

## NEWS

Contact: Harry Zlokower  
harry@zlokower.com  
+1-212-447-9292, ext. 17  
(M) + 1-917-541-8162

### **myCREOpint™ Launches Real Time Business Intelligence Channels to Decrease Risk and Improve Performance for Commercial Real Estate Professionals**

NEW YORK --Mar. 12, 2013 – [myCREOpint.com](http://myCREOpint.com) (patent pending), the most advanced customizable real time business intelligence hub exclusively for the global commercial real estate industry, launched today with the backing of innovative industry leaders.

“We in the industry have long known that what we don’t know can badly hurt us. myCREOpint™ was created in response to leaders in the real estate industry who said they needed a faster, more efficient way to help them mitigate risk, generate business and save time by cutting the daily email overload but still get the tidbits of value they need,” said Jeffrey Finn, former CEO of **NAI Global**, and a lead investor in **CREOpint, Inc.**

myCREOpint.com has been under intensive development for over two years by a global team that combines top technology and real estate minds, with support from an Advisory Board that includes Patrick Brennan, vice president Business Development **Hearst** and former publisher of **FT.com**, Phil Schlein, former board member of **Apple Computers** and **R.H. Macy**; Michael Evans, former global head of the real estate practice at **Ernst & Young**; and Andy Stone, CEO of **Petra Capital Management**.

**CREOpint** CEO and myCREOpint™ co-founder JC Goldenstein, who founded the international real estate consulting practice at **Ernst & Young** and more recently **NAI Global** Solutions explains: “There is no other solution that enables you to stay on top of exactly what matters to you from 10,000 property-relevant sources in minutes a day. myCREOpint tracks the topics that matter to you – and nothing more. Our noise-canceling technology filters out redundant headlines, false positives,

specific time wasting tweets, profanities, posts that are not in your language, and dead links.”

“Each day we data mine 40,000 property-relevant articles, videos, blogs, tweets and forum posts to bring only the most relevant information in real time to risk-conscious board members and professionals who can now be more productive in the office or on the road,” said Goldenstein. “What differentiates myCREOpint™ is its ability to identify, qualify and present the most influential and best industry sources by topic directly and instantly to your mobile device or desktop.

“myCREOpint.com subscribers can now get immediate access to the critical information and ‘net wisdom’ where and when they want and need it,” said Goldenstein. “Clean feeds of relevant information drawn from all these sources are neatly organized and preset in each user’s own personalized news hub. Before myCREOpint.com it was hard to separate the most reliable, relevant sources and news from the unstructured, redundant mass of data sources and real time news flowing all over the Internet. It’s a big idea with a big global market opportunity.”

myCREOpint.com delivers over 300 channels focused on commercial real estate topics such as CRE Debt, Private Equity Real Estate, Green Buildings and REIT IPOs; industry leaders like Sam Zell; companies such as **Simon Property**; and assets like the **Empire State Building**.

Based on client requests, myCREOpint has also delivered a ‘celebrity’ pack that easily tracks in a single channel everything real estate that has been said by or about Barry Sternlicht (**Starwood Capital**), David Simon (**Simon Property**), Donald Trump (**The Trump Organization**), Jeff Schwartz (**Global Logistic Properties**), John Paulson (**Paulson & Co.**), Jonathan Gray (**Blackstone**), Larry Silverstein (**Silverstein Properties**), Li Ka-shing (**Cheung Kong**), Michael Fascitelli (**Vornado**), Olivier Piani (**Allianz RE**), Robert Schiller (**S&P/Case-Shiller indices**), Sam Zell (**Equity Group Investments**), Tom Barrack (**Colony Capital**), Warren Buffett (**Berkshire Hathaway**) and Zhang Xin (**SOHO China**)

For example, users will be able to see only real estate related news about Donald Trump without the hundreds of articles and tweets a day about politics, his NBC Apprentice Show or Trump’s Beauty Pageant.

After a free trial, one starts with a monthly subscription ranging from \$14.95 (access to 5 most popular channels plus, through March 21, a complimentary trial of 15 more channels) to \$995 a month for an all-inclusive Platinum top of the line subscription.

Executives with Platinum privileges can access all available channels, a custom “off market” channel of their choice every quarter, consultations, analytics, business development and risk mitigation alerts. The \$69.95 a month Premium Subscription hits the “sweet spot” with access to 30 channels (including just released ones that can be periodically exchanged), a curated news stream of 15 favorite channels, as well as access to a year of all articles, and a lot more.

Additional channels can be purchased a la carte for \$4.95 per month, or a pack of 8 channels dedicated to a segment such as banks, brokers, consultants, professional service firms, REIMs, or REITs, among others, can be purchased for \$19.95 a month.

“What you don’t know can hurt you. We developed a risk mitigation data mining algorithm that helped prestigious clients such as **ARGUS Software, BNP Paribas, CBRE, Cushman & Wakefield, E&Y, GE Capital, KPMG, NAI Global, Real Capital Analytics** and **Simon Property’s Klepierre.**” said JC Goldenstein

Laurent Lehmann, Deputy General Manager of **CBRE** France commented: “myCREOpoint™ is now uniquely positioned at the convergence of online professional networking, business intelligence, and mobile technology exclusively for our industry. CBRE asked Jean-Claude Goldenstein and his team in 2010 to refine what is now a very sophisticated way to data mine and filter in real time tens of thousands of online article posts, blogs, videos and social media mentions. It works both in English and French, and has helped grow our brand and our business. The next logical step was for me to work with them on their vision to offer a simple, easy to use tool for decision makers. I look forward to being part of the myCREOpoint™ MIPIM launch event on March 11th.”

myCREOpoint.com is a natural evolution of CREOpoint.com, the global leader in using online networking to foster effective and useful communication in commercial real estate. In the midst of the Lehman crisis and the explosion of social networks, Jean-Claude Goldenstein created a

more private forum exclusively for peers to compare notes and network. Over 100,000 professionals from 50 countries have benefited from [CREOpoin.com](http://CREOpoin.com) and 3,000 vetted community members network in 12 languages including French, German and Mandarin. CREOpoin also offers CREOpoin.TV, the largest curator of commercial real estate videos in the world, and CREOpoin has alliances with over 30 associations, event organizers and publishers.

Advisory Partner Marc Lhermitte, of **Ernst & Young** who also leveraged myCREOpoin's unique data mining technology, agreed: "We recognize the ever growing importance of digital and social media information in international investment and commercial real estate. The volume of 'news' and the fragmentation of sources has become a problem. In high touch businesses to sell consulting or a location as an investment destination, it makes sense to quickly leverage innovations like myCREOpoin™ that can help open new opportunities while lowering risk."

Dan Fasulo, Managing Director of **Real Capital Analytics**, the leading source of global property transaction information is another client looking forward to the launch. "Filtering the noise out is difficult and valuable. myCREOpoin™ is incredible in how it filters vast amounts of data so users get immediate access to comprehensive, relevant information they can translate into money." said Fasulo.

Reggie Winssinger, Board Member, **W. P. Carey** and another early investor elaborated: "Too much information kills knowledge and action. With the amazing myCREOpoin™, we greatly reduce the risk of missing out on key intelligence and opportunities. We not only can take less risky decisions, but we also benefit from being faster than our competitors. myCREOpoin™ on my iPad gives me access to dozens of channels devoted to providing clean, real-time news and insights about specific companies, personalities, markets, events, and current topics of interest to me."

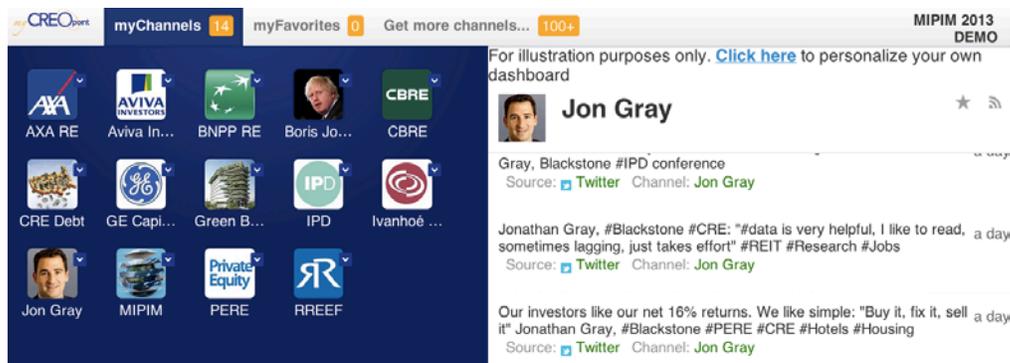
Phil Schlein, Advisory Board member, former **Apple Computers** Board Member, CEO of **R.H. Macy**, West Coast, and now Partner at **U.S. Venture Partners** summarized the past, present and future: "Unlike generalist social networks, CREOpoin.com already offered meaningful business networking. I'm not surprised that Ted Fine, **CREOpoin** CTO who created the first global ATM network for **Citibank** and co-founded

Nasdaq-listed **Level 8 Systems** found a way to develop mobile business intelligence and give focused CREOpint industry community members a competitive business advantage,” said Schlein. “The technology and scalable subscription business model are also applicable to other industry verticals like the retail industry.”

Jeff Finn, CREOpint co-founder said: “A community helped build myCREOpint™, and now it can both benefit from it and help take it to the next frontier in industry intelligence and networking. I encourage everyone to go to [www.myCREOpint.com](http://www.myCREOpint.com) and register for a free trial.”

myCREOpint™ was demonstrated publicly in Europe for the first time on March 11<sup>th</sup> in Cannes, France just before **MIPIM**, the international property event (20,000 attendees from 90 countries) produced by CREOpint partner **Reed MIDEM**.

As in previous years CREOpint is uniquely curating commentary from hundreds of selected online sources to help professionals in the US and beyond.



CREOpint subscribers will have help preparing for their meetings or track all the important events going on if they cannot travel to Europe. VIPs, **CREOpint** friends and selected media are being given complimentary access to a special inaugural edition of 15 channels with minute-by-minute updates about the largest investors from **AXA** and **Allianz** to **RREEF** and **Unibail-Rodamco**. Click <http://CREO.pt/MIPIMLive> for a free live curated stream about MIPIM powered by myCREOpint™.

Jean-Claude Goldenstein and Jeff Finn hosted industry friends in JC Goldenstein's Cannes villa on Monday night, March 11 for an informal exchange about the industry and myCREOpoin't's role.

**For further information please contact:**

JC Goldenstein, CREOpoin't CEO and myCREOpoin't co-founder  
jcgoldenstein@CREOpoin't.com  
Cell +1 914 310 4189  
Skype jcgoldenstein

415 Madison Avenue NEW YORK | 16 rue du Louvre PARIS | 199 Fremont St SAN FRANCISCO

**About CREOpoin't, Inc.**

Founded in 2008 in New York, CREOpoin't has continued to innovate at the convergence between data mining, mobile technology and professional social networks in commercial real estate. Sign up today to access the exclusive online network connecting our industry globally. CREOpoin't.com works in English and 12 other key languages of our industry.

Click <http://CREO.pt/MIPIMLive> for a free live curated stream about MIPIM powered by myCREOpoin't™. This is a current event example of premium solutions being used by leaders in accounting, banking, brokerage, consulting, property management, real estate development, real estate investment and software. More about us [here](#).

**Trusted insight. Global influence.  
Connecting the real estate industry.**

myCREOpoin't™ is a registered trademark of CREOpoin't, Inc. @ 2012