



WINTER 2011

Connecttm

A BUSINESS RESOURCE FROM PROVIDENT BANK

THE IMPORTANCE
of Team-Building

MOVING FORWARD—
Becoming “Green”

**Jason
Friedland**

Real Estate Developer
and Moving Maven

Provident Bank



A man in a dark suit and light blue shirt is climbing a blue metal structure, likely a scaffolding or part of a building under construction. He is smiling and looking towards the camera. He is holding a yellow hard hat in his left hand. The background shows a construction site with various materials and equipment.

A Developing Story

A native of White Plains, Jason Friedland, owner of Westrock Development, LLC, has witnessed the growth and development of Westchester firsthand. Now living in New Rochelle with his wife and three sons, Friedland and his company continue to inspire and fulfill continued growth in the area.

Jason Friedland's career as a land developer did not have a conventional start. Working as an investment banker, Friedland honed his skills in the financial sector, while his father, Robert Friedland, ran a real estate brokerage company called Friedland Realty, Inc. As his father's real estate business continued to grow, the father-and-son team decided to venture into the business of development.

As Friedland Realty established itself as one of the premier real estate companies in the tri-state area, Robert Friedland took the opportunity to branch out into the development industry. In 2001, the senior Friedland founded Westrock Development and started a new chapter of the Friedland business catalog. Specializing in value-added investments, Westrock Development has become a key player in the development of commercial and residential property.



A NEW ERA

Nearly a decade since its founding, Westrock Development has continued to grow. Now under the leadership of Jason, Westrock Development operates under the same principles that guided the company's early days.

Focusing on the ability to see the intrinsic value of a piece of land and develop the property to enhance these natural advantages, Westrock offers developments that are functional and specializes in getting the most potential out of every piece of land.

"We continually look for properties that are not living up to their full potential," explains Jason. "Then we work to determine ways we can enhance the property and make it better. We remain focused on what a piece of land can be, not its current condition, and this strategy has helped our company make many wise investments, setting us apart from our competitors."

Building on this forward-thinking business model, Westrock Development is in a unique position within the development market. Focusing on a property's potential cash flow and not its current performance gives Westrock a level of perspective that other companies may not have.

"Many companies focus simply on the here and now," explains Jason. "Doing so can lead to a one-dimensional approach to development. To remain viable and effective as a developer, you must look at a piece of land and, regardless of current state, visualize what it can become. That is where the true nature of this business comes into play."

PLACING A PREMIUM ON COMMUNICATION

Even in the face of trying economic times, Westrock Development has continued to perform well. Remaining flexible and adapting to market conditions has helped Westrock retain tenants, and much of this is attributed to the company's emphasis on communication.

"Difficult economic times affect everyone on various levels," adds Jason. "In our situation, many of our tenants have experienced adverse economic times. The key is relying on our ability to communicate with our clients and working through these problems together. Collaborative efforts typically provide the most beneficial results."

As our nation's real estate and development markets continue to weather the recent economic storm, Westrock's key practices will remain the same. Flexibility and communication have helped get Westrock Development to its current standing as a leading real estate developer, and a continued focus on these principles will help the company remain in this position.

FOR MORE INFORMATION ABOUT WESTROCK DEVELOPMENT, VISIT WWW.WESTROCKDEVELOPMENT.COM. TO LEARN MORE ABOUT SHLEPPERS, VISIT WWW.SHLEPPERS.COM.



Committed to the Community

In addition to Friedland Realty and Westrock Development, Jason and Robert Friedland own a moving and storage company called Shleppers Moving & Storage. The company provides quality moving services for business and residents in the New York Tri-state area. Shleppers and the Friedlands have become extremely involved in charitable organizations, and here is a closer look at some of the company's most notable contributions:

FIGHTING BACK AGAINST DIABETES

Working in conjunction with the American Diabetes Association, Shleppers has participated in the Step Out™: Walk to Fight Diabetes for several years, including 2010. Participating in the walk on October 24, Shleppers employees provided moving and storage services for the event along with other logistical services. Offering these essential services, Shleppers has helped the association realize its goals and further research into a cure for diabetes.

SUPPORTING MULTIPLE SCLEROSIS RESEARCH

In April 2010, Shleppers again donated time and logistical support to a truly worthy cause—assisting the National Multiple Sclerosis Society of the New York Metropolitan area with four MS walk events across the region. Taking place at Rye Playland Park, Bear Mountain State Park, the Goshen Historic Track, and the Carmel Fire Department, the events coincided with one another and required tremendous cooperation and planning from all companies and societies involved. Working together, the society, Shleppers, and other organizations were able to raise a substantial amount of money to further MS research.

MARCHING FOR BABIES

Working with the March of Dimes, Shleppers provided support services for the 2010 March for Babies® event. Shleppers employees offered assistance in many ways, including transporting materials, hanging signage, and handing out snacks and drinks to participants. The Westchester March for Babies was a tremendous success, with more than 4,500 participants and approximately \$775,000 raised to support the March of Dimes. Working with the March of Dimes on this special event, Shleppers has helped make a profound impact on future generations of infants across the country.

