

Exhibit C.1

VIA EMAIL – rjbauma@milwaukee.gov

December 8, 2022

Robert Bauman
District 4 Alderman
City Hall
200 E. Wells Street
Room 205
Milwaukee, WI 53202

RE: Berrada Properties Management, Inc.

Mr. Bauman:

I am counsel for Joe Berrada and Berrada Properties Management, Inc. ("BPM").

I read with great interest your comments concerning my client, specifically related to an alleged rat infestation in Unit A of the property located at 3103 W. Wells Street. You were quoted as saying: "He's got 8-thousand units. I don't know what his game is. Maybe he's positioning to be bought out by a hedge fund or something. I have no clue. But he is becoming an increasing menace to tenants and neighborhoods in the city of Milwaukee."

I would like to take this opportunity to answer your questions. BPM's business model is to acquire neglected and derelict properties in low- and modest-income neighborhoods, and to rehabilitate those building to create affordable housing. BPM aims to avoid gentrification and makes every effort to keep rents the same prior to any renovations. Through this effort, BPM is hoping to rebuild neighborhoods and encourage tenants and nearby homeowners to take pride in their community.

Mr. Berrada is anything but a "menace" to Milwaukee or the neighborhoods in which BPM operates. Mr. Berrada has spent countless millions acquiring and subsequently rehabilitating neglected properties in some of Milwaukee's most challenging areas where others have refused to invest. BPM has rehabilitated apartments acquired from some of Milwaukee's most notorious slumlords, turning them from virtually unlivable to safe, attractive homes, all without significantly raising rents and often renting to the same tenants who previously occupied the buildings. BPM's efforts, spearheaded by Mr. Berrada, have markedly improved housing stock and quality for low- and modest-income tenants in the Milwaukee area.

In addition, after more than 20 years of investment and hard work, starting with a single building, Mr. Berrada has become one of Milwaukee's largest taxpayers, responsible for the payment of more than 3% of Milwaukee's tax levy. He has created employment opportunities for

Milwaukee residents and assisted his subcontractors in growing their businesses and providing steady, well-paying jobs. An indicator of Mr. Berrada's investment is that my client has become Home Depot's largest customer, nationwide. Berrada owned properties account for more than 8,000 rehabilitated units. It is difficult to imagine the poor state of low- and modest-income housing in Milwaukee if my client had not chosen to stay and invest here. But Mr. Berrada chose to invest in Milwaukee and takes great pride in the community improvements BPM has accomplished. The fact that BPM has a waiting list for tenants seeking to occupy units in excess of 2,000 speaks volumes about the quality of BPM's operations.

Specifically, regarding the rat infestation that was the subject of the news story, BPM takes its role in addressing rat infestations seriously and responds as quickly as possible when a concern is raised by dispatching pest control personnel, along with building maintenance and construction crews to address any structural or physical issues with its properties that might allow rodents to enter its buildings. However, BPM must also respect tenants' privacy, which means addressing rodent and other infestations must be a collaborative effort by the city, property owners and residents. As you are well aware, rat infestation is a city-wide problem. As you recognized last year in response to Ald. Stamper's proposal to address rats during excavation activities, eradicating rats during construction takes significant effort. Berrada Properties Management, Inc. will continue, as it has done for years, to respond promptly and professionally to any complaint and stands ready to do its part.

Mr. Berrada and BPM look forward to continuing to work with the City and local communities to improve Milwaukee. The Berrada portfolio will continue to grow and, as a result, the quality of Milwaukee's housing stock will continue to improve.

To fully address your questions, and to continue BPM's collaboration with local leaders, I invite you to meet with Joe Berrada and to tour his buildings and operational facilities.

I look forward to hearing from you and to scheduling that meeting.

Thank you.

North Shore Legal


Joe A. Goldberger