

Gala Launch of W&H Properties Brand Attracts 500; Puts One in Mercedes-Benz; Sends One to Super Bowl

Over 480 brokers and other real estate professionals gathered at 1359 Broadway recently to learn more about the new brand, W&H Properties. The gathering was held on a full floor that has been newly demolished and prepared for tenant installation. The event featured presentations from CB Richard Ellis, Cushman & Wakefield, and Newmark for the entire W&H portfolio, which includes The Lincoln Building (60 East 42nd Street), 250 West 57th Street, 501 Seventh Avenue, The International Toy Center (200 Fifth Avenue and 1107 Broadway), and 1359 Broadway.

Hundreds of attendees had visited the properties in preparation for the event and saw first hand the changes underway at the W&H portfolio. To qualify for the grand prize, brokers had to visit at least four of the properties. Everyone at the party learned about W&H advantages: choice locations, top-to-bottom capital improvements, restored Pre-War

architecture and new modern amenities, highly motivated ownership and management, and 100% commissions on signing...almost \$5 million paid in 2003 year to date and more than \$8.2 million more to go for available space on hand!

Adding to the excitement of the evening were the great prizes awarded in a raffle. Mercedes Santana of Crosby Realty won a Super Bowl XXXVIII package, and J. Tony Calderone of Garrick-Aug Associates garnered a free 3-year lease for a brand new Mercedes-Benz. Laptops or flat screen TVs were awarded to William O. Berkis, Jr. of MHP Commercial Brokerage Services; James S. Saunders of Newmark & Company Real Estate; Jesse H. Wildrick of CB Richard Ellis; Mitchel A. Baffa of Newmark New Spectrum Retail, LLC; Timothy G. Farrell of Joseph P. Day Realty Corporation; and Richard J. Pugatch of The Hunter Realty Organization, LLC.



David E. Malawer, Paul DePetro, George P. Fabian, and Barry J. Zeller, Senior Director, Cushman & Wakefield from 250 West 57th Street, The Fisk Building



Newmark team: including Brian Waterman, John Sinon, Jon Fanuzzi, Kevin Driscoll, Jimmy Kuhn, William Mendelson, Michael Frantz, Alan Starkman and Hank Celestino



Dennis M. Karr, Managing Director, Newmark and Alan Friedman, CB Richard Ellis



Kenneth M. Krasnow, Senior Managing Director, Cushman & Wakefield and Scott Pudalov, Executive Vice President, CB Richard Ellis



Evan Lavery, Albert W. Cleary, Walter Check and Tom Beissel, Cushman & Wakefield



Hank Celestino, Exec. Managing Director, Newmark, Kevin Driscoll, Newmark and Brian Waterman, Exec. VP, Newmark



Elizabeth R. Houley, Senior Managing Director, Newmark, Craig Lemle, Julien J. Studley, Victor Menkin, Menkin Realty, Scott Pudalov, CBRE, Mark Weiss, Exec. VP, Newmark



Franklin Speyer, Executive VP, Cushman & Wakefield, Jimmy Kuhn, President, Newmark, Walter H. Haydock, Cushman, Amy L. Fox, Assoc. Director, Cushman, William S. Fressle, Assoc. Director, Cushman



Lydia M. Sklar, President, Sklar Realty Gp, William Mendelson, Newmark, Dale F. Schlather, Senior Director, Cushman & Wakefield, Paul S. Prince, Sr. Managing Director, Newmark, Joan S. Fields, President, Synergy Realty



James Buslik, Adams & Co., Al Cleary, Joseph A. Lagano, Managing Director and Robert A. Gastel, Director, Cushman & Wakefield



Marc Kritzer, Elizabeth Manners and Michael Yadgard of Millennium Realty



Brian G. Goldman, Managing Director, Newmark, Peter Simel, VP, and Kathryn Beach, CBRE



Richard Price, Senior Director, Bernstein Real Estate, Richard J. Pugatch, Managing Director, Hunter Realty, Allan Gallaway, Director, Bernstein Real Estate



Martin Meyer of GVA Williams, Jonathan Rudes of Winoker Realty, Scott Latham of Cushman & Wakefield, Diana A. Gaines of GVA Williams



Michael Doetsch, Director, Williamson, Pickett, Gross, Peter L. Malkin, Joseph A. Cabrera, Exec. Director, Cushman & Wakefield



Tony Malkin, Jeffrey Gural, Peter Malkin



Bill Goldstein, Atlantic Group, Deirdre Sabatini, Global Industries, Pamela Strauss, MHP



Jerry Kaye, Paul Stern, Lawrence J. Hunt, Mark Hofherr, and Steve Leiter all of Midtown Commercial Real Estate



Steven Lambert of Trebor Management, Stanley H. Korngut of Norman Bobrow Inc. & Co.



Ross Perlman, Edward A. Friedman, David M. Israni, and Adam Karafiol, all of Newmark & Company Real Estate



Marvin Rosenberg of GVA Williams, Dennis Someck of George Comfort & Sons, Peter Goldich of Atco

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Raffle Winners: Ken Krasnow, Senior Managing Director, Cushman & Wakefield, Scott Pudalov, Exec. VP, CBRE, Jimmy Kuhn, President, Newmark

