



Roboff joins Royal Properties as senior vice president

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According to Royal Properties, Inc., Farron Roboff has joined their retail team as senior vice president. Roboff began her retail career as a site selection analyst for Saks Fifth Ave. and other major department stores across the U.S. After various research positions she moved to retail real estate and continued her work in strategic analysis, concentrating on new and expanding retail businesses, while adding transactional experience. After determining where and how many stores should enter a market, she would find sites and negotiate the business terms for retailers that included Hallmark Cards, CVS, KB Toys, Linen's N Things and later, Sleepys, SuperCuts, GameStop and Starbucks. She also has experience in dispositions, negotiating the sale and give-back of leases for Thom McAnn and Woolworths in N.Y.C.

Since 1998 she has focused on the tri-state area, working with clients from 1,000 s/f to 75,000 s/f, in regional malls, power centers, strips and streets.

"We are very excited to have Farron join our team. We are confident that Farron will be a strong asset to Royal Properties given her wide ranging experience in retail real estate and the many relationships she has built over the years." said Jeff Kintzer, principal of Royal Properties, Inc.

Farron has a BA in Geography from CUNY and a MA in Geography from Clark University.

She is an "empty nester" and lives in Tuckahoe with her husband.

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