



Novoa of Murray Hill Props. discusses "game changer"

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Name: Audrey Novoa

Title: Executive Managing Manager

Company/Firm: Murray Hill Properties LLC

Years with company/firm: 11 1/2 years

Years in field: 33 years

Years in real estate industry: 33

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Real Estate Associations/Affiliations: Real Estate Board of New York, Young Men's, Women's Real Estate Association,

Which project, deal or transaction was the "game changer" in the advancement of your career?

In 1982 I was selected by Robert Carmel, one of the owners of 1 Park Ave. at that time, to be the leasing and asset manager of his newly purchased building, 1 Park Ave.

During the period from 1982-1999, I leased almost 1 million s/f at the building, including 450,000 square feet to Ziff Davis Publishing and 250,000 s/f to the Loews Corporation. I was also involved in every aspect of bringing the building to market, including creating the advertising campaign, installation of new electrical vaults, water towers and windows. Representing the building at that time changed my life, as I had the opportunity to represent a major office building and negotiate very large transactions.

I became known by tenants and brokers alike, as a major broker in the industry.

In 2008, Norman Sturner, the owner of my present employer, Murray Hill Properties, told me he had just bought 1 Park Avenue and that he wanted me to be his leasing agent on the property. The reason for this is that he remembered what a wonderful job I had done with the building in the 1980's and he also reminded me, that it was where he first met me.

I was elated to return to the building. It made me feel that I was returning home to one of my babies. Again this building proved to bring a great success to my career as I leased 475,000 s/f on behalf of Norman Sturner and The Murray Hill Properties Fund to the NYU Langone Medical Center, which proved to be the eighth largest deal of 2011.

Because of that deal I was showered with great accolades, including a speaking engagement at the Real Estate Weekly Women's Forum, a major biographical article in Real Estate Weekly and I was highlighted in the cover story of the 2013 issue of "Top Women in Real Estate" and given their award at the Annual Dinner at the 101 Club.