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### **Director Receives Company Top Performer Award**

The ageless tale of a small town girl with the big, American dreams lives on in Keiko Masubuchi, director of sales and leasing at GMAC Real Estate IPG. Masubuchi's drive and determination led her to become one of the leading female Japanese in New York City and receive the top performer award from her firm.

Growing up on classic 70's shows like the Partridge Family and the Brady Bunch, Masubuchi grew to appreciate the ideal life America had to offer. As a young girl, she distinguished herself from her siblings when she realized she had great dreams and expectations. She distinctly remembers her mother asking her, "Why are you so different?" Masubuchi begged her parents to allow her to study in the United States. With no chance at a full-ride scholarship, however, she was not able to go to school where she had hoped, but instead went to Daito Bunka University in Tokyo, Japan. After college, she worked at a travel agency. She ambitiously wrote to the president of company, who was based in New York, to allow her to work at the headquarters. Six months later, she found herself in JFK Airport with little knowledge of New York but ready to start a prosperous career.

Masubuchi established her own travel agency with her ex-husband during the exciting Japanese travel boom in the late eighties to early nineties but wanted a change in her career. Only a few months after quitting the travel industry and having a daughter, Masubuchi earned her master's in Adult Education but decided to move to California with her husband on a business opportunity. "I wanted to help people and make them better employees, but I had to think about what my family meant to me." She joined the Century 21 residential in Beverlywood, California but admits that a flaw was a major reason why she returned to New York: "I just dislike driving," she laughingly confesses. Masubuchi also said that she wanted to do real estate business in New York City where she felt her heart belonged. She previously had experience as an owner in purchasing, renting, and selling properties for investment for over 20 years.

She joined GMAC Real Estate IPG in 2002 and built a strong reputation for finding space with leading Japanese banks like the Ogaki Kyoritsu Bank and other established companies. "My Japanese clients expect full service, which sometimes even includes contacting engineers and repairmen for them," Masubuchi explains. She is motivated by three business principles: hard work, patience and persistence, and firmly believes this is what generates further client referrals. "People appreciate taking extra steps like follow-ups and working on weekends. My strict upbringing and culture is also appreciated. In Japan, if a train is scheduled to arrive at 12:24, it better not be a minute late. I try to translate that same ethic into my work." As a top performer

award winner, she currently handles complex accounts such as a major government assignment of 80 locations and a boutique hotel in St. Lucia.

GMAC Real Estate IPG is a multi-service real estate firm whose specialties include tenant representation, design and construction consulting and investment sales. The company has been steadily obtaining national accounts due to their extraordinary policy of only representing tenants. Larger commercial real estate companies are unable to offer such exclusivity to their retail clients.

GMAC Real Estate IPG was also recently awarded the largest retail real estate assignment ever issued by a New York City government entity.

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