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# COMMERCIAL OBSERVER

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COMMERCIAL OBSERVER'S 7TH ANNUAL

# POWER 100



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## The Urban Campus

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**Pam Liebman  
(50)***President-CEO, The Corcoran Group*

Ms. Liebman was a star practically from her first day at Corcoran, when she joined the firm as an agent at the age of 23. It took her just five years to make partner and another 10 to occupy the big chair. Credited with the key role of expanding the company's influence in downtown Manhattan, Ms. Liebman has more recently spearheaded the acquisition of Citi Habitats and, perhaps most importantly, overseen the merger of the Sunshine Group with Corcoran Group Marketing. Corcoran Sunshine—a preconstruction planning and marketing strategy operation with ties to the company's elite sales teams—has its fingerprints all over many of Manhattan's most coveted and deliriously luxurious new developments: The Greenwich Lane, 56 Leonard and Baccarat, just to name a few. As long as high-end developments and renovations are driving the residential market, as it appears they will do for some time, Corcoran Sunshine is sure to continue to grow its influence—and its parent company's sales. As for digital expansions, now that Ms. Liebman finally has a Twitter account, very little seems to stand in her way.

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**Paul Massey and Robert Knakal (54)***CEO and Chairman, Massey Knakal Realty Services*

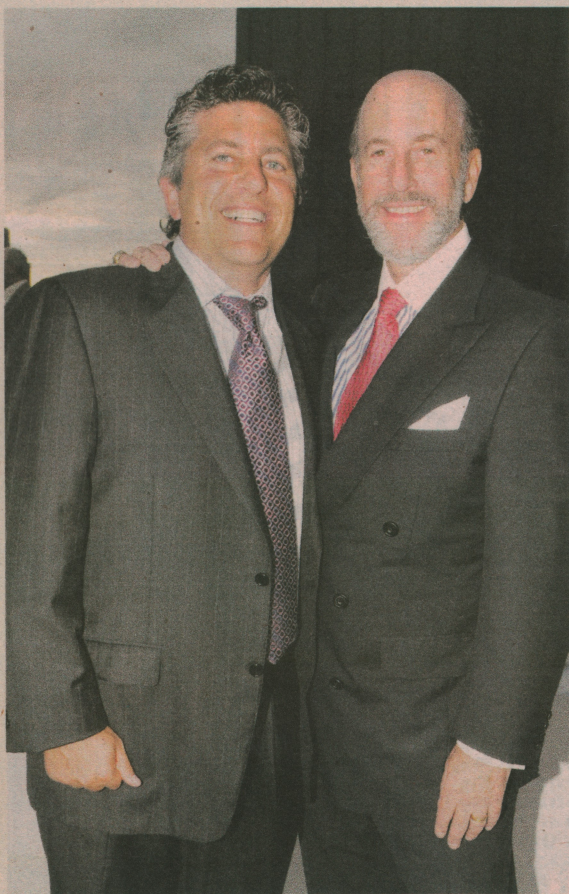
Messrs. Massey and Knakal celebrated the 25th anniversary of their eponymous firm last November, marking a quarter century that saw the firm close over 4,500 transactions worth more than \$17 billion. Now employing over 150 people in offices across New York City, Westchester County, Long Island and New Jersey, the firm has come a long way since early tests during the savings-and-loan crisis called into question Massey Knakal's long-term viability. Now a firmly entrenched member of the city's real estate community, Massey Knakal continues to broker significant deals across the five boroughs. Already this year, the firm has arranged the \$78 million sale of an eight-building portfolio in South Brooklyn, the sale of a 12-story apartment building at 200 East 11th Street in the East Village for \$57 million and the \$47 million deal for the former St. John's Hospital building in Elmhurst, Queens. After 25 years, there are few signs of slowing down. "We've got significant markets left in the core disciplines of the existing business, but, when those are filled some time around the end of 2014, the conversation will be about geographic growth and growth in other market sectors," Mr. Massey told *Commercial Observer* last year.



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**David Levinson and Robert Lapidus (43)***CEO-Chairman and President-CIO, L&L Holding Company*

Messrs. Levinson and Lapidus have presided over significant leasing activity in L&L Holding Company's portfolio so far this year. In January, the landlord inked a major new media tenant, Mashable, to a nearly 40,000-square-foot deal at the company's 114 Fifth Avenue property. A month later, L&L signed a larger deal at the same address when MasterCard elected to take 60,000 square feet there. Earlier, L&L and its partners at Beacon Capital Group signed the retail giant Zara to a 30,000-square-foot lease at 222 Broadway in the Financial District. The same partnership divested a portion of its portfolio in 2013, selling the majority stake in 195 Broadway to institutional investors advised by JP Morgan. The sellers had acquired the building for \$206 million in 2005 and though the value of the sale was not announced at the time, the *New York Post* reported it had risen to about half a billion dollars.



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**Aby Rosen and Michael Fuchs (81)***Co-Founders and Principals, RFR Realty*

RFR Realty owns some of New York's most recognizable buildings, from the Seagram Building and Lever House on Park Avenue down to 17 State Street in the Financial District. Brooklyn is next on the firm's radar. RFR's most auspicious deal in the past 12 months was the acquisition of a six-property portfolio in Dumbo from the Watchtower Bible and Tract Society. The company teamed up with Kushner Companies and Invesco Advisors for the \$375 million deal (Jared Kushner, the chief executive of Kushner Companies, owns Observer Media Group, which publishes *Commercial Observer*). More recently, RFR picked up the retail condo at the base of Harry Macklowe's condo conversion project at 150 East 72nd Street. Mr. Rosen, a prolific art collector, has come under scrutiny in recent months for his plans to remove Pablo Picasso's "Le Tricorne" from the Four Seasons restaurant inside the Seagram Building. Mr. Rosen alleges his desire to take down the painting stems from the need to repair a limestone wall behind it, while others contend he simply does not like it. In February, a New York State Supreme Court Judge temporarily blocked Mr. Rosen from removing the \$1.6 million artwork, which is owned by the New York Landmarks Conservancy.

