



## **JLL completes five leases at 52 Vanderbilt Avenue**

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Jones Lang LaSalle has completed three new, direct deals and two expansions, totaling 30,383 s/f of commercial office space, for Brause Realty Inc. at 52 Vanderbilt Avenue. SocialFlow and AdLarge Media LLC each signed for full floors of 9,275 s/f and The Coalition for Rainforest Nations leased 2,558 s/f. U.S. International Media expanded to 5,478 s/f and Cypress Associates LLC expanded to 3,797 s/f at the 190,000 s/f, class A office building.

The building owner, Brause Realty, was represented in all five transactions by Lloyd Desatnick, senior vice president, along with Frank Doyle, vice chairman, and Alexis Tener Petrus, vice president, all with JLL. The group worked closely with Melissa Brause Rackoff, vice president, and David Brause, president, of Brause Realty.

"JLL worked alongside Brause Realty to market the many distinctive features of 52 Vanderbilt Avenue to a wide range of space users," said Desatnick. "The building's new and existing tenants were attracted by its classic design, terrific amenities and direct access into Grand Central Terminal."

"We are very pleased to have two of our valued tenants, Cypress & USIM, expand at our headquarters building," said David Brause. "We are also excited to welcome AdLarge Media, SocialFlow and The Coalition for Rainforest Nations. JLL has done a great job of marketing the full array of up-to-date amenities that our boutique building has to offer."

SocialFlow signed a long-term year lease for 9,275 s/f and will occupy the entire 12th floor at 52 Vanderbilt Avenue, which is located between East 44th and East 45th streets. The social media marketing company is relocating to the building from its previous offices at 2 Grand Central Tower. SocialFlow was represented by Jeffrey Peck, senior managing director; Nicholas Farmakis, managing director; and Gary Kerper, associate director, all with Studley Inc.

AdLarge Media inked a long-term lease for 9,275 s/f and will occupy the entire seventh floor at 52 Vanderbilt Avenue. The media sales company is relocating to the building from its previous offices at 475 Park Avenue South. AdLarge Media was represented by Craig Berman, vice president, with Joseph P. Day Realty Corp.

The Coalition for Rainforest Nations signed a lease for 2,558 s/f and will occupy a portion of the 14th floor at 52 Vanderbilt Avenue. The organization is relocating to the building from its previous offices at 370 Lexington Avenue. The Coalition for Rainforest Nations was represented by Philip Gardiner, partner, with Vicus Partners.

U.S. International Media completed a lease to expand its occupancy to 5,478 s/f, from 4,363 s/f, on a portion of the fifth floor at the building. USIM was represented by Hunter Duncan, associate vice president, with DTZ.

Cypress Associates inked a lease to expand its occupancy to 3,797 s/f and will occupy a portion of the fifth floor at the building. Cypress Associates was represented by Desatnick, Doyle and Tener

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