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Friedman of Lee & Associates NYC arranges 65,068 s/f lease

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Alan Friedman, Lee NYC

New York, NY Alan Friedman, executive managing director, of Lee & Associates NYC has arranged a 15-year, 65,068 s/f lease on the entire 31st and 32nd floors at Vornado Realty Trust's 909 Third Ave., a 33-story building, for the headquarters of Sard Verbinen & Co (SVC), a leading strategic communications firm with eight offices in the United States, Europe and Asia. The firm is moving its New York office from a 50,000 s/f space at 630 Third Ave. in the Grand Central market.

"With eight offices in key markets around the world, SVC has a global reach," said Friedman, who represented the tenant. "This new lease will enable SVC to meet their current and future needs, which is essential in light of their continuing growth."

SVC offers an array of communications services including corporate positioning, mergers and acquisitions, crisis communications, public affairs, corporate governance, litigation support and investor relations. Founded in 1992, the firm has more than 200 employees.

Vornado Realty Trust was represented in-house by Edward Riguardi and Ryan Levy.

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