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## **Farbman launches developer-driven assistance program**

**DETROIT** - NAI Farbman has put forth Michigan Now!, a program designed to attract and retain startup and out-of-state established businesses to Southeast Michigan.

"Now is the time for businesses to play a role in moving our state forward," said David Farbman, co-president of Farbman Group, in a media release. "We cannot sit by idly and place the burden solely on the shoulders of government. The old way of doing business is no longer working for Michigan, and business owners have the power to make a positive impact. The state is its own greatest resource. We have creative and well educated individuals, tremendous real estate spaces and a wealth of natural resources that simply need to be connected."

Assisting new and out-of-state businesses by defraying the majority of rental costs normally incurred by a tenant, the Farbman initiative will provide low-cost office and industrial space to startup companies to alleviate the financial burden of such expenses, allowing the companies to focus their capital on succeeding in their core business. "We specifically entitled this program as Michigan Now!, instead of placing it under the Farbman brand, because we want to encourage members of the community to join us in creating a program of inclusion where all members of the public sector and private sector work together to showcase the opportunities in this great state." said Andrew Farbman, President and CEO of Farbman, in the release.

The developer envisions this program as an opportunity for creative new business ventures to grow within Michigan and work to boost the state's sagging economy.

As applications are received, Farbman Group will match businesses with appropriate space throughout Michigan in areas including Detroit, Southgate and Wayne. Each application will be individually reviewed and awarded by the Finance Committee of Farbman Group.

"We need all hands on deck to move our great state forward, and this program is a great example of an industry going above and beyond the call of duty." said State Representative Andy Meisner, who is also Chairman of the House Commerce Committee, in the release. "I believe that this innovative program will serve as a catalyst for bringing new companies to Michigan and revitalizing our economy."

Meisner suggests that a program like Michigan Now! could further benefit from supporters in the banking and technology industries.

"A low interest loan, reduced monthly technology fee or retail cost of a lease could be the only factor standing between an entrepreneurial dream becoming a profitable venture," he said.

Only new growth industries will be considered; existing businesses are not eligible. Businesses who apply will be offered lease terms that make doing business in Michigan an unparalleled opportunity. Exact terms will be determined between Farbman Group and the awarded business venture based on the company's business plan and submitted application information.