



Long-Term Luxury

An Interview with Janet Martin,
Chief Administrative Officer, Milstein Properties



EDITORS' NOTE Janet Martin has been Chief Administrative Officer for various Milstein family businesses, including Milstein Properties and Emigrant Bank, for more than 20 years. In that role, she is responsible for the administration of various operations of the Milstein family's real estate and banking businesses, including Human Resources, Construction, Facilities Management, Leasing, and Purchasing. In her tenure at Milstein Properties, Martin has taken a leading role in apartment hotel operations, including at Bristol Plaza (bristolplaza.com). She is active in many charitable causes, including as founder of Angels in Africa, a non-profit that has built women's villages and schools in Africa. She received the John Connor Humanitarian Award for Operation Smile in 2009, and was twice the recipient of the New York Construction Council's "Best Construction in New York" award (2007 and 2009). Martin holds a B.S. in English/Education from Bloomsburg University and an M.S. in Media/Photography from West Chester University.



Janet Martin

COMPANY BRIEF Over the course of four generations, Milstein Properties (milsteinproperties.com) has developed or acquired more than 50,000 apartments, 20 million square feet of office space, and 8,000 hotel rooms. Their standard has always been excellence, and their goal not simply to develop buildings but to build neighborhoods. Milstein is proud to provide New Yorkers with the ultimate in luxury, and to bring civic and philanthropic leadership to the communities that they helped create.

Bristol Plaza is owned by Howard P. Milstein and the Milstein family, well-known names in New York real estate, business, and philanthropy. How does Bristol Plaza fit into their portfolio?

The Milstein name is synonymous with quality, integrity, and excellence, and that is exactly what guests experience at Bristol Plaza, an extended-stay destination that offers five-star luxury to rival Manhattan's finest hotels. The Milstein family has been in the hospitality business for decades and has managed more than 8,000 hotel rooms over the years. With Bristol Plaza, they take long-term luxury to new levels in one of the finest neighborhoods in Manhattan.

Would you provide an overview of Bristol Plaza and how the property is positioned in the market?

Bristol Plaza provides the comfort and ambiance of residential living with all the benefits of five-star hotel amenities and service. It is located in one of New York City's premier residential areas in the heart of the Upper East Side. There are spacious studio, one-, two-, three-, and four-bedroom suites in different configurations to meet every guest's needs. From the moment one drives into the private motor courtyard and

enters the elegant lobby, he or she is transported into a realm of luxury and quietude, and enveloped with our gracious and thoughtful hospitality. Bristol Plaza holds a unique and unequalled position in New York's extended stay market.

When it comes to extended stay, what is the Bristol Plaza advantage and what has made the property so strong?

Since 1990, the hallmark of the Bristol Plaza experience has been discreet, comprehensive, and anticipatory service. We offer well designed and outfitted residential apartments, along with an exclusive health club, lounge, and pool. No other extended stay operation can match the service, accommodations, and amenities – along with the ability to tailor any stay to the discerning requirements of our guests.

How broad are your accommodation offerings and would you discuss the strength of your suite product?

Bristol Plaza offers 130 spacious studio, one-, two-, three-, and four-bedroom suites with fully equipped kitchens ranging in size from 600 to 2,000 square feet. Our three and four-bedroom apartments are unique and offer the most spacious living areas of any extended stay product in the city. We also have two very special and exquisitely furnished penthouses that come with unique finishes, including extensive hand-hewn millwork, custom furniture, Viking appliances, hand selected marble, inlaid mosaic flooring, and the finest china, crystal, and silverware. Bristol truly has something for everyone.

Bristol Plaza has a state-of-the-art fitness center and rooftop pool. How much of a competitive advantage have these facilities provided the property?

Our exclusive rooftop health club, pool, and lounge is one of the most attractive in the city. With 20-foot ceilings and large windows

on all sides, the gym has the latest equipment, along with in-house trainers and complimentary classes. The 50-foot glass-domed swimming pool opens onto a landscaped, rooftop sundeck with cabanas, chaise lounges, and spectacular views of Midtown and Central Park. The lounge has beautiful spaces for rest, play, and entertaining. Overall, our club is a key factor in our guests choosing Bristol Plaza.

How do you define the market for Bristol Plaza and what is the profile of your guest?

Guests comprise an international roster of leaders in industry, banking, real estate, government, politics, and the arts who are traveling to New York City for both business and leisure. These guests seek an atmosphere of elegance, privacy, and serenity. Bristol Plaza also is a welcome haven for those renovating their homes, relocating to the city, or coming to New York for world-class medical treatment – many of the finest medical institutions in the country are located nearby. We cater to individuals, couples, families, governments, organizations, and corporations alike.

Bristol Plaza places a major emphasis on personalized service and the guest experience. How important has it been to attract the right talent to the property and to retain your people?

Bristol Plaza has the best staff in the business, and this human factor is the key to success. Many have been at Bristol Plaza since the doors opened in 1990 and most have more than 10 years of service. With virtually no turnover, our guests feel the comfort and reassurance of familiarity, as if they were coming home. The Bristol staff takes pride in anticipating needs, tailoring every stay to a guest's requirements, and in striving to exceed their expectations. The reputation for excellence is earned one guest at a time.

What are the key priorities for Bristol Plaza as you look to the future?

At Bristol Plaza, it is important to constantly critique service and product. Accordingly, new, larger apartment combinations with open-space concept designs have been created, which allow for more light and functionality throughout. All Bristol suites are undergoing a complete gut renovation and will feature a stunning new decor. The private health club and swimming pool are scheduled for a multimillion-dollar facelift. But one thing that will not change is the gracious and caring hospitality for which the Bristol Plaza is known worldwide. ●