



Kaufman Organization's Warren signs five leases in Flatiron totaling 16,100 s/f

November 25, 2013 - Front Section

Associate director Elliot Warren of the Kaufman Organization, which specializes in leasing and managing premier office space in New York City, recently brokered five deals totaling 16,100 s/f of office space for clients in Flatiron and Union Square.

"Companies are looking for larger and more creative type of office spaces to grow their businesses. Many are ready to secure office space now, before the market gets any tighter in the Union Square and Flatiron areas. The clients I work with want to be in these areas for the convenience, the creative loft feel and character of these pre-war buildings - not to mention the accessibility to scarce tech talent and venture capital in the area," said Warren.

Persado, a leader in marketing persuasion technology, a new category within digital marketing, is taking a 6,500 s/f loft on 17th Street. The company was expanding and wanted to be in the Union Square neighborhood. Terms of the deal are undisclosed.

* Decision Desk, a technology firm that assists companies with the hiring process by filtering and reviewing applications, signed a five year lease for 2,500 s/f of office space at 37 W. 17th St. The company outgrew its Williamsburg offices and decided to move to Manhattan near Union Square into a larger loft space with skylights. Warren of the Kaufman Organization represented the tenant while Isabelle Sedghi of Moinian Group represented the landlord. Although the terms of the lease were undisclosed, the asking price for the space was \$42 per s/f.

* Eastern Harbor Media, a digital publisher responsible for publishing www.nationalmemo.com, signed a five year, 2,500 square foot lease at 37 West 17th Street. The National Memo is a political newsletter and website that combines the spirit of investigative journalism with new technology and ideas. Warren of the Kaufman Organization represented the tenant while Isabelle Sedghi of Moinian Group represented the landlord. Although the terms of the lease were undisclosed, the asking price for the space was \$42 per-square-foot.

* LMA Group signed a 1,600 s/f lease for five years at 45 W. 21st St. LMA Group is a construction management company that specializes in Manhattan townhomes and luxury apartments. Warren of the Kaufman Organization represented the tenant while Mark Furst of Cassidy Turley represented the landlord. Although the terms of the lease were undisclosed, the asking price for the space was \$45 per-square-foot.

Manhattan Edit Workshop signed a 10-year, 3,000 s/f lease at 119 W. 23rd St. Warren of the Kaufman Organization represented the tenant while Jonathan Bernstein of JBN Realty represented the landlord. Although the terms of the lease were undisclosed, the asking price for the space was \$45 per s/f.