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## ABOUT BESEN PARTNERS

Founded in 1988, Besen Partners is a leading NYC based real estate firm that provides real estate advisory, brokerage and management services. Bringing institutional quality real estate solutions to high net worth individuals, families, trusts, funds, foundations and other private investors.

Besen's executive team has been instrumental in the direct purchase, financing, development, asset management and sale of over \$5 billion in commercial property assets and have an impressive track record in partnering and co-investing equity with prestigious financial institutions and private investors.

Besen's brokerage division has been named a 'Top NYC Brokerage Sales Firm' by CoStar Research for over 16 years. Its team has brokered the sale of over \$7 billion in real estate transactions. NYC Management (Besen's property management affiliate), has managed over 4 million square feet of multi-family commercial assets.

JUNE 8, 2020 - **BESEN PARTNERS** IN THE NEWS - By Sergiu Inzian

## Besen Partners Leases Connecticut Office Building

Bankwell Financial Group signed a 10-year lease for the entire property in New Canaan, which will serve as its headquarters.



An affiliate of real estate advisory firm **Besen Partners** has leased **258 Elm St.**, an office building in New Canaan, Conn., to **Bankwell Financial Group**. The tenant signed a 10-year lease for the entirety of the approximately 30,000-square-foot property, which will serve as the group's headquarters.

**Besen Partners** acquired the three-story building in October of last year for \$6.9 million, according to Yardi Matrix data. The property, which was originally completed in 1983 and received cosmetic upgrades in 2014, includes 100 parking spaces. **Besen Partners** affiliate **New York City Management** is handling operations.

Located in downtown New Canaan, an affluent suburb of New York City, the property neighbors the Metro North train station and is within 2 miles of Merritt Parkway. **Besen Partners** noted in a statement that the company originally planned to subdivide the building before the opportunity for a single-tenant lease with NASDAQ-listed Bankwell arose. Bankwell plans to house more than 100 employees at the location, with over 50 team members moving to the town.

Avison Young Principal and Managing Director Sean Cahill brokered the lease transaction. The brokerage recently arranged the sale of a 53,430-square-foot medical office building in Fairfax, Va. Tenants include medical practices such as Fairfax Convenient Care.

JUNE 8, 2020 - **BESEN PARTNERS** IN THE NEWS

## Bankwell Signs Full-Building Lease in New Canaan



An affiliate of **Besen Partners, LLC** leased **258 Elm St.** in New Canaan, CT to **Bankwell Financial Group**. Bankwell signed a 10-year lease for the entirety of the approximately 30,000-square-foot office building, which will serve as its headquarters.

258 Elm Street was acquired by the **Besen Partners** affiliate in October 2019. “While we had originally planned to subdivide for multiple tenants, the opportunity to lease the whole building to a single tenant as impressive as Bankwell was a change in strategy we were happy to make, and an example of prudent investment management,” said **Daniel J. Steinberg, Besen Partners’** CIO.

Avison Young’s Fairfield/Westchester office, spearheaded by Managing Director Sean M. Cahill, was hired to market the property and was the sole broker in the transaction. “There was strong demand for a building of this quality and location and we are delighted that Bankwell is the exclusive tenant,” said Cahill.

[CONNECT WITH BESEN PARTNERS’ STEINBERG](#)

[CONNECT WITH AVISON YOUNG’S CAHILL](#)

JUNE 8, 2020 - **BESEN PARTNERS** IN THE NEWS - By Bob Rozycki

## Bankwell signs 10-year lease for New Canaan building as its new headquarters



**Bankwell Financial Group** has signed a 10-year lease for the entire 30,000-square-foot building at **258 Elm St.** in New Canaan.

Its subsidiary, Bankwell Bank, has 12 branches throughout Fairfield and New Haven counties. The building will serve as the financial group's headquarters, which had been at 208 Elm St.

The building at 258 Elm St. was acquired by an affiliate of New York City-based real estate advisory firm **Besen Partners LLC** in October 2019. The building had been the headquarters of Unimin Corp. for over 30 years. In May 2018, Unimin merged with Ohio-based Fairmount Santrol and became Covia Holdings Corp. It moved its operations to Ohio.

The three-story office building is next to the Metro-North Railroad station.

"While we had originally planned to subdivide for multiple tenants, the opportunity to lease the whole building to a single tenant as impressive as Bankwell was a change in strategy we were happy to make and an example of prudent investment management," **Daniel J. Steinberg**, **Besen Partners'** chief investment officer, said in a statement.

"Bankwell is getting an excellent location for its headquarters in downtown New Canaan and in close proximity to public transportation," **Steinberg** said.

Bankwell CEO Chris Gruseke said in a statement, "We are excited at the prospect of gathering more than 100 employees together in our new corporate headquarters ...With the addition of over 50 of our team members relocating to New Canaan, I am personally gratified to be part of a plan that will bring economic stimulus to our town. We are mindful that, despite our growth throughout Fairfield County and into New Haven County, our bank has its roots in New Canaan and would not enjoy the success we have today without the original support from our local community."

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**New York City Management**, a **Besen Partners** affiliate that oversees more than 180 commercial and residential properties in the tristate region, will manage **258 Elm St.**

JUNE 4, 2020 - **BESEN PARTNERS** IN THE NEWS

## Besen Partners leases New Canaan office building to Bankwell



An affiliate of **Besen Partners, LLC**, a New York-based full-service real estate advisory firm, has leased **258 Elm Street** in New Canaan, to **Bankwell Financial Group**. Bankwell signed a 10-year lease for the entirety of the approximately 30,000-square-foot office building, which will serve as the group's headquarters. Its award-winning subsidiary, Bankwell Bank, is considered one of Connecticut's leading banking institutions, with 12 branches throughout Fairfield and New Haven counties.

**258 Elm Street** was acquired by an affiliate of **Besen Partners, LLC** in October 2019. The three-story office building is located next to the Metro-North train station and features ample on-site parking.

"While we had originally planned to subdivide for multiple tenants, the opportunity to lease the whole building to a single tenant as impressive as Bankwell was a change in strategy we were happy to make and an example of prudent investment management," said **Daniel J. Steinberg**, **Besen Partners'** chief investment officer. "**Bankwell** is getting an excellent location for its headquarters in downtown New Canaan and in close proximity to public transportation."

"We are excited at the prospect of gathering more than 100 employees together in our new Corporate Headquarters at 258 Elm Street," said Chris Gruseke, Bankwell's CEO. "With the addition of over 50 of our team members relocating to New Canaan, I am personally gratified to be part of a plan that will bring economic stimulus to our town. We are mindful that, despite our growth throughout Fairfield County and into New Haven County, our bank has its roots in New Canaan and would not enjoy the success we have today without the original support from our local community. I would also like to thank **Dan Steinberg** of **Besen Partners** for the patience and flexibility which allowed us to plan this physical transition during these very trying times."

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### About Bankwell Financial Group, Inc.

Bankwell Bank, the Company's banking subsidiary, is a commercial bank that serves the banking needs of residents and businesses throughout the New York metropolitan area, including Fairfield and New Haven Counties, Connecticut. For more information, visit <https://www.mybankwell.com>.

### About Avison Young

Avison Young is the world's fastest growing commercial real estate services firm. Headquartered in Toronto, Canada, Avison Young is a collaborative, global firm owned and operated by its Principals. Founded in 1978, with legacies dating back more than 200 years, the company comprises thousands of real estate professionals in more than 100 offices around the world. The firm's experts provide value-added, client-centric investment sales, leasing, advisory, management and financing services to clients across the office, retail, industrial, multi-family and hospitality sectors. Avison Young is a 2020 winner of the Canada's Best Managed Companies Platinum Club designation. It has retained its "Best Managed" designation for nine consecutive years.

JUNE 4, 2020 - **BESEN PARTNERS** IN THE NEWS

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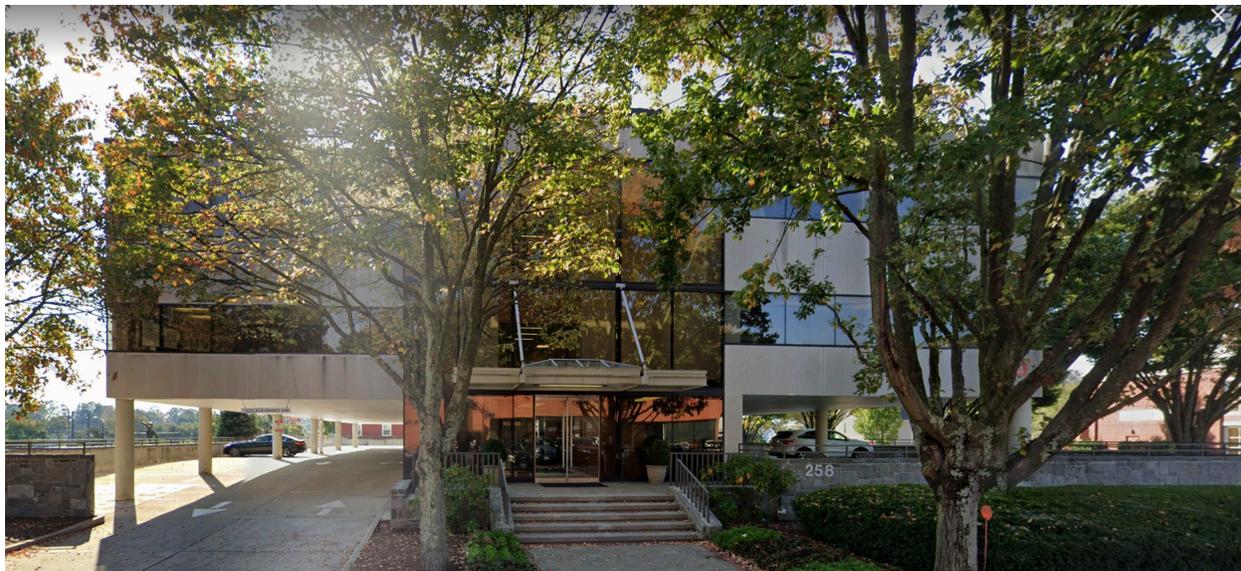
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**New York City Management**, a **Besen Partners** affiliate responsible for more than 180 commercial and residential properties in the Tri-State region, will continue to manage **258 Elm Street**.

JUNE 4, 2020 - **BESEN PARTNERS** IN THE NEWS - DEALS & DEALMAKERS

## Besen signs 30,000 s/f lease with leading CT bank



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MARCH 3, 2020 - **BESEN PARTNERS** IN THE NEWS - LEASES

## Mager of Besen Partners arranges 1,900 s/f lease

**Manhattan, NY Matthew Mager**, general counsel/senior managing director at **Besen Partners, LLC**, has leased a 1,900 s/f digital showroom, with partial basement, to **DataVision** at **13 West 38th St.**



Mager represented the landlord, 13 West 38 LLC for the seven-year lease. The tenant was represented by Gregg Gropper of Lee & Associates.

Asking rent was \$16,000 per month and the showroom is expected to open early 2020.

DataVision has been a preeminent consumer and business technology products retailer and service provider since 1991, when it opened its first store on Fifth Ave. and 39th St.

“After nearly three decades of providing technology-based products and services to New Yorkers, the company is expanding its retail division with a cutting-edge digital showroom,” said Mager. “DataVision is one of the few remaining privately-owned technology products centers in the city and this newest location, in combination with its digital presence, will ensure continued prominence in the market.”

DataVision CEO Jimmy Garson, “After five years in Flatiron, we are thrilled to be moving back to where we first launched DataVision. We will still be carrying all the major brands in laptops, desktop, tablets, smartphones, printers and cameras, including Sony, Apple, Samsung and HP. But we will additionally have a showroom with expert consultants to help businesses and consumers choose the best products for their needs, along with top-flight technicians.”

MARCH 9, 2020 - **BESEN PARTNERS** IN THE NEWS

## Natalie Nachman Joins Besen Partners' Investment Sales Team



Natalie Nachman

**Natalie Nachman** has joined **Besen Partners** as an associate specializing in the sale of retail, commercial, multifamily, mixed-use and industrial properties in Manhattan and Brooklyn. Prior to joining the firm, she was with Brooklyn-based Ascent Properties, where she worked on sales and retail leasing transactions.

Ms. Nachman learned the fundamentals of commercial real estate and investment sales growing up in her family's commercial real estate business, which recently celebrated its centennial anniversary in Herndon, VA. Before returning to her real estate roots, she taught English as a Second Language at the university level at such prestigious schools as New York University and Columbia University.

"Natalie has a unique background that combines an ingrained knowledge of real estate investment with Ivy League disciplines," points out **Ronald H. Cohen**, Chief Sales Officer, **Besen Partners, LLC**. "For now, she will be focusing on Midtown Manhattan and Brooklyn, but her potential is global."

Ms. Nachman, who also speaks Hebrew and Italian, received her undergraduate degree at Indiana University and a Masters in Linguistics from Tel Aviv University in Israel. She is an active member of the Commercial Real Estate Women's Network (CREW) and is on track to receive her CCIM designation, achieving the highest standard of real estate brokerage.

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FEBRUARY 13, 2020 - **BESEN PARTNERS** IN THE NEWS - DEAL SHEET | Single Deal

## DEAL SHEET | Single Deal

### 13 WEST 38TH STREET | RETAIL LEASING | 02/13/2020

EVENT	Retail Leasing
ADDRESS	<b>13 West 38th Street</b>
SQUARE FEET	1,900
BOROUGH	Manhattan
NEIGHBORHOOD	Garment District
PUBLICATION DATE	02/14/2020
DEAL DATE	02/13/2020
LANDLORD	13 West 38 LLC
LANDLORD BROKERAGE	<b>Besen Partners</b>
LANDLORD BROKER	<b>Matthew Mager</b>
TENANT	<b>DataVision</b>
TENANT BROKERAGE	Lee & Associates NYC
TENANT BROKER	Gregg Gropper
NOTES	The tech retailer inked a 7-year lease for the Garment District location.

FEBRUARY 26, 2020 - **BESEN PARTNERS** IN THE NEWS - RETAIL

## DataVision taking digital showroom space



**Matthew Mager**, general counsel/senior managing director, **Besen Partners, LLC**, has leased an approximately 1,900-s/f digital showroom, with partial basement, to DataVision at **13 West 38th Street**.

DataVision is a technology products retailer and service provider that opened its first store on Fifth Avenue and 39th Street in 1991.

"After nearly three decades of providing technology-based products and services to New Yorkers, the company is expanding its retail division with a cutting-edge digital showroom," said **Mager**, who represented the landlord, 13 West 38 LLC. "DataVision is one of the few remaining privately-owned technology products centers in the city and this newest location, in combination with its digital presence, will ensure continued prominence in the market."

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JANUARY 21, 2020 - **BESEN PARTNERS IN THE NEWS - HOSPITALITY**

## State of New York City hotel market



**Anudeep Gosal** is an associate, investment sales at **Besen Partners, Hotel Advisory Group**, New York, N.Y.

We are presently witnessing the longest uninterrupted economic growth in modern history, with the hotel industry now 114 months into an expansion cycle. There are growing concerns of geopolitical issues and the risk of impending recession, though New York is still largely considered the center of the universe for the hotel sector. According to the third quarter construction pipeline trend report published by Lodging Econometrics (LE), the city has the second biggest pipeline of hotel construction projects behind Los Angeles.

Growth has been 3-4% year over year since 2012 with continual demand fueling new projects. The Javits Center is finally expanding, while projects like One Vanderbilt and Hudson Yards expected to push corporate hotel business even higher. The impact of these demand generators is why Midtown West (everything west of 8th Ave.), has seen the largest supply growth in the last 4-5 years.

While these numbers appear positive, the consecutive years of sector growth amounting to the longest run in history is in question. Manhattan cap rates are all sub 5% and between \$450,000 to \$550,000 per key for actual trades taking place. Most hotel operators are finding better value in the boroughs, allowing them to achieve similar net operating incomes or cash flows with lower key costs. That holds true even more so for those who have developed ground up. This cost/benefit analysis has enabled Harlem to get its first full-service hotel, The Renaissance, opening in 2020.

### Supply & Demand Dynamics

The long fear of oversupply has always haunted the New York City market. Over the past decade years, room supply has been catching up with increasing demand. As supply and demand reach equilibrium, as evidenced by steady occupancy rates and flat RevPAR, hotel development should slow down. It's a legitimate concern, as supply has risen and will continue to do so well into 2023. There's no turning back from the 155 projects with 26,605 keys under construction, nor the

ability to erase the 50,000 Airbnb rentals looming in the shadows. Developers are set to open 61 new hotels with 8,283 rooms to the New York City market in 2020 as the sector continues to experience a construction boom.

Though the mayor's office is restricting their growth after inking a deal with Airbnb this August to disclose all units listed in the city, it's unlikely that inventory will just go away. The citizens of Jersey City have voted to restrict alternative housing apps, despite the \$20 million campaign Airbnb launched. The changes in the zoning laws requiring special permits to build in the M zones will stymie new development by adding time and red tape before doors can be opened. But there are still 67 million tourists expected in New York in 2020... where will they all stay?

The dynamics of travelers is also changing, with newer trends and patterns emerging. Corporate travel is not what it used to be even less than a decade ago. In the past few years we have seen business trips shorten to two to three nights, typically Tuesday to Thursday. That translates to two days less of corporate business that most operators relied on. The trend of frequent guest programs is also keeping the pressure on maintaining occupancy rates high.

### 2019 ADR Levels in NYC

New York is the highest in the country when it comes to occupancy levels, averaging 85% for 2019. The bigger push in the hotel market these days is all about ADR (average daily rate). The boroughs are competing for their share of the pie and the dynamics are changing. Brooklyn emerged as a strong contender with untouched ADR's and no signs of a negative downturn. Long Island City is struggling with oversaturation, though it has drawn some price sensitive clientele away from Manhattan due to its close proximity. Hotel owners are complaining of dropping rates across the board, and the overall average ADR has decreased by -0.5%. However, the average ADR has actually ticked up from 2.5% to 3.5% in the outer boroughs according to a study done by STR for Hotel Association of NYC. The numbers break down as follows:

- Bronx: up by 3.3% at \$168;
- Queens: up by 3.5% to \$167;
- Brooklyn: up by 2.5% to \$196;
- Staten Island: up by 2.9% to \$143;
- Manhattan: down -0.7% to \$275.

Most guest programs don't reimburse hotel operators the full ADR unless they achieve their occupancy targets. If they don't have high occupancy rates, they only get reimbursed the cleaning costs of the rooms. This paradox is where the internet comes in: Websites

and aggregating apps such as Hotel Tonight thrive on this specific objective. It is now more appealing for hotel owners to recoup revenue by offering unsold room inventory at a discount through such portals, or as blind deals to keep their occupancy rates high.

### The Airbnb Effect

Airbnb is the most anticipated IPO of the decade, however New York is presenting a chink in the armor. It is the largest market, with a total of 50,000 units. Out of these units 25,000 are "entire place" as opposed to "just rooms." However the key point to note is the impact of Airbnb has only been on the leisure segment, while the corporate business seems unfazed. Be it corporate or leisure, we will never truly know the impact because it is very hard to quantify given the lack of data transparency. The inventory on Airbnb is also very inconsistent, as many homeowners use it part-time to make additional income on long weekends, event days, or holidays. There was a sudden spike in the inventory during the New York City Marathon, which went off the website shortly after. The city is attempting to curb this through a deal signed with Airbnb allowing transparency and data sharing of all listings that are "entire place." The aim there is to mainly target landlords of multifamily buildings through the Mayor's Office of Special Enforcement. Nonetheless when it comes to hotels the impact is expected to decrease. There is legislation passed in multiple markets imposing stricter restrictions for alternative accommodations. This should drive incremental hotel room stays.

### Outlook for 2020

It is forecasted that ADR will decline well into 2021. Interestingly, 2021 is the same year that RPAR (revenue per available room) will start to show signs of recovery. With historically low interest rates, the sector is flush with various debt products to choose from. Lower borrowing costs are providing a strong impetus for refinancing owned assets and returning equity. With the lack of creditworthy tenancies and room rates repeatedly being reset, hotels are fundamentally a long-term investment. At any point in the economic cycle, savvy investors in the hotel space tend to realize healthy returns paying market prices predicated upon underwriting (not necessarily holding) a minimum ten-year period.

With other asset classes losing their luster, the effects of alternative accommodation going down, continued demand growth generators, and laws curbing further supply, we may in fact see further resilience in 2020. Supply and demand dynamics (i.e. a serious lack of for sale product), could also drive an uptick in value.

FEBRUARY 13, 2020 - **BESEN PARTNERS** IN THE NEWS

## **Besen Partners Arranges New Digital Showroom for DataVision**

***Besen Partners' Matthew Mager Leases Retail Space at 13 West 38th Street To Venerable Technology Products and Services Provider***

**Matthew Mager**, General Counsel/Senior Managing Director, **Besen Partners, LLC**, a New York-based full-service real estate advisory firm, has leased an approximately **1,900-square-foot** digital showroom, with partial basement, to **DataVision** at 13 West 38th Street. DataVision has been a preeminent consumer and business technology products retailer and service provider since 1991, when it opened its first store on Fifth Avenue and 39th Street.

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FEBRUARY 5, 2020 - **BESEN PARTNERS** IN THE NEWS - DEALS & DEALMAKERS

- **BESEN PARTNERS**  
**Queens hotel offering takes off**



**Besen Partners Hotel Advisory Group** has been awarded the exclusive agency for the sale of two newly constructed limited service hotels at 10-21 and 10-25 Beach 21st Street in Far Rockaway, Queens.

Completed in 2018 and opened for occupancy in September 2019, the semi-attached Best Western and Wingate by Windham Properties encompass 53,858 s/f with a total of 146 rooms.

Located along the area's Downtown business corridor, they are less than six miles from JFK International Airport and directly accessible to public transportation, including the Long Island Railroad, express subway line, and six bus lines.

"These assets are already performing well as business and recreation centers because of their proximity to JFK and public transportation, as well as prominent beaches and entertainment and sports destinations," points out **Anudeep Gosal**, who is spearheading the marketing effort.

The hotels offer multiple meeting rooms, business centers, fitness center, free parking and 24-hour airport shuttle service to JFK.

Asking price for both assets together is \$33,900,000 and there is a 25-year ICAP real estate tax abatement.

In addition to **Gosal**, the **Besen Partners Hotel Advisory Group** team on the sale includes **Ron Cohen**, **Paul J. Nigido** and **Matthew Slonim**.



## Besen Partners Hires Hospitality Expert Anudeep Gosal

**A**nudeep Gosal has joined Besen Partners LLC's Hotel Advisory Group as an investment sales advisor. Gosal will consult with Besen Partners' clients and affiliates regarding investment and acquisition opportunities of hotel assets.

"Anudeep represents a new generation of global experts specializing investment in hospitality assets;" said Ronald H. Cohen, Besen's chief sales officer "For nearly a decade, the hotel industry has shown positive growth, and having someone on board with access to leaders in the international community offers significant benefits to both our clients and affiliates"

Previously, Gosal was the business development and overseas sales manager for Nuevo International. His experience in the hospitality sector also includes transaction advisory positions for Backpacker Panda and JW Marriott Corporation in Mumbai, India, and Ternate Hospitality in Pune, India.

Gosal graduated from the Emirates Academy (in association with Ecole Hotelier de Lausanne), Dubai, U.A.E. He holds a BS. in International Hospitality and Business Management.

FEBRUARY 4, 2020 - **BESEN PARTNERS** IN THE NEWS

## **Besen Partners Marketing Two Hotels for Sale in Queens, NY**

**Besen Partners Hotel Advisory Group** has been awarded the exclusive agency for the sale of two newly constructed limited-service hotels in Rockaway, NY: a Best Western and a Wingate by Wyndham. Completed in 2018 and opened for occupancy in September 2019, the two semi-attached assets encompass 53,858 sq. ft., with a total of 146 rooms.

The properties are close to JFK International Airport and directly accessible to public transportation. Asking price for both assets together is \$33.9 million (\$232,000 key) and there is a 25-year ICAP real estate tax abatement. The Far Rockaway Downtown District has also been slated for a \$139 million mixed-use revitalization project that includes the redevelopment of infrastructure and public spaces.

FEBRUARY 2, 2020 - **BESEN PARTNERS** IN THE NEWS

## Besen Partners Marketing Two Far Rockaway Hotels for Sale



Anudeep Gosal

*Besen's Hotel Advisory Group named exclusive agent for 146-key Best Western And Wingate by Windham Properties at 10-21 and 10-25 Beach 21st Street*

**Besen Partners Hotel Advisory Group** has been awarded the exclusive agency for the sale of two newly constructed limited service hotels at 10-21 and 10-25 Beach 21st Street in Far Rockaway, Queens, comprising a Best Western and Wingate by Windham Properties. Completed in 2018 and opened for occupancy in September 2019, the two semi-attached assets encompass 53,858 square feet, with a total of 146 rooms. Ideally located along the area's burgeoning Downtown business corridor, they are less than

six miles from JFK International Airport and directly accessible to public transportation, including the Long Island Railroad, express subway line, and six bus lines.

"These assets are already performing well as business and recreation centers because of their proximity to JFK and public transportation, as well as prominent beaches and entertainment and sports destinations," points out **Anudeep Gosal**, who is spearheading the sale at Besen Partners. "They also include amenities that provide value to all types of travelers."

Among the amenities are multiple meeting rooms, business centers, fitness center with fully equipped gym, complimentary guest breakfasts, free parking and 24-hour airport shuttle service to JFK. Asking price for both assets together is \$33,900,000 (\$232,000 key) and there is a 25-year ICAP real estate tax abatement.



In addition to Mr. Gosal, the Besen Partners Hotel Advisory Group team on the sale includes Ron Cohen, Chief Sales Officer, Paul J. Nigido, Managing Director, and Matthew Slonim, who is handling financing inquiries.

Since opening fourth months ago, the hotels have been well over 50 percent occupied. Adding to the value of an accessible location for business travelers and vacationers, the Far Rockaway Downtown District has also been slated for a \$139 million mixed-use revitalization project that includes the redevelopment of infrastructure and public spaces.

### About Besen Partners, LLC

*Founded in 1988, Besen Partners is a leading NYC-based real estate firm that provides real estate advisory, brokerage and management services. Bringing institutional quality real estate solutions to high-net-worth individuals, families, trusts, funds, foundations, and other private investors, Besen's executive team has been instrumental in the direct purchase, financing, development, asset management and sale of over \$5 billion in commercial property assets and has an impressive track record in partnering and co-investing equity with prestigious financial institutions and private investors. Besen's brokerage division has been named a Top NYC Brokerage Sales Firm by CoStar Research for over 16 years. Its team has brokered the sale of over \$7 billion in real estate transactions. NYC Management (Besen's property management affiliate), has managed over 4 million square feet of commercial assets. [www.besepartners.com](http://www.besepartners.com).*

JANUARY 31, 2020 - **BESEN PARTNERS** IN THE NEWS - DEALS & DEALMAKERS

## LEASES:



HILLY SOLEIMAN

**Besen Partners** announced that **Tripod Design NY, Inc.** leased 2,000 s/f of office space at Chelsea Arts Towers, a 20-story commercial condominium at **545 West 25th Street** in Chelsea. The tenant, the New York satellite of a Japanese design firm, will occupy space on the sixth floor. **Hilly Soleiman** and **Matthew Mager** represented the condominium unit owner, Demetri Daphnis/The Nassos Daphnis Family 2000 Trust, in the transaction. The tenant was represented by Namiko Sako of Sumitomo Real Estate Sales, Inc. Asking rent was \$13,000 per month and the firm will be relocating from 350 East 52nd Street in late January.

JANUARY 15, 2019 - **BESEN PARTNERS** IN THE NEWS - DEAL SHEET | Single Deal

## DEAL SHEET | Single Deal

### 545 WEST 25TH STREET | OFFICE LEASING | 01/15/2020

EVENT	Office Leasing
ADDRESS	<b>545 West 25th Street</b>
SQUARE FEET	2,000
BOROUGH	Manhattan
NEIGHBORHOOD	Chelsea
PUBLICATION DATE	01/17/2020
DEAL DATE	01/15/2020
LANDLORD	The Nassos Daphnis Family 2000 Trust
LANDLORD BROKERAGE	<b>Besen Partners</b>
LANDLORD BROKER	<b>Hilly Soleiman, Matthew Mager</b>
TENANT	<b>Tripod Design</b>
TENANT BROKERAGE	Sumitomo Real Estate Sales
TENANT BROKER	Namiko Sako
NOTES	The design firm signed a lease for the Chelsea space.

JANUARY 17, 2020 - **BESEN PARTNERS** IN THE NEWS

## WHO'S NEWS:



*Anudeep Gosal*

**Besen Partners**, LLC has welcomed **Anudeep Gosal** to its Hotel Advisory Group as an investment sales advisor. In his new position, Gosal will consult with Besen Partners' clients and affiliates regarding investment and acquisition opportunities of hotel assets. Prior to joining Besen Partners, Gosal was the business development and overseas sales manager for Nuevo International. His experience in the hospitality sector also includes transaction advisory positions for Backpacker Panda and J.W. Marriot Corporation in Mumbai, India, and Ternate Hospitality in Pune, India.

Gosal graduated with honors from the Emirates Academy (in association with Ecole Hotelier de Lausanne), Dubai, U.A.E. He holds a B.S. in International Hospitality & Business Management.

JANUARY 15, 2020 - **BESEN PARTNERS** IN THE NEWS

## **Besen Partners Arranges Chelsea Arts Towers Lease for Tripod Design**

*Besen's Hilly Soleiman and Matthew Mager represent unit owner for 2,000sf space in renowned commercial art gallery condominium at 545 West 25th Street*

**Hilly Soleiman**, Director, and **Matthew Mager**, General Counsel/Senior Managing Director of **Besen Partners, LLC**, a New York-based full-service real estate advisory firm, have arranged a lease for **Tripod Design NY, Inc.** at Chelsea Arts Towers, a 20-story commercial condominium at 545 West 25th Street in the heart of the Chelsea Gallery District. The tenant, which is the New York satellite of a Japanese design firm, leased a 2,000-square-foot space on the sixth floor. Mrs. Soleiman and Mr. Mager represented the condominium unit owner, Demetri Daphnis/The Nassos Daphnis Family 2000 Trust, in the transaction. The tenant was represented by Namiko Sako of Sumitomo Real Estate Sales, Inc.

"Chelsea Arts Tower is recognized worldwide as a center for art galleries, design firms and creative foundations," points out Mrs. Soleiman. "Tripod Design NY, which is part of a venerable Tokyo-based design firm, is an excellent tenant for this space."

International galleries, designers and foundations currently on the tenant roster at Chelsea Arts Tower include Marlborough Galleries, Tina Kim Gallery, Calvin Klein Studio, Flag Art Foundation, and the Joan Mitchell Foundation. Asking rent was \$13,000 per month and the firm will be relocating from 350 East 52nd Street in late January.

### **About Besen Partners, LLC**

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[www.besenpartners.com](http://www.besenpartners.com)

JANUARY 14, 2020 - **BESEN PARTNERS** IN THE NEWS

## EXECS ON THE MOVE:

*INTERNATIONAL REPORT—Companies in the hospitality arena are making personnel moves. Here's a look:*



*Anudeep Gosal*

### **Besen Partners Adds Gosal**

**Besen Partners LLC** has added **Anudeep Gosal** to its hotel advisory group as an investment sales advisor.

In his new position, **Gosal** consults with Besen Partners' clients and affiliates regarding investment and acquisition opportunities of hotel assets. Prior to joining Besen Partners, he was the business development and overseas sales manager for Nuevo International. His experience in the hospitality sector also includes transaction advisory positions for Backpacker Panda and JW Marriott Corporation in Mumbai and Ternate Hospitality in Pune, India.

JANUARY 6, 2020 - **BESEN PARTNERS** IN THE NEWS

## Besen Partners Appoints Anudeep Gosal to its Hotel Advisory Group as an Investment Sales Advisor



Anudeep Gosal

**Besen Partners, LLC** welcomes **Anudeep Gosal** to its Hotel Advisory Group as an Investment Sales Advisor. In his new position, Mr. Gosal will consult with Besen Partners' clients and affiliates regarding investment and acquisition opportunities of hotel assets. Prior to joining Besen Partners, Mr. Gosal was the Business Development and Overseas Sales Manager for Nuevo International. His experience in the hospitality sector also includes transaction advisory positions for Backpacker Panda and J.W. Marriot Corporation in Mumbai, India, and Ternate Hospitality in Pune, India.

"Anudeep represents a new generation of global experts specializing investment in hospitality assets," says **Ronald H. Cohen**, Chief Sales Officer, Besen Partners, LLC. "For nearly a decade, the hotel industry has shown positive growth and having someone on board with access to leaders in the international community offers significant benefits to both our clients and affiliates.

"With New York City accounting for the highest occupancy levels in the country, our Hotel Advisory Group will continue to offer unparalleled insight and experience in investment opportunities."

Mr. Gosal graduated with honors from the Emirates Academy (in association with Ecole Hotelier de Lausanne), Dubai, U.A.E. He holds a B.S. in International Hospitality & Business Management.

### **About Besen Partners, LLC**

*Founded in 1988, Besen Partners is a leading New York City-based real estate firm that provides real estate advisory, brokerage and management services. Bringing institutional quality real estate solutions to high-net-worth individuals, families, trusts, funds, foundations, and other private investors, Besen's executive team has been instrumental in the direct purchase, financing, development, asset management and sale of over \$5 billion in commercial property assets and has an impressive track record in partnering and co-investing equity with prestigious financial institutions and private investors. Besen's brokerage division has been named a Top NYC Brokerage Sales Firm by CoStar Research for over 16 years. Its team has brokered the sale of over \$7 billion in real estate transactions. NYC Management (Besen's property management affiliate), has managed over 4 million square feet of commercial assets. [www.besenpartners.com](http://www.besenpartners.com).*