



# nerej

## **How Raanan Katz's basketball logo tells a story and represents the RK Centers' brand**

August 23, 2012 - Retail

Raanan Katz started out his career as a basketball player in Israel, but in the 40 years since he retired from his playing days, Raanan Katz has been leasing, managing and developing commercial and residential real estate. In the early 1980s, after acquiring over 2,000 apartments in the Boston area, he transitioned his focus from residential to commercial real estate and has since grown his portfolio to over 40 commercial properties, totaling over 6 million s/f of retail space and about 100,000 s/f of office space. Raanan's pride in maintaining top quality shopping centers is evidenced by his personal "signature" emblazoned on each building with the initials "RK" alongside the distinct company basketball logo.

The signature basketball RK Centers logo and RK initials have become a beacon for shopping center patrons and prospective tenants. When a patron or prospective tenant sees the "RK logo" on the side of a building or the basketball logo on the pylon sign they expect to enter a well maintained and attractive shopping center. According to Raanan Katz, "the RK logo is distinctive; our prospects know they are getting a professionally maintained center that will be clean and inviting. I personally visit the properties on a regular basis to ensure that our centers are top quality." The RK Centers brand has grown and evolved over the past 40 years, but the "RK Way" of shopping center maintenance has been a constant. Namely, the "RK Way" means that a RK property is going to be updated, well maintained, well landscaped, a safe shopping environment and, most importantly, inviting to patrons. Raanan Katz's and RK Centers' dedication and commitment to the communities in which he has developed property has not gone unnoticed. For example, the City of Sunny Isles Beach, Florida recently recognized Raanan Katz's tireless commitment to its development by renaming 170th St. as "Raanan Katz Boulevard." Raanan was further honored with the dedication of the Phyllis and Raanan Katz Sports Center, located behind RK Village Plaza (18200 Collins Ave.) in Sunny Isles Beach, where Raanan remains a fixture on weekend afternoons taking on all basketball challengers with his still potent outside shot. Katz's accolades extend to New England as well. Two examples of that recognition include, The Metro South Chamber of Commerce Economic Development Impact Award and the State of Rhode Island, House of Representatives a citation recognizing RK Centers as "being responsible for transforming a Middletown Shopping Plaza into an appealing and artistically styled center that enhances the town and encourages positive growth."

Katz's unique basketball logo is a legacy of both his early playing days in Israel for powerhouse Maccabi Tel Aviv and the Israeli National Team, as well as his time playing for the U.S. All Stars, the sparring team for the world famous Harlem Globetrotters. Beyond being a real estate developer, Raanan remains close to the game in the ownership arena. In 1986, Katz became an original partner of the Miami Heat expansion franchise, where he remains a courtside figure at every home game. Katz was ecstatic to be a front row witness to the 2012 NBA Championship victory led by

Lebron James, Dwyane Wade and Chris Bosh. Besides the Miami Heat, Raanan also purchased a substantial interest in the Israeli basketball team Maccabi Tel Aviv in 2003. Maccabi is widely known as one of the most successful clubs in Europe and Israel, having reached the Euroleague championship game four times during Raanan's ownership tenure, including Euroleague Cup championship victories during Raanan's inaugural years of ownership in 2004 and 2005. Raanan subsequently sold his interest in Maccabi Tel Aviv in 2009, but remains heavily involved with Israeli basketball by sponsoring teams based in Jerusalem, Galil, and Holon.

Given its strong financial position, and excellent reputation for shopping center management, RK Centers is poised to acquire additional properties in an effort to grow its portfolio. A key advantage that Raanan Katz and RK Centers enjoy is that the company typically closes on acquisitions in less than 30 days by using its own funds; eliminating the need to obtain financing. With over forty years of experience in real estate, Raanan Katz and RK Centers have a proven track record of success with tenants, customers and the communities in which it operates. Most recently, RK Centers completed the acquisition of RK Cape Roads Crossing in Raynham, MA (214,000 s/f), RK Sage Plaza in Hallandale Beach, FL (30,000 s/f) and RK San Souci Plaza in North Miami Beach (27,640 s/f). More information about Raanan Katz and RK Centers is available at their website at [www.rkcenters.com](http://www.rkcenters.com).

Kevin Belmont is director of marketing and information technology for RK Centers, Dedham, Mass.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540