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East Harlem's Riverton Square experiencing leasing boom

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Leasing has skyrocketed at the 12-building, 1,230-unit Riverton Square apartment complex in East Harlem since Rose Associates became the exclusive marketing and leasing agent of the 12-acre community earlier this summer. The firm is also Riverton Square's property manager.

"We have seen a tremendous uptick in activity since we opened the on-site leasing office in June," said Robert Scaglion, senior managing director of residential marketing at Rose Associates. "Already 30 new leases have been secured in just two months, and many more prospective tenants are visiting the leasing office every day."

Scaglion attributes the spurt of leasing activity to growing awareness of the value and advantages that Riverton Square represents, and also to the presence of an on-site leasing office staffed with experienced professionals who can speak knowledgeably about available apartments, the property's amenities and why Riverton is one of the best places to live in Harlem.

"This personalized approach is clearly making a big difference, as prospects are flocking to see the apartments," says the Rose official.

Riverton Square extends from Fifth Avenue eastward to the Harlem River, and from 135th to 138th Streets.

For additional information, contact Marissa Watson, Riverton Square leasing manager, at 646-600-7599 or visit www.riverton-square.com.

Based in New York City, Rose Associates, Inc. is a leading developer, manager and marketer of premium residential, commercial and retail properties. Rose offers a variety of expert services, including pre-development consulting, property development, property management, residential marketing, retail and commercial leasing, financial services, construction supervision, project management and asset management. The firm manages more than 25,000 units throughout New York City.