



Massey Knakal launches retail division to be headed by Fox

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Massey Knakal Realty Services has entered into retail leasing with Benjamin Fox and the formation of Massey Knakal Retail Leasing Services (MKRLS).

For over two decades, Massey Knakal has focused exclusively on the New York metro area specializing in representing sellers in the sale of investment and user properties. The firm is expanding their ownership services menu by entering the leasing services business.

Massey Knakal Retail Leasing Services will provide unparalleled market knowledge that will allow owners to identify and capitalize on retail strategies that can most effectively enhance property value. We create maximum asset value by positioning the property in the marketplace, identifying suitable prospects and creating customized marketing and financial strategies. Our unique Territory System and sole focus on landlord representation will enable a partnership between our leasing agents and sales agents that will result in the achieving the maximum rental price of our client's properties.

Paul Massey Jr., CEO said, "By continuing to provide ancillary services to building owners, Massey Knakal will strengthen its existing core investment sale business. We are extremely pleased that someone of Ben Fox's reputation, experience and integrity would join us to help build this important service. He is the undisputed Ã©minence grise, who is incredibly well liked and respected."

Fox will become a partner of the division and work with Ken Krasnow, managing director, who has had a long and distinguished career in real estate leasing services, in building the retail division at Massey Knakal. Krasnow states "Our unique territory platform and our singular focus of only representing Landlord's interests will prove to be one of the differentiating factors for our company."

Fox was the former president of Winick Realty Group. In 1987, he co- founded New Spectrum Realty Services and grew it to a 35-broker powerhouse and one of New York City's leading retail real estate brokerage firms. In 2000, New Spectrum was acquired by Newmark Knight Frank. Over his thirty year career, he has served as leasing agent for many dozens of high profile owners and tenants and has been responsible for some of New York's largest and most important transactions, not only delivering value to his clients but transforming neighborhoods.

Under Mr. Fox's leadership, all three brokerage firms were honored with major industry awards and he himself has been the recipient of REBNY's Louis Smadbeck Memorial Broker Recognition Award for outstanding service to and accomplishment in the industry as well as multiple awards for his significant transactions.

Mr. Fox has been singled out by his peers and the news media for his successes in building companies and elevating retail real estate brokerage to a high level of integrity, professionalism, and profitability.

Mr. Fox serves as Member, REBNY Board of its Governors; former Member, Board of Directors; Co-Chair, Seminar Committee on Domestic and International Affairs; and Member and Program Chair, Store Brokers Committee. Mr. Fox is also a major expert source for retail real estate and urban affairs reporters and editors, who value both his up-to-the-minute command of issues and trends and the clarity and incisiveness of his comments.

"I am thrilled to become a member of such a terrific, well oiled organization. From a strategic perspective, investment sale brokerage and retail store leasing go hand in hand. We are both pounding the pavement day in and day out looking at opportunities. Combining the two disciplines into one seamless specialty allows us to present property owners with a broader understanding of the present and future potential of their assets," said Benjamin Fox.

For more information, contact Massey Knakal Public Relations Coordinator Shannon Krause at skrause@masseyknakal.com

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540