



Reuveni Real Estate begins first two development projects in Manhattan

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Manhattan, NY According to Reuveni Real Estate, a development company led by real estate leader Shlomi Reuveni, the first of several new development projects have begun in its growing management portfolio. Marketing of Nine52 in Hell's Kitchen and Vantage in Murray Hill, both new development condominium conversion projects developed by Gaia Real Estate, will be led by Reuveni Real Estate, which also recently expanded to include the hiring of a marketing manager and operations manager.

"The industry is changing, and we're changing with it," Reuveni said. "Through the implementation of creative, out-of-the-box and forward-thinking marketing concepts and sales strategies, valued clients like Gaia trust our industry knowledge and expertise."

Nine52 is located at 416 West 52nd St. in Hell's Kitchen, one of New York City's most vibrant neighborhoods between Hudson Yards and the Upper West Side. The building features 155 homes ranging from studios to three-bedrooms, including garden duplexes and spectacular penthouses with generous outdoor terraces and Midtown Manhattan views. Residences feature unique layouts, modern details and smart home technology.

Amenities include a full time concierge, large common roof terrace, a serene landscaped interior garden, lounge, workout studio, yoga and spinning studios, co-working space with conference rooms, wine lounge, playroom, private storage and a full range of lifestyle services provided by Finch Living.

Vantage is located at 308 East 38th Street in Murray Hill, walking distance to Grand Central Station. Comprised of 97 one- to two-bedroom condominium residences, with interiors by award-winning designer Andres Escobar, each homes features an open layout concept, many with sweeping views of the city and East River. Amenities include a roof and sun deck facing the Empire Building, private workspace, gym and yoga studio, resident lounge, game room and a lobby lounge with 24-hour doorman. A full range of lifestyle services are also provided by Finch Living.

"Gaia is thrilled to be working with Shlomi and the Reuveni Real Estate team. The proven track record, experience, knowledge and hands-on management structure they bring to the table are the perfect compliment to Gaia's business anatomy and vision," said Danny Fishman, founder and managing partner of Gaia Real Estate. "We're confident in our mutual success, and look forward to a great working relationship and the positive sales that will follow as a result of our collaboration."

“Both Nine52 and Vantage offer an array of fully amenitized, desirable homes at attractive prices for a discerning buyer looking for a true value proposition. We are proud to be working with a smart and experienced development group as Gaia,” Reuveni added.

In addition to new projects, Reuveni Real Estate has also made two key new hires. A proven leader in the New York City real estate industry, Lauren Dub provides a wealth of experience as the new operations manager, working side-by-side with Reuveni to oversee every facet of the firm’s sales and performance initiatives. A former real estate agent and sales operations manager, she is responsible for streamlining the overall processes and strategic growth across all projects and divisions.

A creative strategist with more than 15 years of cross-disciplinary design experience, Martha Merzig has been hired as marketing manager, responsible for the design, implementation and execution of cutting-edge marketing, branding, and advertising strategies and campaigns across all projects. Merzig – a former creative director and graphic designer for leading creative agency, The Seventh Art – plays an instrumental role in the design process and implementation of marketing and sales strategies across the firm’s entire portfolio of luxury new development projects.

“Reuveni Real Estate is coming into the real estate industry strong,” Reuveni said. “Our experience, commitment and execution drives us to succeed.”

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