

**19  
89** | **OVER  
TWENTY  
FIVE  
YEARS**



## **Longua named to the advisory board of United Realty Partner**

March 12, 2012 - Front Section

According to United Realty Partner, Lawrence Longua has been named to the firm's advisory board. Longua is currently a full-time clinical associate professor in the masters of Real Estate program at NYU's Schack Institute of Real Estate. He is the curriculum coordinator for the program's finance curriculum and the director of the Institute's REIT Center. In his new role at United Realty, he will leverage his expertise in commercial real estate to advise the firm on structuring and evaluating investment opportunities as well as sponsoring Real Estate Investment Trusts (REITs).

"We are extremely pleased to have Larry join our growing team of real estate professionals," said Jacob Frydman, chairman and CEO of United Realty. "His deep knowledge of the

industry and experience through multiple market cycles will be a significant benefit for our investors and clients."

In addition to teaching, he lectures at trade associations and industry conferences around the globe on topics including commercial real estate, capital markets and securitization. Before joining NYU in 2003, he spent 35 years in the commercial real estate industry holding senior positions in the real estate units of major financial institutions including Irving Trust Co., Bankers Trust Co. and The Mitsubishi Trust and Banking Corp.

Longua is currently on the board of Xemex Holdings LLC, a private real estate development firm and served on the board of Acadia Realty Trust from its initial public offering in 1993 to 2004. He is a former president and current member of the board of governors of The Mortgage Bankers Association of New York, chairman of MBA of New York Scholarship Foundation, former member of the board of directors of the Association of Foreign Investors in U.S. Real Estate (AFIRE) and current member of AFIRE's Academic Circle. He is also a member of the Japan Society, the Pension Real Estate Association, the National Council of Real Estate Investment Fiduciaries and The Real Estate Board of New York.

Longua received a Bachelor of Social Sciences degree in Economics from Fairfield University and a Masters in Business Administration degree from Dowling College, completed the Harvard University Advanced Management Course, and is a member of the Delta Mu Delta National Honor Society in Business Administration. He is a licensed New York State real estate broker.

#### About United Realty Partners

United Realty Partners was formed in January 2012 by veteran real estate investors Jacob Frydman and Eli Verschleiser. Based in New York, the firm advises on and invests in commercial real estate projects in markets poised to benefit from favorable demographic trends including growing populations and household incomes. The firm and its affiliates also seek opportunistic investments in distressed or underperforming properties that can benefit from repositioning, redevelopment and other value-enhancing initiatives. United Realty, through its affiliates, also sponsors SEC-registered Real Estate Investment Trusts (REITs) that allow outside investors to participate in the firm's investments.

Mr. Frydman and Mr. Verschleiser have invested in numerous types of commercial real estate from urban office buildings to suburban retail shopping centers and large apartment projects. They are responsible for over \$7 billion in commercial real estate transactions including some of the most complex projects in the eastern U.S. For more information visit [www.urpa.com](http://www.urpa.com) or

follow us on Twitter @United\_Realty.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540