



Cushman & Wakefield/Pyramid Brokerage names Scherreik executive managing director; To succeed Perfit, now senior executive director

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According to Robert Berkey, III, COO of Cushman & Wakefield/Pyramid Brokerage Co.'s 10 upstate New York offices, Robert Scherreik will succeed Steve Perfit as executive managing director. Perfit will become senior executive director.

"Robert Scherreik, formerly of McBride Corporate Real Estate, will lead our company's continued growth and dominance in the Hudson Valley," said Berkey. "Mr. Scherreik brings over 25 years of commercial real estate experience to our company and this leadership position." Scherreik will become a member of the company's executive management team.

In 2007, Cushman & Wakefield/Pyramid Brokerage entered the Hudson Valley with the acquisition of Upstate Commercial Group in Kingston. Perfit, the owner of Upstate Commercial, became the managing director of Cushman & Wakefield/Pyramid Brokerage's Hudson Valley operations and has lead its' growth since that time. In 2009, the Kingston office relocated to Newburgh to be in the "heartbeat" of the Hudson Valley market. Today, the company is one of the largest full service commercial real estate firms in the Hudson Valley.

"Since Cushman & Wakefield/Pyramid Brokerage's entry into the Hudson Valley, I've been watching their growth," said Scherreik. "Pyramid Brokerage Co. has a very successful 40 year track record. They have an exceptionally strong upstate New York brand and their Alliance with Cushman & Wakefield, one of the top global providers of commercial real estate services, makes them the strongest, most comprehensive service provider in the Hudson Valley. I am looking forward to being part of this great organization, continuing to recruit additional staff and commercial real estate sales agents. Our mission is to be the commercial real estate service provider of choice to every owner and user of commercial real estate in the Hudson Valley. We have the brand, the people, the knowledge, the expertise and the tools to accomplish that. This entire team and I are very excited about the future."

Cushman & Wakefield/Pyramid Brokerage is one of upstate New York's oldest full service commercial real estate firms and is the largest, most dominant firm with 10 offices and approximately 125 agents supported by a management, marketing, research and admin team. The company specializes in retail, office, industrial, investment and hospitality real estate. The company also provides advisory service, market research, commercial financing and impaired asset services.

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