

ICON INTERIORS, INC.

A Recognized Symbol of Quality & Integrity
Since 1997

CONSTRUCTION MANAGERS • GENERAL CONTRACTORS

307 SEVENTH AVENUE . NEW YORK . NY . 10001 . 212.675.9180 . WWW.ICONINTERIORS.COM



ABOUT OUR COMPANY



ICON'S principals collectively possess over 75 years' experience in the New York City construction industry and offer a full range of construction services from pre-construction to project closeout.

ICON was established to provide clients with a level of principal involvement on every project that our competitors cannot match. There is no "chain of command" to reach **ICON's** ownership; as is often the case with our competition. This personal approach provides our clients with the highest level of experience in every aspect of a project. We have managed the growth of our company over the past 18 years in order to successfully maintain this philosophy.



OUR COMPANY VALUES

COMMITMENT *Our clients define us.*

We realize that our success is solely dependent on the success of our clients. This shared prosperity results in enduring relationships unconstrained by short-term goals and thinking. Our strive to be more than just a trusted project partner; we are the ultimate advocate for our clients.

COLLABORATION *We are one.*

We are a group of passionate individuals unified by a clear, common purpose. By partnering with specialized industry experts and facilitating the process of developing the most qualified project team, we eliminate duplication saving our clients both time and money. As a result of our extensive experience in diverse market segments we understand the services and skill sets required to strategically plan and execute a vision.

INTEGRITY *We are an open book.*

At ICON we approach all practices and decisions with open communication, objectivity and accountability in order to consistently achieve responsible success. The development and growth of our firm has been built on a foundation of integrity. We are dedicated to building ethical, honest and trustworthy relationships with all entities we associate with.

EXCELLENCE *We constantly evolve.*

We confront failure openly and recognize and repeat success aggressively. Thus, we are constantly striving for improvement. We actively seek to understand and embrace our client's goals as our own and center our decisions around exceeding these standards and mitigating risks.

COMMUNITY *We strive to make a difference.*

Together with our partners, we are dedicated to building stronger communities in the way of on-going sponsorships, donations, committee involvement and volunteer opportunities. As a cornerstone of our company since its inception, we strongly believe in diversity, mutuality and participation in cause-related programs and community affairs. It is our duty to consistently give back to New York: the city that has given us so much in return.

“ICON’s rise in the industry is primarily attributed to repeat clients and their referrals of others – a fact we are truly proud of.”



OUR COMPANY BACKGROUND

We strongly believe that our personal approach to construction management leads to an extraordinary team atmosphere between the client, consultants, architect, contractors and Building Management.

ICON's philosophy is based on the understanding that all team members provide critical input at all stages of the project. It is the understanding of each team member's responsibilities that leads to a smooth coordination of all activities.

Our experience has taught us that although many team members' input is based on varying perspectives, everyone's ultimate objectives are the same. It is this philosophy that has enabled us to not only complete projects successfully, but has also allowed us to build long standing relationships with clients as well as professionals.

“Our philosophy is to provide the personal involvement of a small firm with the industry clout of a large firm”



Our hands-on management style extends to our subcontractors as well. We are able to keep our pricing economical in relation to our much larger competitors due to our ability to quickly (and fairly) pay our subcontractors as well as our efficient and safe jobsite performance. ICON's credit rating, insurance rating and lien record (*ZERO liens in 18 years*) is unmatched in our industry.

Our successful performance on high quality, detailed projects with difficult schedules has been exceptional, as our references will confirm. ICON's rise in the industry is primarily attributed to repeat clients and their referrals of others – a fact we are truly proud of.



"Nothing in the world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."

-Calvin Coolidge



PROJECT APPROACH

Our project approach is built on the understanding that combined efforts and quality control creates continuity through the initial design into actual construction. ICON will engage your entire project team (owners, architects, engineers, consultants, etc.) in understanding your specific needs and specifications in order to incorporate not only the goals of the project, but to also develop a strategy to accomplish these goals.

This approach provides a clear and consistent source of all of the project's construction requirements while ensuring that the design, budget and schedule are incorporated into decisions from concept through close-out.

CONSTRUCTION SERVICES





CONSTRUCTION MANAGEMENT

ICON's project teams are managers of the construction process, committed to excellence and driven to perform beyond our customers' expectations. Our focus on quality, safety, cost, and on-time project delivery is uncompromising.

Evolving from a continuous process of planning, executing and controlling, our CM services bring unrivalled efficiency to every project. From bid-package development and contracts administration, to estimating and budgeting, scheduling, project delivery and commissioning, ICON leads the way in customer-centered construction management.

Our quest to deliver superior construction management service is exemplified by our innovative supporting platforms. A full standardization of the Timberline suite of applications, Estimating, Project Management, Job Cost and MS Project Scheduling tools, ensures that our team of dedicated professionals are well equipped for pursuing our mission.



GENERAL CONTRACTING

ICON offers flexibility in contracting methods to fit our clients' needs. From initial design coordination through bid packaging and management of contractors and subcontractors, our proven systems ensure that your projects are delivered on time and within budget.

Our abilities in our procurement of dedicated subcontractors ensure that every project is done with professionalism and an unwavering commitment to exceeding owner expectations.

PRE-CONSTRUCTION

ICON understands the importance of the pre-construction phase of any project. Our team begins to work extensively with the architect and project team during the design process. We review plans at every update for constructability, building system types and value management. We provide a peer review of the plans, with phasing plans, alternate system options and red-line progress prints to assist the architect in producing the most workable drawings possible, eliminating future change order requests due to drawing conflicts and detail issues. Budget updates, pre construction conferences with each trade, alert scheduling and regular progress meetings are all methods by which ICON maintains its leadership in pre-construction services. This is our guarantee that the construction process is started with a complete and sound understanding of all issues.



SCHEDULE & BUDGET

ICON's project teams use the master schedule as a baseline, creating short interval schedules that are updated regularly. We understand that only with such current and precise figures can our clients and project team members make important financial decisions while constructing the Master Budget. Our reputation for providing clients with accurate project budgets is second to none in the industry.

QUALITY CONTROL

ICON builds every project to the highest level of quality, maintains a safe work environment, meets the client's budget and always exceeds expectations. Every phase completed, every system installed, and every fixture placed is evaluated and inspected to ICON's standard of quality. ICON's management is on site and on time to guarantee a job done well, at cost, and on time.

PROJECT CLOSE-OUT DOCUMENTATION

As the project progresses, as-built information is maintained, governing agency approvals are granted, new equipment manuals are collected, subcontractors and vendors issue warranties, and project accounting is audited. This project information creates a "Project Close Out Manual" which is turned over to the client at the conclusion of each project.



SUSTAINABILITY

At ICON, we believe that green buildings are not only beneficial for the environment, but also a positive economic asset for building developers, owners and tenants. Because of this passionate belief, ICON will work relentlessly throughout the project process to ensure all LEED certification goals are thoroughly established and then met.

ICON will work hand-in-hand with LEED consultants and the entire Project Team to secure that all proper LEED requirements are met and documentation is processed and submitted to allow for a timely final submission for LEED certification. ICON has vast successful experience with both LEED Gold and LEED Silver projects in which our team worked cohesively with the Client's staff to keep them up to date on the LEED certification process.

ICON carefully monitors the LEED requirements throughout all stages of the project. During pre-construction, ICON's LEED AP reviews project sustainability goals to make sure all LEED objectives are feasible before any construction has begun. ICON believes it is critical to recognize all responsible parties that may be involved in the construction process and clearly define the requirements and responsibilities necessary to achieve LEED Certification. During the construction phase, ICON will manage all LEED related site activity to confirm a smooth certification.

ICON is truly committed to sustainability. We view all of our projects as an opportunity to work towards a greener future and an improved environment. We look forward to the opportunity to work together with your Project Team to accomplish this honorable LEED certification.

PROJECT ORGANIZATION



ROLES & RESPONSIBILITIES

PRINCIPAL IN CHARGE

The Principal In Charge will spend significant time on the project in order to maintain an open line of communication with the project management firm, client and architect, in addition to consulting with the other levels of ICON's supervision team. The Account Executive is available to field any major concerns the client may have concerning the project.

PROJECT MANAGER

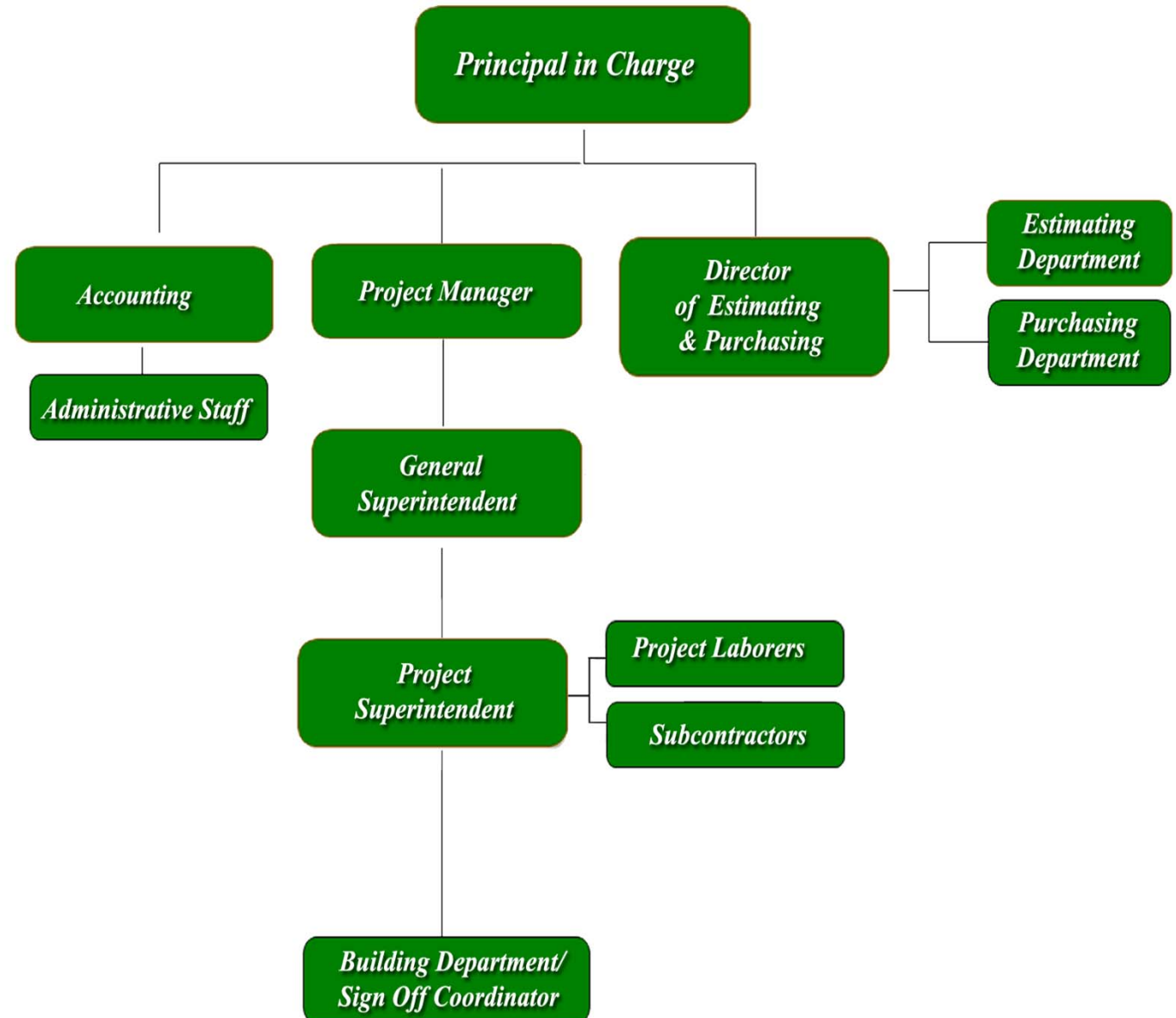
The Project Manager is the main point of contact throughout the duration of the project, spends time in the field working with the Superintendent, attends and hosts project meetings with the Project Team and monitors all subcontractor progress. The Project Manager maintains schedules, control costs and manages all correspondences in order to complete the project on time and within budget.

ESTIMATOR

The Estimator ensures that all bids are sent out to clients with the most thorough and accurate information possible. The Estimator assists the Project Manager with any additional pricing and tracks changes to validate costs and schedule.

SUPERINTENDENT

The Field Superintendent is assigned to each project working alongside the Project Manager, overseeing the construction process. The Superintendent is on the job site daily to answer questions, inspect the work and enforce job-site and safety procedures. The Superintendent maintains the daily job log tracking trades on the project and insures schedules and quality of work are kept to the Project Teams satisfaction.



LEADERSHIP

ROBERT FRANKENBERRY

PRINCIPAL

As a Founder of ICON with over thirty-two years of experience in the construction industry, Mr. Frankenberry has built an impeccable reputation in real estate and construction coupled with an impressive and loyal client list. His experience covers every aspect of a project from budgeting, estimating and purchasing, through project management, field supervision and project closeout. He works closely with key project team members in the early stages of projects, engaging in budgeting, value engineering and the recommendation of alternative schemes and materials for costs savings and acceleration of project schedules. A few of the prestigious corporate and institutional clients Mr. Frankenberry has worked with include L3 Communications, The New York Mercantile Exchange (NYMEX), Wells Fargo Century, Polo Ralph Lauren, Condé Nast Publications, Li & Fung, Google, LinkedIn, Shutterstock and the Paramount Group.

JONATHAN BENNIS, LEED AP

PRINCIPAL

With over eighteen years of leadership experience in the construction industry and a hands on, client-focused approach, Mr. Bennis is a highly respected member of the New York construction industry. His experience on both the contracting and ownership side of a project has afforded him the ability to understand sometimes competing perspectives, balance all participants' agendas and integrate and coordinate these requirements so as to facilitate a successful project. Mr. Bennis has completed numerous construction management and consulting projects for leading companies in a variety of industries including: The New York Mercantile Exchange (NYMEX), Credit Suisse First Boston, Bankers Trust, The Daily News, Blue Sky Studios, The Interpublic Group of Companies, The Advertising Council, Lowe Worldwide, Advance Magazine Publishers, Condé Nast Publications, First Solar, LinkedIn, Knoll Inc. and Google.

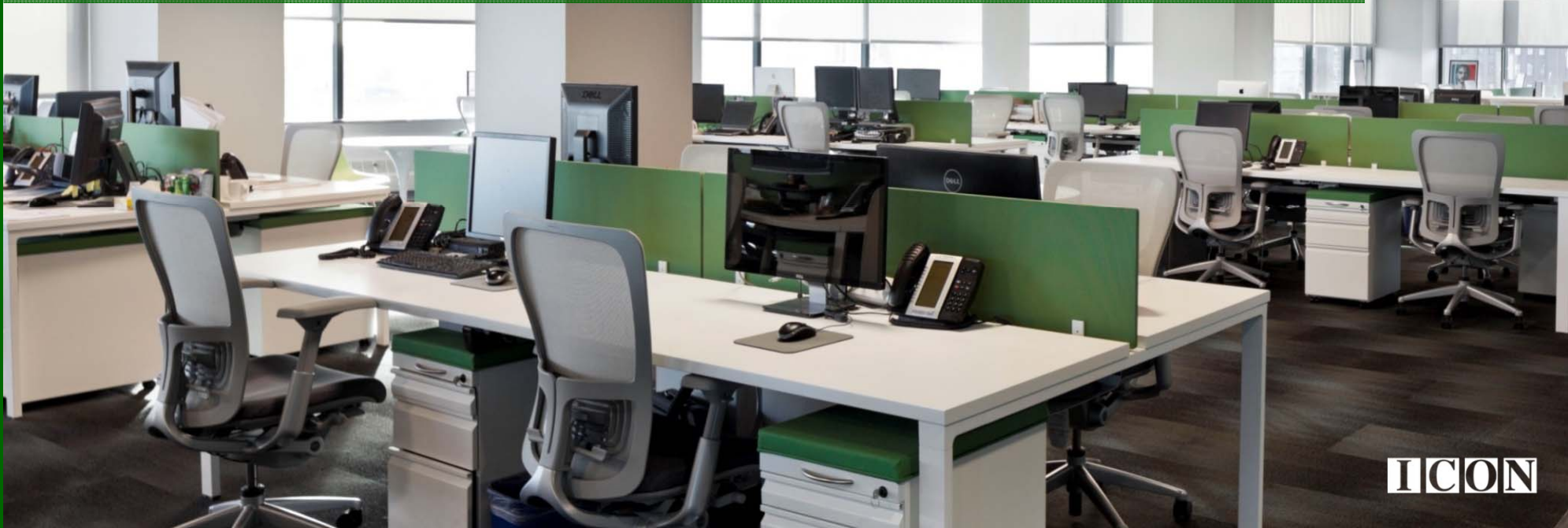
RICHARD HARTZ

PRINCIPAL

Richard Hartz has a reputation of being a dynamic and progressive executive whose twenty-five years operational expertise stems from a successful background of real estate and development. Throughout his career, Richard has managed a noteworthy portfolio of Class - A New York City properties overseeing capital construction, tenant improvements and engineering projects. Much of this growth can be attributed to Richard's track record for delivering extensive build-outs, in excess of 100,000 square feet of space on aggressive timelines as well as his dedication to principal involvement from commencement to completion. Richards's background provides ICON with the expertise to service its client base, and is capable of managing construction projects of various magnitudes. His in-depth knowledge of construction and building operations has proven to be an asset for overseeing the strategic business planning and facilitating the continued growth of the company.



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THANK YOU.

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