



## **SCG Retail expands Manhattan office; Blair of Cushman and Cody of Empire represented the landlord, Empire Realty Trust**

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Manhattan, NY SCG Retail, the urban division of The Shopping Center Group, has expanded and moved its local office to bigger space on the 18th floor of their current location at 250 West 57th St. The building was recently renovated with a new lobby that includes a LED HD ceiling television that runs the length of the entrance way.

Harry Blair of Cushman and Keith Cody of Empire represented the landlord, Empire Realty Trust; David Firestein, managing partner of SCG Retail represented themselves.

SCG Retail was created in 2012 when Northwest Atlantic merged with The Shopping Center Group based in Atlanta. "We continue to grow despite a challenging retail environment," said Firestein. "We've been helping clients navigate the inevitable boom and bust cycles of NYC real estate since the early '90s. Most of our retail clients have been with us ten plus years. They trust us and they know we add value regardless of where rents and vacancy rates are."

Since opening this office, SCG Retail has also expanded their landlord division. "This continues to have tremendous upside for us," said Jeff Pandolfo, head of leasing. "We represent remarkable retail properties throughout the city including several Manhattan buildings and transformative projects like Industry City in Brooklyn and the Tangram development in Flushing."

SCG Retail moved into 6,000 s/f on the 13th floor of 250 West 57th St. in 2014. They will now occupy 7,500 s/f on the 18th.

SCG Retail has been recognized as one of the top commercial real estate services companies in the New York Metro area for many years. A multiple Real Estate Board Deal of the Year Award Winner, the firm has earned several other awards recently. In 2017, for example, Firestein and Chase Welles were recognized as one of Manhattan's Power 100 by the Commercial Observer. Taryn Brandes and Ian Rice have also won 30 under 30 real estate nominations.

"We're in the service game and SCG Retail is only as good as our people," said Firestein. "We continue to invest in providing our people with the tools and support needed to address the needs of our clients. Location strategy, big data analysis, providing input into operations, marketing, lease negotiations, today more than ever, we see ourselves as partners with our clients to ensure long-term success. That means creating an environment for our people to succeed."

SCG Retail is part of The Shopping Center Group based in Atlanta, which continues to expand across the United States, as well as establishing partnerships with European firms. The Shopping Center Group's White Plains office addresses the suburban needs of the Tri-State area.

Also based in this office is The Shopping Center Group's Institutional Investment Sales Group, led by Lynn DeMarco. She's completed over 70 transactions totaling nearly 10 million s/f since the group began in 2012. DeMarco's group works on transactions ranging from regional malls and lifestyle centers to neighborhood grocery and strip centers.

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