



Simmons named marketing director at CBC Alliance

March 25, 2013 - New York City

Coldwell Banker Commercial Alliance (CBC Alliance) has named April Simmons marketing director. In her new capacity, Simmons will be responsible for providing marketing support to the brokers, including leasing collateral, strategic advertising campaigns and social media promotions. In addition, she will oversee the firm's public relations programs and help design reports. Prior to joining CBC Alliance, Simmons was a client support specialist at Lexis Nexis Law Firm Marketing Solutions.

"We are delighted to have someone with April's extensive marketing background as a member of our team," said Peter Sabesan, principal and co-founder of CBCAlliance. "She represents a new era for our firm that also includes an in-house analyst and other professionals able to provide up-to-the-minute information and services to our brokers."

A graduate of the University of North Carolina, Simmons holds a Bachelor of Arts degree in English and Comparative Literature.

About Coldwell Banker Commercial Alliance

Coldwell Banker Commercial Alliance (CBC Alliance) launched in August 2012 with the backing of Waterfall Asset Management, a New York City-based investment advisor and hedge fund with approximately \$2 billion in assets under management. Formerly known as The Hunter Realty Organization, a 15-year-old firm co-founded by managing principals Peter Sabesan and Richard Selig, CBC Alliance is a leading commercial real estate company focused on small and mid-size businesses. It is the sole New York City franchise in the Coldwell Banker Commercial network with plans to expand into 10 major urban markets over the next 24 months.

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