



## **350 E. Fordham Rd. in The Bronx is a three-story facility containing 43,000 s/f**

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Fordham Rd. reads like a who's who of successful retailers: PC Richards, AT&T, The Children's Place, GNC, The Gap, Verizon, Payless Shoes, Foot Locker, Game Stop, T-Mobile, Sears, Walgreens, and Best Buy, to name a few. The opportunity to set up shop alongside such a plethora of renowned retailers is a big one, and now this popular crowd is looking for a new neighbor.

NAI Friedland executive vice president Rick Stassa, who closed out 2010 with 14 transactions, is the exclusive leasing agent for 350 E. Fordham Rd., a three-story, 43,000 s/f facility that includes billboard signage and is up for grabs on one of New York City's busiest retail streets.

"I'm thrilled to be representing such a trophy property," said Stassa. "With such an impressive list of big name tenants, it's only a matter of time before the right retailer decides to take advantage of the built-in customer base."

Stassa has every reason to be excited. The recently renovated big box space boasts a thirty ft. high entrance, as well as three equal selling floors, a loading dock, an elevator, and escalators. The property covers a full city block, utilizing a signalized intersection and backing up to a corner on the south side of Fordham Rd. between the Grand Concourse and Webster. Many retailers and landlords alike consider this spot to be the best part of Fordham Rd.; the most prime location on the most prime of shopping streets.

"Whoever decides to lease the space will not only be among elite retailers, but will also have outstanding visibility due to its corner location," said Stassa. "It's a win-win for the tenant."

The owners of 350 E. Fordham Rd. selected NAI Friedland and Stassa from a number of other brokerage companies.

"All of the major brokerage companies were vying to be selected as the exclusive agency for the building, yet NAI Friedland was confident enough to let their local knowledge and global reach speak on their behalf," said the team of owners. "We were also impressed with the number of deals NAI Friedland has done in the trade area, and strongly believe that they are very familiar with tenants that would consider our expansive space."

"We do have a few national tenants who are considering the 350 E. Fordham Rd. property," said Stassa, "but we are continuing to market the space until we have a fully executed lease."

If 2010 was any indication of the success that Stassa and NAI Friedland will have in 2011, then it's safe to say that the right tenant will occupy the grand space in no time.

NAI Friedland, founded in 1970, is a full service commercial real estate firm covering the entire metropolitan New York area, with a majority of its business in Westchester County and the Bronx, but additionally in Putnam and Rockland Counties, New York City, Connecticut, and New Jersey. Headquartered in Yonkers, Friedland also maintains a satellite office in Manhattan. Friedland sales staff members strive to provide guidance and information that enables clients to make the best lease

or purchase decisions. Brokers in Friedland's four divisions-retail, industrial, office, and residential/development-understand their markets and are supported by a sophisticated computer database of available properties and potential tenants. Friedland is a member of NAI, the largest managed network of commercial real estate firms in the world.

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