



Emanuel Stern presents the
"Broker of the Year"
award to Jeff Chaus of Chaus Realty.
Mr. Chaus represented lease deals in excess
of 1,000,000 square feet



Hartz Mountain Industries Inc.
400 Plaza Drive, Secaucus, NJ 07094
Phone: (201) 348-1200

Chaus Realty Testimonial

Chaus Realty has serviced ICA's leasing needs over the last 25 years allowing ICA to grow its headquarters in Mahwah, NJ. During three expansions which included the consolidation of other office space, from other cities, Jeff Chaus's integrity, guidance and negotiations on our behalf with the landlord, have been invaluable. Furthermore, Jeff's pulse on the real estate market and understanding of our business objectives was the perfect balance to accomplish ICA space needs and position our third generation leadership team for the future.



**POWER
BROKER™**

Dear Jeffrey Chaus:

Congratulations! Your firm, **Chaus Realty LLC**, has been named among **Northern New Jersey's 2007 CoStar Power Brokers™** for leasing activity by CoStar Group.

You were measured against all the commercial real estate brokerage firms active in your region and ranked based on overall lease transaction volume for 2007 as reported to CoStar. As the largest, independent information provider to commercial real estate professionals in the United States and United Kingdom, CoStar is uniquely qualified to rank and recognize the most active firms and individual dealmakers in each market.

As a winner of CoStar's 2007 Power Broker Award, you are now recognized as one of the top commercial real estate firms in the United States. You will be acknowledged along with other leading firms and brokers in your market and all other markets that CoStar covers at www.costar.com/PowerBrokers. The awards are co-sponsored by Real Estate Forum magazine and will be prominently showcased on **GlobeSt.com** and in **Real Estate Forum** magazine.

To help tell the world your company is among the elite in the industry, you're invited to place a special **CoStar Power Broker Icon** on your website, emails and marketing materials. For more information about this exclusive service, visit www.costar.com/PowerBrokers.

Your CoStar account executive will personally present you with your CoStar Power Broker award, an attractive, custom-made plaque recognizing the firm's accomplishment.

On behalf of all of us at CoStar, congratulations on your leading market position, and best wishes for another successful year.

Sincerely,

Andrew C. Fiorance
President & CEO

FashionMANNUSCRIPT™

an insider's view of the apparel industry www.mannpublications.com October 2004 \$6.00

CHAUS REALTY

JEFFREY CHAUS



CHAUS REALTY
Jeffrey Chaus

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[also featured: Samantha's Shoes • AXM Swimwear • Piscotta Cashmere • Layne Corban
Honeydew Intimates • Yuka Hasegawa • Eric Jayits • Leslie Greene • Ambriel Floyd]



Jeffrey Chaus with Edward and Jennifer Foy of eFashionSolutions, his newest tenant. eFashionSolutions is an e-commerce provider and fulfillment company, carrying such lines as Baby Phat, XOXO, JLo by Jennifer Lopez, Shady and Rocawear.

Jeffrey Chaus lives and breathes the garment district. Having grown up in the industry and devoting his entire career to this trade, it is no wonder his company, Chaus Realty, has thrived for 20 years. As a trusted name in warehousing and distribution, Jeffrey Chaus gained his reputation from working in all aspects of the industry from the bottom up—making him a leader in his field.

As the son of legendary Bernard Chaus, Jeffrey knew working in the garment industry was in his genes. As a child, he was always involved with his father's business and heard all the stories. As he got older, his first job out of college was in the industry—working alongside his father. After learning the ropes of his dad's updated missy niche, he took off in his own direction when he saw the void in the real estate dimension of the garment trade.

He recalls, "It's hard to believe it's been almost 20 years since I exited my late father's company 'Bernard Chaus' to venture into the real estate and development world. Never did I expect in my wildest dreams this transition would be so rewarding in so many ways. At the time of my decision to go into this sector, the business was changing. I saw an opportunity in moving to New Jersey. So, in the early 80's I moved our warehousing and distribution out of the city and into Secaucus, where I set up and ended up running the warehouse operation. The high ceilings, ground floor and tailgate loading enabled us to unload trucks and turn goods around within an hour; versus 37th Street, where on upper floors, it could take most of the day. Plus, in New Jersey, the costs are lower, labor is abundant and transportation is great. The rents are between \$8.00 and \$9.00 per square foot less. The electricity is 20% - 30% less than the city. The building loss fac-

The Premier Name In Warehousing And Distribution

Chaus Realty

tor is 2%, not 30%—and New Jersey offers the ports, both air and sea as well as being the home to most of the consolidators and trucking companies. The state offers incentives and you're only 10 minutes from the tunnel. To make things even better we opened an outlet store that paid the rent. Overall, the savings are staggering!"

Having established the company from the bottom up, Chaus is well versed in all market conditions and has seen all the obstacles that can arise. In fact, he knows it so well, others look to fol-

low his lead. His segue into New Jersey inspired a mass exodus throughout the industry to join him. He says, "I've found a niche and spearheaded others to move to the Meadowlands. Maybe a little reminiscent of the 'updated missy' niche my father created in the 70's. I have assembled a great team of colleagues—Brian Scheuer, a childhood friend, and Donna Cornelius."

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Clearly, Chaus Realty is an organization woven together by trust and efficiency. "We make the move painless. We have a reservoir of pickers, packers and managers, box suppliers, consultants, racking and pallet companies," says Chaus. "With my experience running a distribution facility, I understand concepts that most brokers don't; how much room is needed to maneuver the new larger trailers, or how to maximize the cubic square footage in a building. I comprehend efficiency in warehousing because I've walked the walk. My competition hasn't. We know how to deal with manufacturers and have an answer to their challenges!"

Being an expert in warehousing, distribution, and logistical needs has enabled Chaus Realty to stand out among its competitors. The proof is in the fact that his clients have been loyal for over 20 years, and are a "Who's Who" of the industry. They

include names such as: Tommy Hilfiger, Eileen Fisher, Starlo, Michael Kors, R & M Richards and Impac.

In understanding what the needs are, Jeff Chaus knows he must always keep ahead of the times. With the shifts in business, Chaus has already set up operations in California, and has been there to serve the needs of the outsourcing trends in today's manufacturing industry on both coasts. "In today's climate, every penny counts. We provide a service that gives some relief to a world of markdowns, returns and allowances. The gar-

ment business is still a viable source that has rewarded most of us handsomely. Our mantra at Chaus Realty has always been, 'People care less about what you know; they want to know how much you care.'"

The merits of Chaus' caring Philosophy are reflected in customer loyalty. "I would say our proudest accomplishment has been the trust and loyalty our customers have rewarded us with over the past 20 years. Yes, I'm in a different, but related business today. I've been lucky enough to develop relationships with so many of our customers. Sharing in the growth but also commiserating with the difficult periods," he adds.

Although the times ahead for the garment industry may still be rocky, Chaus is confident that the strong will survive and the industry will thrive in a new direction. He sums it up with some advice he gave his daughter, a Fashion Design major at FIT. "I tell her, 'intelligence is inherited, but smartness is learned,' and that's what this business is all about."

For more information on Chaus Realty, log onto www.chausrealty.com or call 201-288-8818.



WHY SHOULD A CLIENT CHOOSE YOU OVER THE COMPETITION?

Jeff Chaus' response to that question says it all: "Brian and I." Chaus' answer points to the core of Chaus Realty on an internal level and to the results Chaus Realty clients achieve in the Real Estate Arena.

Scheuer asserts that, "The core of anything is defined by the quality of the relationships we have. I believe that applies to the efficiency of an organization and, if you think about it, the happiness in our own lives.

"We have cultivated very strong relationships with tenants, landlords and most recently, the funds that have become so prominent."

Scheuer believes these relationships give Chaus Realty a keen edge.

"We are often able to find out information before buildings go to market and this is a big asset for our clients," Scheuer said.

Ed Cohen, a principal at Snow Joe, validates the concept.

"These guys seem to have a crystal ball," Cohen said. "They seem to know things before anyone else. In addition, I always feel my agenda is more important than their own."

Chaus feels that a Boutique Shop yields an agility and perspective that larger organizations can't replicate.

He cites the rapid flow of information to clients as distinguishing Chaus Realty from other brokerage firms.

"Brian and I are in the market — we have a pulse of the market in real time," Chaus said. "I think in some organizations information can get lost in bureaucracy."



Stateline Business Park (aka I Sharp Plaza) at 100 Performance Drive in Mahwah, NJ



Brian Scheuer (left) and Jeff Chaus, are principals of Chaus Realty LLC.

Chaus also sees flexibility as separating Chaus Realty from the competition on a landlord representation level.

"We have solid bonds with all the brokers in our landscape and when representing a landlord we value everyone's cooperation," Chaus said.

"We also realize 50 percent of something is better than 100 percent of nothing."

Clearly, together, the two lifelong friends have built one of the most potent leasing and sales forces in New Jersey.

TELL US ABOUT A CREATIVE SOLUTION THAT YOUR FIRM PROVIDED TO A DEVELOPER CLIENT.

Scheuer points to connecting Driscoll Foods with The Stro Companies in facilitating the exchange of 174 Delawanna Avenue in Clifton and 6 West Beltway in Wayne as the firm's most creative solution to facilitate a developer.

WHAT IS A NOTEWORTHY TRANSACTION, PROJECT OR PROPERTY THAT YOUR FIRM HAS WORKED ON RECENTLY?

Snow Joe lease: 100 Performance Drive, Mahwah (271,000 square feet)

AT A GLANCE...

HEADQUARTERS: 270 Terrace Ave., Hasbrouck Heights, NJ 07604

YEAR FOUNDED: 1994

TOTAL NUMBER OF LEASING PROFESSIONALS IN NEW JERSEY: 6

AREAS OF EXPERTISE IN REAL ESTATE: Industrial Leasing and Sales. Investment Sales.

QUALITY RELATIONSHIPS YIELD QUALITY RESULTS

Chaus Realty LLC's principals are pleased to have participated in the following recent transactions. Thank you to our clients. We wish you continued success.



156,221 SF | CLIFTON
SUB LEASE REP DRISCOLL



RENT THE RUNWAY
225,000 SF | SECAUCUS
TENANT REP



132,000 SF | TETERBORO
LANDLORD REP



Tryon Management Corp.
62,840 SF | NORTH BERGEN
LANDLORD REP



129,996 SF | TOTOWA
TENANT REP



53,161 SF | CARLSTADT
LANDLORD REP



220,000 SF | CLIFTON
LANDLORD REP



425,000 SF | ELMWOOD PARK
BUYER AND SELLER REP



46,000 SF | NORTH BERGEN
BUYER AND SELLER REP



3,069 SF | CARLSTADT
TENANT REP / SALE LEASE



271,195 SF | MAHWAH
TENANT REP

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