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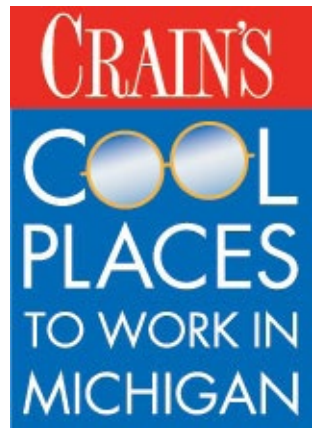
For Immediate Release

ETKIN IS A “COOL PLACE TO WORK”

Southfield, Michigan – November 21, 2014 – Crain’s Detroit Business has named Etkin as one of its 2014 “Cool Places to Work in Michigan,” building Etkin’s reputation as a company that cares about its employees and strives to foster a healthy work environment.

“We believe that creating a positive work environment for team members is crucial to our ability to serve our clients,” said Etkin President Curtis Burstein. “We want our team members to enjoy what they do on a day-to-day basis and I believe that makes us a stronger company.”

Among the company policies Crain’s highlighted were Etkin’s practice of half-day Fridays during the summer as well as providing employees with a 4-week paid sabbatical every five years.



Crain’s also praised the two employee appreciation fun days that Etkin holds every year. These events, such as the most recent one featuring Whirlyball, provide an opportunity to relax and bond with coworkers outside of the traditional office environment.

“I think that it’s important that our team members form connections outside of work,” said Burstein. “These interactions often lead to fresh perspectives on problems and open the door for unique solutions that would have otherwise been missed.”

Etkin supports a number of charitable efforts that are important to its employees. For over 20 years, Children’s Hospital of Michigan has been the benefactor of sizeable contributions by the company. Etkin also contributes to the American Diabetes Association as well as the Judson Center, which provides a multitude of child services. The company sponsored a family in the Circle of Friendship Walk, co-sponsored the Southfield Corporate Relay for Life and contributes to the fight against Alzheimer’s. These are among some of the most important endeavors. A highlight this past year was when Etkin employees raised money through different company events for the Rainbow Connection, making 7-year old Jordan’s dream to visit San Diego with her family a reality.

Crain’s rankings, compiled by the research firm Best Companies Group, were comprised of an employee survey and information provided by the eligible companies regarding their benefit programs and company policies. The final rankings placed considerable importance on the employee surveys – valuing them as 75 percent of the final evaluation.

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These scores provide not only recognition for the companies listed but also provide employers with valuable feedback as to what their employees value and respond to.

One of the key factors that Crain's attributed employee satisfaction to is an open line of communication and a belief that employee feedback is valued.

"A common feature among employers that perform well in Best Companies' surveys throughout the country is that they have two-way dialogue with employees," said Susan Springer, director of workplace assessments for Best Companies Group, in the Crain's article.

Rebecca Lorenzetti, Etkin's Human Resources Manager, echoed this sentiment.

"We understand that innovation and accurate self-assessment are crucial for Etkin's continued success," said Lorenzetti. "Our employees have an intimate understanding of our processes and are best suited to provide the valuable feedback needed on where we can improve."

In addition to the distinction from Crain's, Etkin has been named as a top workplace by the Detroit Free Press for 2014 and consistently appears on the Michigan Business and Professional Association's "101 Best and Brightest Companies to Work For" list.

Founded in 1982, and led by Principals Douglas Etkin and Curtis Burstein, Etkin is a leading full-service commercial real estate firm. The company has been responsible for the development and acquisition of more than 9.5 million square feet of property, including office, industrial, retail space, major mixed-use developments, hotels and restaurants. For additional information visit www.etkinllc.com.

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