

# **GREEN** *pastures*

**Meet the New MK Family Members**

**Massey Knakal Event Photos**

*Awards Ceremony | Holiday Party  
Thanksgiving Potluck | Soccer Team | Picnic*

**Interview with Adrian Mercado**

**Interview with Ben Fox**

1<sup>ST</sup> QUARTER 2012  
VOLUME XXXIX

**MASSEY  
KNAKAL**

Realty Services

# MEET THE NEW KIDS ON THE MK BLOCK

## MEET JOSH LIPTON



After spending four years attending college in a remote part of Pennsylvania where the bovine population rivaled that of humans, I knew that I needed to get out and see a bit more of the world upon graduation. So I set off to Moscow, Russia with a good friend looking for a fun-filled brief adventure. However, like John Lennon said: “Life is what happens to you while you’re busy making other plans.” And so, the one year adventure turned into six years.

In that time, I packed in a lot. I learned to speak more than passable Russian, got married, had a child (well, my wife did the heavy lifting on that front), traveled to some far off places that years earlier I would have never imagined visiting (Novosibirsk, Russia; Lisbon, Portugal; Hurghada, Egypt and Nicosia, Cyprus to name a few) and admittedly and perhaps a bit embarrassingly developed a taste for Russian music along the way.

This picture of me (obviously taken many years ago) best captures my memories of the short summer months in Russia. It was taken at my summer cottage (more of a tree-house) in a town just outside of Moscow. As you can see, I am getting ready to cut the grass the old fashioned way: one blade at a time.

Having recently returned to the United States in October 2011, I am excited about my next adventure working in real estate at Massey Knakal. Next stop—West Harlem.

Before I knew I wanted to be a commercial real estate broker I knew I wanted to marry Megan Sheehan and be a dad. Mission accomplished! I am a third generation Brooklynite and Park Sloper and her family goes back to the 1880s here. We met in grammar school.

Aside from defending myself from near constant physical and verbal assaults from my charming 7-year-old son, I make a lot of pancakes and waffles for my 4-year-old daughter. Otherwise, I fight father time with whatever sport or exercise gets me out the door. In 1999, I ran the NYC marathon. In 2009, I did two Olympic distance triathlons with Team In Training and raised money for the Leukemia and Lymphoma Society, and in 2010, I spent most of the year working out at Crossfit South Brooklyn. This year I am training for the Sheehan Classic, a five mile road race in June.

We travel as often as possible; we love Brooklyn, but it’s good to get out.

## MEET NICK MAHEDY



# MEET THE NEW KIDS ON THE MK BLOCK

## MEET MIKE MAZZARA

Native New Yorker. Born in Brooklyn. Raised on Staten Island.



I have a strong passion for sports. From the little leagues through present day, I have been active in playing and following most/all sports; with my favorite being America's pastime, baseball. As an MK employee, I feel as though it is necessary to 'mark my territory' and indicate my favorite team. You may know them for playing in one of the most historic pieces of real estate in all of New York: Yankee Stadium. Sports, to me, are not just summarized by the activity and competition seen on television, but by individual effort and coordinated team work towards a certain goal.

I'll leave you with one of my favorite quotes by legendary football coach Vince Lombardi: "Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work."

Hi, my name is Carlos and I'm from Guadalajara Mexico. I love Real Estate and I've been in the industry for almost four years in Mexico and always dreamed of working in Real Estate in NYC.

Last July, I decided to come over and give it a try, so I bought a one way ticket to NYC for September 1st 2011 - that gave me two months to sell everything I had. The timing worked in my favor, and one week before leaving for NY, I received the payment for one small apartment I owned. When I told my family and friends my plans they thought that I was crazy, but I said to myself: "Let's try until I run out of money." Before coming to NY, someone said "burn your ships and don't look back" – that I did and so far it has been fantastic.

## MEET CARLOS OLSEN



## MEET BRENDAN GOTCH



I worked for Massey Knakal for just over a million years and left in 2010 to find myself. After an amazing year visiting 15 countries all over Europe and Asia, it turned out that the place I found myself in was New York and along with that, Massey Knakal.

According to Facebook, which I don't use during work hours, the things that I'm into are classical music, sailing, cooking, and the Real Housewives of New Jersey, which is remarkably accurate now that I think of it. There are other things I like too of course, like scotch, but I suggest we discuss those after work hours and in the company of a bartender.

I'll cut myself off because this paragraph is already sounding suspiciously like an online dating profile.

# MEET THE NEW KIDS ON THE MK BLOCK

## MEET BOBBY BAILEY



During my years at Haverford College, I had the opportunity to play all four years on the varsity baseball team. The guys knew me as Bobby, Bob, RV, Bails, and Bailey, and since I haven't decided what I'd like to go by professionally, the choice is yours for the time being. Last year, we finished the season at 32-10 and runner-up in the conference finals. I guess I consider myself a gap-to-gap doubles hitter, but in my sole softball game since graduation, I developed a homerun swing in preparation to help you all reclaim the crown this summer.

Although I value my baseball experience and academic education, I will carry two lessons with me for the rest of my life. Firstly, I learned that few people outside of Westchester, NY know that when I say I would like a chicken parm wedge, I'm placing a sandwich order. Secondly, when I try to explain that "wedge" is the term I use back home, everyone tells me that I am from "upstate" when I've always known Upstate New York to exist six hours north of me.

So, I reside in "upstate" New York with my parents and two younger brothers. I enjoy spending time with my family but frequently make trips to visit friends in Long Island, Philly, and Boston. I consider myself an avid Yankee fan and am somewhat perplexed as to why so many Red Sox fans work here. I believe I have a wide variety of interests so I hope I can connect with you on some other level. Data manipulation and modeling in excel come naturally to me so maybe I can help you put a positive statistical spin on last year's Red Sox collapse. No promises, though.

In all seriousness, I look forward to a big year for the company and getting to know all of you.

I'm Rich, I'm 22, and I really don't like candy...or cookies. I grew up with a fitness trainer / nutritionist for a mother, so I just never really ate sweets. That is also the reason I absolutely love playing sports. I can't even sit still for more than thirty minutes so I'm constantly getting up to stretch.

Now that my college baseball career is over, and I'm not playing for the Yankees, I've been attempting to stay somewhat athletic by running in as many road races as I can, participating in triathlons, and hiking. I've also become overly competitive in golf, but for some reason I assumed that the baseball swing and golf swing were identical...it's safe to say there are a few differences.

I also love cheese and bagels.

## MEET RICHARD VELOTTA



# MEET

## THE NEW KIDS ON THE MK BLOCK

I came to the US eleven years ago and like many other newcomers settled in New York. In six years, we bought a house and moved to New Jersey. I still truly believe that there is no better place in the world to live, work, raise your kids, build your future, and fully enjoy life than in New York City.

I am married to a lovely woman who I met here in New York. We have two extremely cute, very active boys (two and nine years old). I enjoy being around them as often as I can. Besides my passion to work – a lot, I enjoy being an avid fan of my 9 year old son's travel soccer team. Having been a pretty decent player myself, I find much pleasure in watching how he develops his neat and unique playing style.

After several years of being an interpreter and navigating through linguistic mazes of the tri-state area, I am now trying to rediscover myself in the field of real estate which has been a priority for me since my graduate education enhanced my knowledge of sustainable urban development. In addition to Real Estate's highly rewarding nature, I truly hope that this field is very much about establishing and developing great relationships with various people.

The picture is of me and my wife at one of the galleries in Tbilisi, Georgia that belongs to our relative, who is one of the most prominent artists down there.

## MEET LASHA GEGECHKORI



## MEET JUSTIN BORUCHOV



I am 28 years old, born in Long Island (don't hold it against me) and live with my girlfriend and my dog in Chelsea. I have been doing mortgages for over six years and I love what I do. I'm a proud graduate of Indiana University, an avid golfer and I love to daydream about making the Senior Tour.

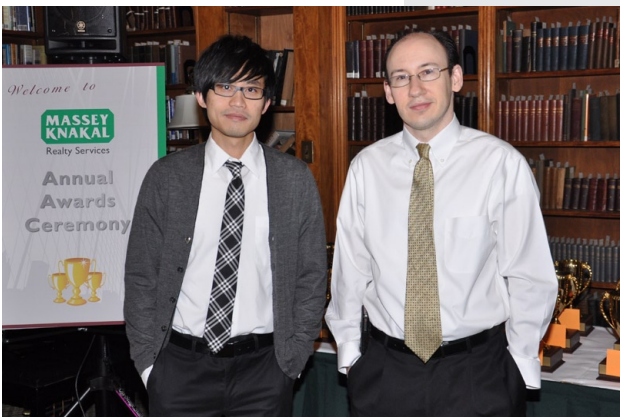
I am the youngest of four boys and the only who is not a doctor. Needless to say, I am probably considered the black sheep of the family. I was pre-med for two years before I realized that I hated it and switched to a business major. I had no idea what I wanted to do when I graduated school and landed a job at a residential mortgage company. If that didn't give my mom a heart attack, I decided to open up a dog walking company on the side with my best friend. My mom got to tell her friends that three of her sons were doctors and the fourth was a dog walker. After growing the company from 1 dog to over 50 and a staff of 6, I let my friend take over so I could focus on the finance world.



# Massey Knakal Awards Ceremony

January 25, 2012



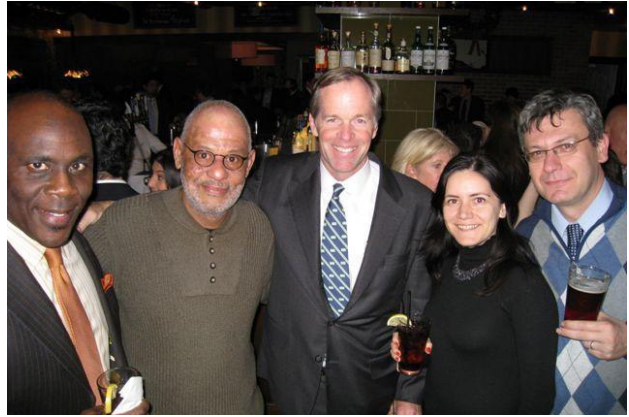












# Massey Knakal Holiday Party

December 13, 2011







# Manhattan Thanksgiving Potluck

November 18, 2011





Brooklyn Turkey Bowl



Brooklyn Ugly Sweater Party





## Massey Knakal Football Club









# Massey Knakal Annual Picnic

June 23, 2011







# Spotlight on Adrian Mercado

## I hear you are a decent soccer player. How long have you played? What position did you play?

I started playing soccer at five years old, and I played until my sophomore year at UCONN. I was a goalkeeper mainly because people said I was too small to play the position, which I was! We ended up winning the national championship my freshman year and I hung it up shortly after due to a recurring knee injury.

My father is quick to tell anyone that my sister is the better player and athlete. I was named a 3x all state player in high school and he reminded everyone that my sister was a 4x all state player...the MK soccer team heard all about my sisters exploits!

## You majored in Political Science and Puerto Rican Latin American Studies. How did you end up Research Guru for MK?

I originally ended up a Poli Sci major because my student-athlete advisor told me it was an easy course load for athletes! I had originally thought I wanted to be a lawyer, but then decided I didn't like reading...so I took classes I was interested in. I figured whatever I do as a profession would require training so why not expand my knowledge on fun and random topics.

## What is the most exciting part of creating PSRs every three months?

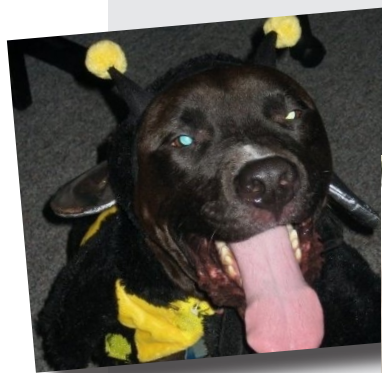
The most interesting part is seeing all these random transactions come together and create a meaningful story about the market we are in and seeing what trends are happening and why.

## Your best friend is your dog – tell us about him.

My dog is like my wife, or what I imagine being married feels like anyways. When he was younger we did a lot of fun things, we were always together, he was a head turner...now that we've been together for eight years, he nags me all day to go out, then when we do go out and he doesn't like where I take him, he gives me death stares all the time and embarrasses me in front of company.

Just kidding...

He's a cool chill dog who loves everyone and everything. He is eight years old and was a college graduation present to myself. (In retrospect, I should have bought a watch or something). He is half lab/half pit bull and I rescued him when he was three months old. When I was younger and had parties he would deliberately knock over everyone's beer and try (more successfully than not) to drink it all.



## Why on earth did you choose to live in a neighborhood that requires three subway lines to get to Midtown Manhattan?

First, it's only two stops to Midtown! It was also the only place that didn't care that I had a 90lb dog and wasn't in Brownsville, so I took

it! I really like Greenpoint, it's a cool little place. Where else in the world could you have a man threatening you from his window, a lady selling back massages in the subway (like literally on the subway platform) and someone who steals one wheel off your car (man, that sucked)? You can't find that anywhere else...



## You have said many times that your favorite vacation was an impromptu (and illegal) trip to Cuba – please elaborate.

I went to Dominican Republic for 3 weeks for a friend's wedding. After arriving in DR, I decided three weeks was way too long (No offense Abreu)! So I, along with two friends, decided to go to Cuba so we bought tickets and left that night not considering logistics like where to stay and if Americans were welcome.

We ended up asking a cabbie where to stay and he brought us to a wonderful woman's house in Old Havana. They took our passports (which freaked me out), and we went on our merry way exploring Havana. The 50's cars, the propaganda posters, and the 400-year-old buildings were amazing.

Since there are no restaurants like there are here you have to make friends or walk around and look for people cooking and dip your head into their house and ask them to feed you – or if you can, get your hands on civilian currency (there is a tourist currency with a terrible conversion rate) and for about 40 US cents you can eat white rice and chicken out of a box from a government sponsored whole in the wall.

I hope to go back one day and explore other parts of the island before tourism kills the island.

## An anonymous Green Pastures reader would like to know if you have a side gig as an actor in StateFarm commercials?

What can I say I am a triple threat, I'm an actor, singer and researcher.



# Spotlight on Ben Fox

**Okay, the most obvious question – what is up with the life size Elvis head on your desk? Is it a good luck charm? Do you have a fascination with Elvis? Are you an Elvis impersonator?**

Elvis is a good luck charm and a reminder...I broke up with my then girlfriend the day he died in 1977.

**You are a child of the 60s, what do you remember about that period?**

Due to various forms of recreation I have no recollection of the 1960s.

**Can you tell us a little about your personal life?**

I am married to Holly who is quite hot. (Please refer to framed photo by my desk).

I have two boys; Stuart, 28, a science / technology reporter and Zach, 26, is a retail broker at RKF. Some of you may know him.

I was raised in Brooklyn.

I like photography, movies, sports and restaurants.

I had scrambled eggs and bacon prior to writing these comments.

Vacation?...I am unfamiliar with the term. Recently I went to L.A. to bike ride along the beach in Venice. Picture it....a 60-year-old Fox riding a rented, beat up, 2-speed bike.

**I am told you love movies. What are your all-time favorite movies?**

Yes, I do indeed love the movies. Some of my favorites include:

- Godfather I & II
- Apocalypse Now
- 007 series w/ Connery and Moore
- Saving Private Ryan
- Airplane
- Dr. Strangelove
- Chinatown
- Psycho
- Goodfellas
- The French Connection
- Deliverance
- Confessions of a Teenage Drama Queen starring Lindsey Lohan



**I hear you are a Foodie –What’s your favorite type of food?**

I like restaurants. Lately I’ve been going to informal places in Brooklyn and on the lower east side. I stay away from places that charge \$35 for a bowl of spaghetti.

**If you’re entertaining out-of-towners where would you take them?**

For out-of-towners I recommend Balthazar, Prune, Blue Ribbon, Gotham Bar & Grill and The Strip House.

**What’s the most interesting retail space you’ve been in?**

The Apple Store on Fifth & 59th and the Prada store in Soho are two of my favorite store designs.

**Any monumental deals or ‘notorious’ ones (maybe with a celebrity)?**

I leased 180,000 sf to AMC Movie Theaters on West 42nd Street in Times Square and 275,000 sf of retail space at Harlem USA on W. 125th Street which included an eight screen Magic Johnson movie theater. I met Magic a few times.

**Was real estate always your passion?**

The NYC streetscape has always fascinated me and I’ve actually made a career of window shopping.

**What are your keys to success?**

Keys to success: street canvassing and more street canvassing, reading and staying on top of what’s going on in the city and the industry. Staying informed.

