



Simel joins Handler Real Estate Organization

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Handler Real Estate Organization has hired industry veteran Peter Simel as a senior managing director to help grow the firm's brokerage business.

Previously a vice president with CB Richard Ellis, Simel has represented both landlords and tenants throughout the city, arranging transactions with an aggregate value exceeding \$630 million. He specializes in representation of law firms, financial service firms and apparel and fashion brands.

Among his career highlights, Simel represented Macklowe Properties as the leasing agent of 540 Madison Ave., as well as Akin Gump Strauss Hauer and Feld in its disposition and acquisition at 590 Madison and for its back office space in the Steinway Building.

Simel also arranged Bergdorf Goodman's executive office lease at 625 Madison Ave. and Investec Ernst & Co.'s headquarters at the Chrysler Building.

"Peter Simel is a respected real estate executive who also has an entrepreneurial background, a combination of skills and sophistication that will serve our clients well," said Scott Galin, a Principal with Handler Real Estate Organization. "We are actively growing our brokerage division with best-in-class talent. Peter brings the level of expertise and business acumen we are looking for."

"Handler has a great reputation throughout New York City real estate circles, and is growing in a smart, sophisticated manner," Simel said. "Having a portfolio of quality assets and an expanding brokerage division positions us well to serve our clients in a dedicated, personalized fashion."

Prior to his real estate career, Simel was a successful entrepreneur in the fashion industry. He was the founder and CEO of PHD Inc., a multi-line show room that imported and distributed leading fashion brands from Europe. He built the company to a volume in excess of \$20 million selling leading retailers around the world. He also founded the "Laundry Industry store" in Soho.

Simel is a competitive tennis player with national rankings in his age categories and was a double Gold Medal winner in the Maccabi Games in Israel. He is a graduate of Syracuse University.

Handler Real Estate Organization is a boutique, full service real estate company based in New York City. For more than half a century, the "Handler Brand" has been synonymous with the development, management and leasing of "premium" real estate in New York City as well as throughout the country.

Handler has an expansive and growing real estate platform that includes, but is not limited to: Property Development, Property Management, Landlord and Tenant Leasing Services, Real Estate Advisory Services and Real Property Acquisitions.

Handler is also an owner and investor of several commercial real estate properties.

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