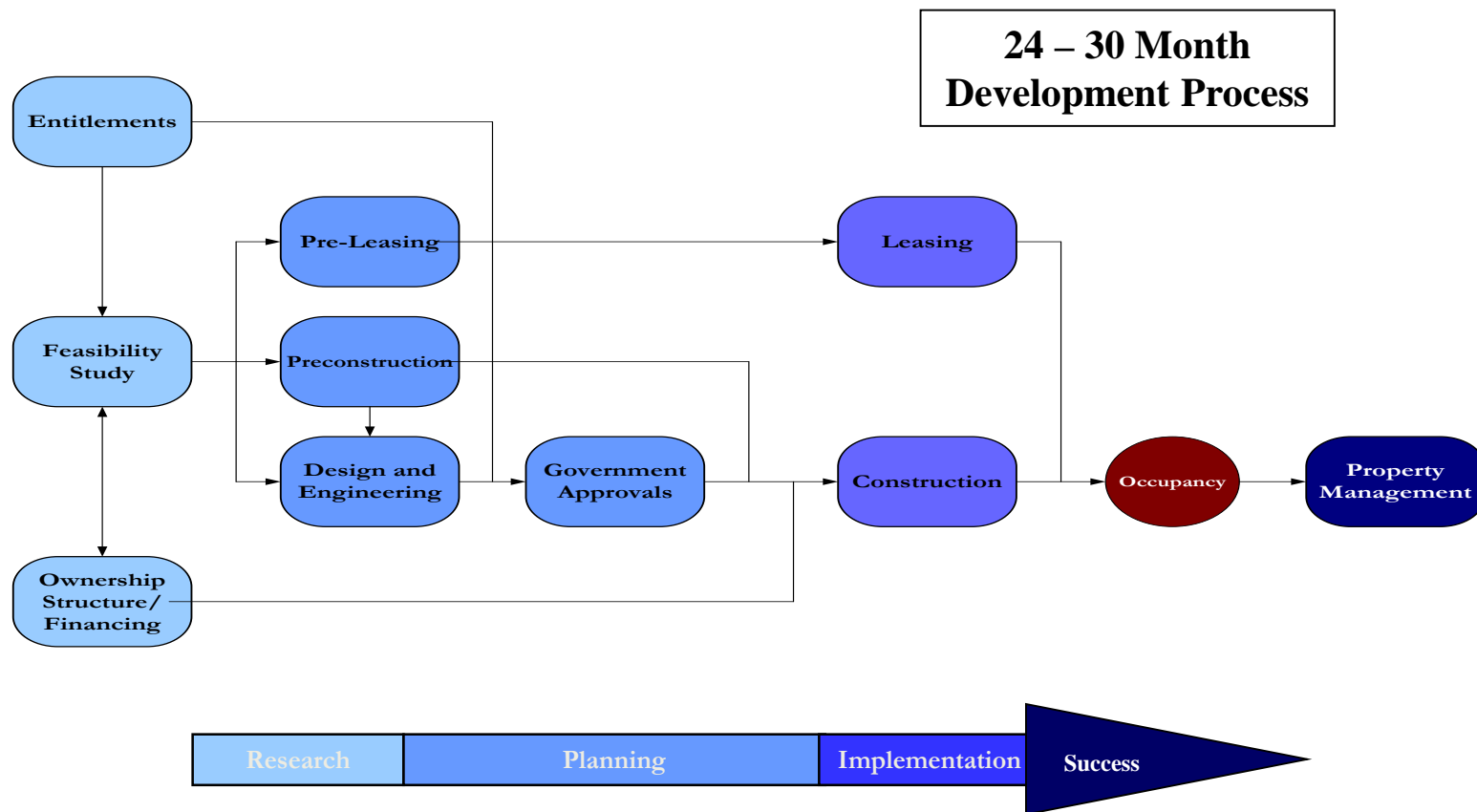
- **Communications Issues:** Manage upstream & downstream information passes.

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Development Process



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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 arise 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***

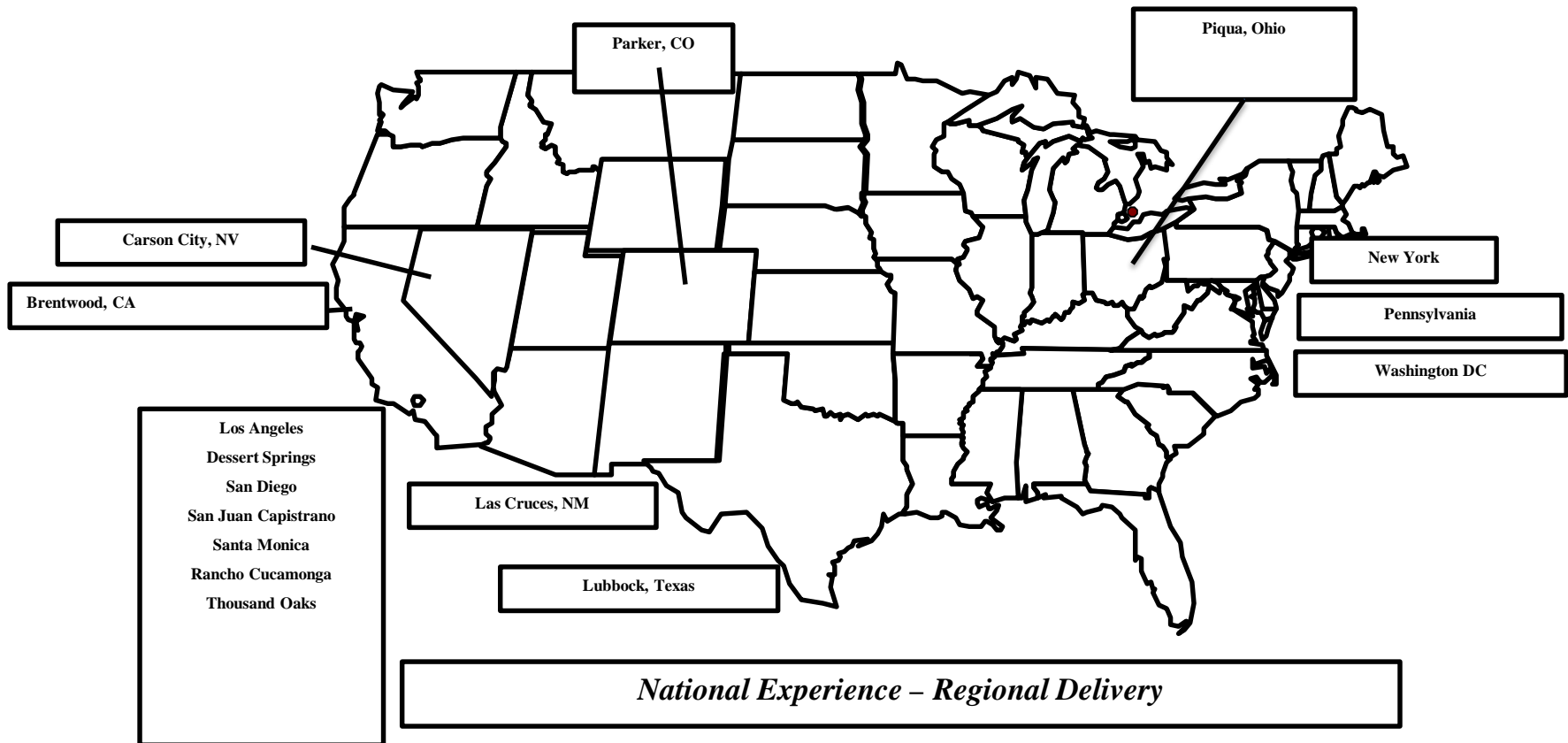
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Past Project Locations



Why ²M 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

