

**IMMEDIATE RELEASE**

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**COMMERCIAL REAL ESTATE FIRM MOVES PROPERTIES INTO SOCIAL SPHERE  
TO ENCOURAGE VOLUNTEERISM, FOSTER BUSINESS AMONG TENANTS**

*Farbman Group first company to unite office property tenants and visitors using  
Peplemovers.com*

**SOUTHFIELD, Mich., August XX, 2011** — Farbman Group/NAI Farbman is building upon its history of encouraging the buy local philosophy and spirit of community volunteerism among its employees. The full service commercial real estate firm has become the first organization to create communities based on physical spaces at the online social networking site Peplemovers.com. More than a dozen properties affiliated with the real estate company are currently featured and more will be added.

Prior to Farbman's launch in the "property management" category on Peplemovers.com, individuals and organizations could join but didn't connect to the buildings they often share, though office buildings tend to be entire communities themselves. Additionally, connecting office building tenants to the communities they work in can also be a challenge. The move will allow these online connections of the Farbman-associated properties to post specific needs, career openings, nonprofit events, share goods and services, request bids, make recommendations, support initiatives and stay up-to-date on current property happenings.

"Our business is about helping create community," said Michael Kalil, COO, Farbman Group/NAI Farbman. "Employees and tenants have approached us and shared an interest in doing more business with each other, as well as pooling resources and skill sets to better assist the communities in which they live and work. Peplemovers.com is an adaptable platform which we see helping us achieve these goals."

Members of the site can connect to The Fisher Building, New Center One, Albert Kahn, Cadillac Tower in Detroit; Oakland Commons, Riverside Office Center, Essex Center in Southfield, Bingham Office Center in Bingham Farms, Northridge Office Center and Sheffield Office Park in Troy, The Corners in West Bloomfield and Southgate Tower in Southgate.

Peplemovers.com is a free online network for individuals and organizations to work together and build stronger communities. Members can create and build free online "communities" that allow them to share news, needs, events and other information with



people, organizations, governments and businesses. There are currently over 740 organizations in the network including The City of Detroit.

“Farbman Group is at the cutting-edge of building community and business relationships,” said Keith Zender, Chairman and CEO, Peplemovers.com. “They really get it and are helping to drive positive change in the Detroit region and beyond. By becoming the first property management firm to utilize our network, Farbman Group has become a role model for how to connect office and retail businesses to their communities, support local commerce and grow relationships with leaders. ”

#### **About Farbman Group / NAI Farbman**

*Founded in 1976, Farbman Group / NAI Farbman is a leading full-service real estate organization handling all facets of real estate transactions, from property management and leasing to acquisition and disposition. Today, Farbman is one of the largest and most respected full service organizations in the Midwest. The firm manages more than 20 million square feet of office, retail, multi-family and industrial space throughout Southeast Michigan and Illinois and is recognized as a leading commercial management and brokerage firm by clientele. For more information, please visit [www.Farbman.com](http://www.Farbman.com) and [www.NAIFarbman.com](http://www.NAIFarbman.com).*

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