



CELEBRATING  
55 YEARS

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## **KeyPoint Partners, founded in 1953, has become one of the nation's largest independently owned commercial R.E. firms**

March 28, 2013 - Spotlights

KeyPoint Partners (KPP) provides property and asset management, retail leasing, tenant representation, investment sales, design & construction, custom market research, and consulting & financing services. Headquartered in Burlington, Mass., KeyPoint Partners has regional offices in Boston, Brookline, and Middleboro, Mass.; West Lebanon, N.H.; Hartford, Conn.; and Washington, D.C. KPP's business territory extends from Maine to Florida to Ohio to Texas.

Financial institutions, pension fund advisors, REITs, and private investors trust KPP to provide services for retail, office, industrial, and other properties totaling more than 25 million s/f. A major long-time client said, "We view KeyPoint Partners as more than just one of our most significant vendors. Because of the trust they've earned from us over the years, we view them as a partner."

**Early Years:** KeyPoint Partners was founded in 1953 and has experienced several real estate market cycles. In the early years, KPP was focused primarily on servicing the real estate needs of a family-owned portfolio. Through the 1970s, the firm focused on the development of quality projects and the ongoing asset management, property management, and leasing of the portfolio.

**1980s:** In the 1980s, the company, through new relationships, expanded into new territory both in New England and the Southeastern U.S. As a result, KPP's service capability was strengthened to meet increasing client needs and encompass more complex real estate endeavors. As the real estate depression took hold in the late 1980s and early 1990s, KPP's clients curtailed development activities, and the team focused on the strategic positioning of the managed portfolio to survive the down-cycle, while at the same time offering its broadened service capability to other owners.

**1990s:** In the early to mid 1990s KPP grew its third-party service business, primarily through strong institutional relationships. During this period, KeyPoint Partners became recognized as a firm that offered not only top quality property management and leasing services, but also uncommon asset management services within a real estate services organization. This asset management mindset carried forth as KPP expanded its research capabilities, becoming known as the region's leader in retail real estate market information.

**Today:** KPP has become one of the nation's largest commercial real estate firms, and despite widespread consolidation in the industry, remains independent. The company is owned by four partners who are active day-to-day and moment-to-moment in every facet of the business: knowledgeable about every client; passionate about the company; and invested in its success. You

can read everything you need to know about KeyPoint Partners at [KeyPointPartners.com](http://KeyPointPartners.com).  
As we celebrate our 60th year, KeyPoint Partners congratulates the New England Real Estate Journal on its 50th anniversary.

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