



Property of the Month: The William Kaufman Organization is shaping the standards of excellence with 747 Third Avenue

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As a leading developer of commercial office towers in NYC, the William Kaufman Organization has helped shape the standards of excellence by which office buildings are judged. In 1924, William Kaufman founded the organization that bears his name. Under the direction of a second generation, Melvyn and Robert Kaufman, the company emerged as an innovative force in New York commercial real estate.

Today, the William Kaufman Organization is one of the nation's major family-owned real estate concerns. Guided by a philosophical commitment to humanize its office properties and create the most stimulating and comfortable working environment for tenants, the Kaufmans honed their now legendary attention to detail and knowledge of the market.

What is noteworthy these days is that rather than rest on its considerable laurels, the organization is keeping right in step with or even ahead of the marketplace. Nowhere is this more evident than at 747 Third Ave., one of its signature buildings, where a multi-million dollar, newly completed renovation has repositioned the tower as the premier class A office building in the Grand Central District.

Built in 1972, 747 Third Ave. is a 39-story building that was erected in the International Style and spans the entire east block between 46th and 47th Sts. It is one of the original owner-developed buildings, whose ownership joins the William Kaufman Organization and the Travelers Companies, Inc. in a well capitalized and stable partnership. Current tenants include the Practical Law Company and several European broadcast companies.

In its original design, unusual features such as undulating sidewalks and a "wooden front porch" provided 747 Third Ave. with a distinctive identity. With the recent modernization, the funky front porch has given way to an elegant entrance and lobby, with a state-of-the-art visitor access system and high end materials and finishes. Design elements from the entrance carry through and extend to new common corridors.

Leasing is being handled through Sage Realty Corp., the organization's management and leasing arm. New pre-builts are being offered for tenants of all sizes. 24/7 HVAC enables tenants to work in comfort at night or on weekends at no additional charge. Greenery will be added to the plaza, with public WIFI and an on-site, scheduled food truck venue to be launched in the near future.

While the building's impressive renovation has created a striking new look and feel, 747 Third Ave. provides tenants with high levels of comfort, security and service, remaining true to the William Kaufman Organization's commitment to humanize its buildings and set standards for the industry.

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