

The Trump Brand

**An Interview with Donald J. Trump,
Chairman and President, The Trump Organization**

EDITORS' NOTE *A graduate of the Wharton School of the University of Pennsylvania, Donald Trump is the author of 10 best-selling books, including The Art of the Deal, Never Give Up, The Art of the Comeback, How to Get Rich, Think Like a Billionaire, Trump 101: The Way to Success, Why We Want You to be Rich, and The America We Deserve. He serves on the board of the Police Athletic League, on the advisory boards of Lenox Hill Hospital and United Cerebral Palsy, as Chairman of the Donald J. Trump Foundation, and as Cochairman of the New York Vietnam Veterans Memorial Fund. Trump is also the Coproducer of The Apprentice, and in January 2007, he received a star on the Hollywood Walk of Fame.*



Donald J. Trump

COMPANY BRIEF *The New York-based Trump Organization (www.trump.com) is a global leader in real estate development, sales and marketing, and property management representing the highest level of excellence and luxury in residential, commercial, hotel, and golf properties. With more than 70 projects current and upcoming, The Trump Organization is recognized for a number of the world's most recognized developments.*

The Trump Hotel Collection, a division of the Trump Organization, has 11 hotels in development representing the next generation of luxury hospitality, with locations spanning the globe from Istanbul to Panama. The newly opened Trump International Hotel & Tower Chicago was named Condé Nast Traveler's Hottest New Hotel in North America, and its sister hotel in Las Vegas has also received rave reviews.

What is your outlook for growth in New York's real estate market?

The market has performed well, and I think it will remain strong. New York is indomitable in many ways. After 9/11, it became stronger and more vibrant than ever. It's hard to put a permanent dent in this city, in any sense. So I'm optimistic about the growth of the market.

The Trump Organization has been very active developing projects in new markets around the world. What are some of your current projects?

Dubai is a fantastic place, and our building there, the Palm Trump International Hotel &

Tower, will be spectacular. It will feature a split-linked tower with an open core design of stainless steel, glass, and stone that will offer panoramic views. In Toronto, the Trump International Hotel & Tower Toronto will be the tallest residential tower in Canada, peaking at 57 stories. In Panama City, we have the Trump Ocean Club, a 65-story hotel and condominium tower that appears as a very tall sail, and the units will have flow-through panoramic views. We also have real estate projects going up in Istanbul, Mexico, and

many other places.

The Trump Hotel Collection has grown significantly. What are your plans for the hotel brand, and what markets offer opportunities for the future?

The international community has been very excited about the Trump Hotel Collection, because it knows the level of service to expect from the Trump brand. Nearly half of our buyers at Trump SoHo reside outside the U.S. There are some very good international markets – Egypt, China, India, and Israel, for example – and our tower in Honolulu sold out in five hours. Our properties have done extremely well. We're builders and we're operators, and we're very hands-on about all the details pertinent to the brand. We will continue to build spectacular properties. Our guests are sophisticated as well as diverse, and we will continue to cater to them with the gold standard Trump brand.

Do talented young people understand the opportunities that exist in the real estate industry? Are you happy with the way you attract and retain talent?

I think people are aware of the opportunities, if they're at all aware of business. Real estate determines a lot of things at a very core level, and to be unaware of those things shows a lack of aptitude for the big picture, which is a determining factor for success. People who work with me are well versed in what opportunities the global community presents and what the demands are. We work with the best because that's our standard.

How important is community involvement to the culture of Trump, and how do you engage your employees in this area?

My organization is very much affected by my example. I've always believed in setting an example for others, so they can learn by watching.



There are charities that I actively support and so do each of my children, who are with me now at the Trump Organization. It's a part of our family ethos that has become public. Nothing is required or asked, but it's there for easy access. It's apparent that I'm aware of global and local politics and have a keen eye for what's going on. I believe my employees do as well, and the charities I support are known to them.

Is there an effective public/private partnership in New York?

I think the World Trade Center situation is a mess. What has been going on? I almost don't want to know. This city can come together and work very well together when it wants to. The period directly following 9/11 was a good indication of that possibility; that was effectiveness at its best. Once again, the big picture is important, and I think the city falters on that issue. Compromising and procrastinating become epidemic on both sides, and as a result, progress is halted.

What are your key priorities for the Trump brand, as you look to the future?

More of the same, which means more of the best. I was always ahead of the times, and that will continue as we grow globally. We are never complacent because I am never complacent. The "best" means we are constantly evolving, because everything moves at such a fast pace today. Keeping up is a challenge that I intend not only to meet, but also to exceed. The world moves quickly, and so do I. The Trump brand may be firmly established, but it will never be stale. There are many different aspects of quality to address, and each culture has a different slant to consider. This is always a priority for a global brand. The future is a grand place to be, and we're there already. Trump will always be the best. ●

Trump Tower on Fifth Avenue in New York