



MASCIA MANAGEMENT, LLC

244 FIFTH AVENUE STE M204 | NEW YORK NY 10001
P 212 388 9585 | F 212 898 0447 | WWW.MASCIAMGT.COM

Growing Businesses Are Helping New York Property Owners Save the Earth and Their Health

New York, NY (July 7, 2009) – Manhattan is no stranger to living Green: over 4,000 apartments have been built over the past ten years in buildings certified Green by the United States Green Building Council (USGBC). Green retrofitting saves owners up to 30% on energy costs and vastly improves the air quality within their home, no small task considering the air in a typical apartment is 5-10 times more toxic than the air outside according to the EPA. New local companies are now working to provide all property owners in New York City, not just those that live in Green buildings, the services they need to benefit from the savings and health improvements that come from being eco-friendly.

Mascia Management, LLC (www.MasciaMgt.com) is a premier real estate asset management company in New York City that is helping property owners go Green. Owners of single condominiums and small multi-family buildings are turning to Mascia Management to implement efficient, environmentally-friendly strategies to maximize the returns on their investments.

Founded by two Leadership in Energy and Efficient Design (LEED) Accredited Professionals as designated by the US Green Building Council, Mascia Management focuses on sustainable building practices and energy efficiency that decreases their clients' operating expenses. Their principals' background in construction and development helps them implement low-cost strategies to make their clients' homes or buildings more environmentally-friendly as well as increase property values. "There's a broad misconception that Green means more expensive," says Mark Mascia, President and CEO of Mascia Management. "But we're actually going Green to lower our clients' costs."



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The company's technology advantage helps too: Mascia's innovative use of online systems not only streamlines their operations, but it reduces the company's use of paper, printing, and shipping. To achieve the highest eco-friendly qualifications, they are also pursuing the Credential for Green Property Management certification from the National Affordable Housing Management Association.

Whether they're looking to sell their property or expand their real estate empire, Green-focused property owners can benefit from New York's GreenHomes' qualified agents. Green Homes NYC (www.GreenHomesNYC.com) serves as an eco-conscious brokerage that offers properties in all neighborhoods of Manhattan. "We believe that even if you don't live in a Green building, making a difference starts at home," says Tal Eisenberg, Green Homes' Leasing Manager. They encourage the use of energy-efficient appliances, LED lights and other green products in order to enhance sustainability. When buying or selling their investment, property owners can use Green Homes NYC's eco-friendly brokerage.

To keep their properties clean in an environmentally-friendly way, owners can turn to a Green cleaning service such as UrbanMaidGreen (www.UrbanMaidGreen.com). UrbanMaidGreen is an eco-friendly residential cleaning service that does all they can to help the environment, beyond their use of only non-toxic, biodegradable cleaning solutions. As a company, they take their environmental footprint seriously: their entire approach is Green, from the organic uniforms their qualified personnel wear, to their commitment to only use public transportation, and much more.

Through their subsidiary, UMG Pest Control, the company is now offering pest control and extermination services. While they acknowledge pest control can be nearly impossible to be completely chemical-free, their highly-trained technicians take great care to tackling pest



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problems in the most environmentally-friendly way possible. They even take on bed bugs: free consultations are provided, along with a 90-day guarantee on the pests' complete elimination. Property owners looking to be environmentally-friendly should turn to UrbanMaidGreen and UMG Pest Control when cleaning or dealing with pests within their properties.

New Yorkers that want to be Green can be, even if they don't own in a Green building. These companies are helping all property owners benefit from a more eco-friendly lifestyle.

About Mascia Management

Mascia Management is a full-service real estate asset management firm based in New York City. We specialize in the professional management of residential properties, ranging from one to thirty units. Our innovative use of technology allows us to offer efficient, transparent management, bringing institutional-quality service to owners of smaller properties at a cost they can afford. Mascia's in-house capabilities can eliminate the hassles of property management for our clients, allowing us to put our skills to work on maximizing their asset's return. Visit www.MasciaMgt.com for more details.

About Green Homes NYC

Green Homes NYC is a full-service Manhattan real estate brokerage, with an added focus on 'Green Homes' Eco-Conscious real estate. They are dedicated to providing the best service to all who are looking to buy, rent, or sell New York City real estate. A wide selection of Manhattan real estate is offered on the NYC Apartment Rental Search on their website. Green Homes NYC's professionals have properties in every Manhattan neighborhood. Visit www.GreenHomesNYC.com for more details.



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About Urban Maid Green

Urban Maid Green is a professional cleaning service that only uses non-toxic and eco-friendly products. They offer expert, luxury services and are devoted to working with customers to ensure they fulfill all of their needs. Urban Maid Green is the one cleaning service that also does pest control, which is environmentally-friendly as well. Flat fees are offered, and they have an internet-based system for appointment booking and payments. To find out more, visit www.UrbanMaidGreen.com.