

# REAL ESTATE WEEKLY

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## Managers find Key to success

In a noteworthy move for the New York real estate industry, three veteran executives of WPG Residential recently purchased that well-respected residential property management firm from their former bosses. Now, with the transition of ownership completed, the company is proud to announce its new name: Key Real Estate.

Key Real Estate manages 32 luxury co-op, condo and rental properties and has a very successful brokerage division. Key's principals are: Arline Kob, Philip Whalen, Joan Marie Konow and Michael Wolfe, who is president of Midboro Management. Combined, the team has more than 75 years of property management and brokerage experience.

The new owners are particularly proud of the fact that all of WPG's em-

ployees have stayed with the company.

"We are very, very proud to be a part of Key Real Estate," said Mr. Whalen. "We all worked for many years to build a reputation for someone else and now we are working to build something for ourselves. We have already rolled up our sleeves and we're working our hardest to provide the highest level of service to our clients."

The transition in January 2004 proceeded quickly, seamlessly and according to plan. The principals then put a great deal of care into choosing the name for their new company.

"The name Key has great significance to us," said Ms. Kob.

"We have a tremendous opportunity to continuously set higher standards in residential property management and brokerage."