



SNAPSHOT

CORPORATE HEADQUARTERS
Chicago

EXECUTIVE CPM
Renata Stec, CPM

NUMBER OF EMPLOYEES
80

COMPANY WEBSITE
www.gnprealty.com



GNP MANAGEMENT GROUP, INC., AMO

WHEN YOUR CLIENT IS THE NATIONAL ASSOCIATION OF REALTORS® (NAR) YOU HAVE TO BE ON YOUR TOES

“When your client is the largest property trade association in the world, some of the most knowledgeable people in the industry work in and visit your building every day,” said Renata Stec, CPM, senior vice president with Chicago-based GNP Management Group, Inc., AMO. Renata is the property manager for the one million-member National Association of Realtors’ national headquarters in Chicago. “The Realtor Building is the jewel in our property management crown and we take great pride in not only managing it, but also in being a building tenant.”

Renata reports to the Realtor Property Operations Committee (RPOC), comprised of industry professionals from around the country, many with first-hand knowledge and experience in Class A building management. “They know the best and expect us to deliver it,” said Renata. “Having our offices in the same building as

the owner makes us immediately accessible at all times. While this can be challenging, it keeps us on our toes and that’s good for all of our managed properties. The Realtors expect us to be the best and that’s exactly what we want for the company.”

GNP assumed management of the NAR headquarters building in 1997. Built in 1964, the building has been modernized and renovated over the years. In 2011 the building was awarded LEED Gold certification for operations and maintenance. “We are extremely proud of the LEED certification which is quite significant for an existing, older structure,” said Renata.

THE VALUE OF EDUCATION

One of the ways GNP remains on the cutting edge is through constant training and education for the entire GNP team. “We send our building managers to classes offered by professional organizations such as



IREM and BOMA, as well as from local groups, including apartment and condo management organizations,” said Renata. A full service firm, GNP manages some 45 residential buildings—both condominium and rentals. Education is emphasized at all levels of the company. Renata is midway through the master of real estate program offered by Realtor University with an emphasis on real asset and property management. In addition to being a CPM designee, she is a licensed managing broker in Illinois and a Community Association Manager (CAM). “We are committed to providing services to enhance the quality of the environment for those who live or work in one of our properties,” said Renata, “and of course to maintain and grow the value of the property for the owner. Ongoing education and training help us deliver on that commitment.”

Increasingly those new services center on technology—everything from basic online payment services to offering a full-blown Intranet community for a building. “It’s exciting to see the service impact of a tenant entering a work request via an online portal, which is immediately communicated to the building manager and, within seconds, to a maintenance staff. It comes full circle when the tenant is electronically advised of the status of the request,” said Renata. GNP is putting into place new technologies that allow for building managers to remotely provide access to a property for service providers, real estate agents and others, for a prescribed period of time as short as 30 minutes. “This is ideal for our smaller properties that don’t have door staff and allows our managers to maintain the highest level of security possible—short of standing at the door themselves to track who’s coming in and out—and all from a few touches on their phones.”

NO COOKIE CUTTER APPROACH

GNP believes the key to their success is to approach each client and property as a unique situation. “We reject cookie cutter management and instead work with each ownership entity to identify and address their specific needs and interests,” said Renata. “While more time-consuming, we believe in the value of catering to every assignment individually—from daily operations to reporting.”

“We’re in constant communication with ownership entities and formally in touch at least once a month to

bring them up to date on what’s happening with the property, financials, what we see down the road that might impact the building—specific events or general market trends. This style of management really engages the owner—they know what’s going on so there are no surprises at budget time. We treat the property as if it was our own, so it’s as much of an investment on our part as it is for the owner.”

ALL IN THE FAMILY

Renata said that this mindset is integrated into all GNP employees, many of whom have been with the company since its inception. Owned by Dean and Vasi Kutrumanes, GNP hires employees who reflect the family-owned nature of the business. “Everyone has a say in this company and the owners are right there, very hands-on and willing to listen to anyone who has an idea about how to improve the systems and processes we have in place—on a company-wide basis or for an individual property,” said Renata. “Our employees have been instrumental in helping grow GNP and the owners recognize their value. Consequently, we try to promote from within and help those looking to develop new skills and take on new responsibilities.”

SIZE MATTERS

Asked about the vision for GNP, Renata laughed and said that owner Dean Kutrumanes always says: *We want to be big...but not too big.* GNP’s owners and senior managers want to always retain close, direct relationships with their customers. Renata said the business was built on a solid relationship-management model and, in spite of expansion to include a full range of property management services as well as leasing and sales, GNP’s hands-on, custom approach to each property remains at the core of their service philosophy.

GNP Realty Partners will continue to work to evolve and adapt to changing industry technologies and business models, according to Renata, but she is confident that the company’s personalized approach to its customers is the one thing that won’t change. ■

CAROL WEINRICH HELSEL, PRESIDENT OF PASTICHE COMMUNICATIONS, IS A CONTRIBUTING WRITER FOR JPM®. IF YOU HAVE QUESTIONS REGARDING THIS ARTICLE OR YOU ARE AN IREM MEMBER INTERESTED IN WRITING FOR JPM®, PLEASE E-MAIL MARIANA TOSCAS AT MTOSCAS@IREM.ORG.