



...A COMPREHENSIVE VIEW OF REAL ESTATE, DESIGN AND CONSTRUCTION

As we begin our sixth year of publication, Perspective Real Estate Media Group continues to expand. Our name has evolved from its origins as Development New York and Development New Jersey to our new name...Perspective. The new name was chosen as it best represents our ever broadening view of the real estate market and the people and firms who lead the curve.

We will celebrate the people who are creating the new paradigms and making a difference. We will spotlight the projects that help to restore contaminated land and buildings to a viable, productive state and identify and applaud those who incorporate sustainable, 'green building' design, construction and maintenance techniques into their projects. We will continue to provide headlines regarding the redevelopment of older neighborhoods and downtowns and the conversion of obsolete structures into new and better uses, and explore the people who are enhancing safety and security in our buildings and infrastructure. We promise to present both sides of the credit crunch story and its short and long term effects on the market so you can make up your own mind based upon all of the facts, not just the dark headlines we saw throughout most of 2007. That's our commitment to you.

In 2006, we launched Perspective New Jersey. Later in 2008, we plan to launch Perspective South Florida, covering the region from Miami up to West Palm Beach and presenting the topics, firms and people that are unique to that key market. Other editions in cities across the country are in the planning stages.

We promise to continue to offer a place where the finest in real estate development, brokerage, design, construction and property management is presented in an easy-to-read format, providing comprehensive industry news, cutting-edge information, educational articles and vital resources to our community.

Perspective Real Estate Media Group

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