



Houlihan Lawrence launches commercial division

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Houlihan Lawrence, an independently owned and operated residential real estate brokerage firm in Westchester, Putnam and Dutchess counties, has entered into the commercial market with the launch of Houlihan Lawrence Commercial Real Estate Group. The division will be headquartered in Houlihan Lawrence's new corporate offices at 800 Westchester Ave. With Thomas LaPerch as commercial group director and Steven Salomone as director of real estate investment sales, the new division will allow Houlihan Lawrence to expand its reach in the surrounding commercial markets.

The division will focus on Investment Opportunities, Land Acquisition and Development, Office and Industrial Sales and Leasing, Retail Sales and Leasing, Municipal Approval Consultation, Affiliate Services and Business Valuation.

"The region is poised for a rebound in the commercial sector, making now an excellent time to establish this division," said Stephen Meyers, CEO of Houlihan Lawrence. "We have over 1,000 agents, and they often discover that their residential customers also have commercial interests. With Tom and Steve at the helm, we are now able to service this untapped market with a trusted resource in the commercial realm. The synergy is undeniable."

LaPerch comes to Houlihan Lawrence with more than 25 years of real estate experience, specializing in the marketing and management for residential, commercial and investment properties, and as a workout specialist, collaborating closely with lenders and investors. LaPerch taps into his land use expertise and extensive experience in market analysis to serve as a key strategist in a wide range of properties, from apartment complexes and condominium developments to shopping centers and nursing homes.

"This couldn't happen at a better time because demand for commercial property is on the upswing. Investors who have been sitting on the sideline are realizing that now is the time to get back into the market," LaPerch said. "We're eager to get this new division off the ground while ensuring it lives up to Houlihan Lawrence's high standards for excellence and integrity."

Prior to joining Houlihan Lawrence, LaPerch worked as director of real estate development projects for Prudential Serls Commercial Group, where he was awarded the company's National Presidential Award five times as a top company producer. LaPerch serves as chairman of both the Putnam County Economic Development Corporation and of the Town of Southeast, N.Y., Municipal Planning Board.

Salomone brings over 25 years of wide-ranging business experience within the global corporate and real estate market to the role. For the past ten years, Salomone has concentrated on the promotion and analysis of commercial real estate investment properties nationally, most recently as director of the Prudential Serls Commercial Group in Dutchess County. In that role, he earned the company's Pinnacle Award, signifying he was one of the top five commercial brokers nationwide. In addition to

his brokerage activity, he managed the commercial real estate brokerage operation and recruited and trained new agents to form one of the most respected commercial real estate brokerage teams in Dutchess County.

About Houlihan Lawrence

Houlihan Lawrence is the largest area broker serving Westchester, Putnam and Dutchess counties, and the 15th largest independent realtor nationwide. Founded in 1888, the company has 24 offices and over 1000 agents. Houlihan Lawrence offers specialization in several key areas: Luxury Country Properties reaches beyond the local marketplace to attract discerning buyers from around the world; Global Relocation partners closely with local Fortune 1000 companies to provide full-service relocation assistance; Houlihan Lawrence Project Marketing works exclusively with and for developers of single family and multi-family projects. Houlihan Lawrence has a strong digital footprint and listing syndication to myriad of websites that offer local, regional and international exposure, reaching over 30 million buyers each month.

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