



## **Company of the Month: "Firm of the future, today" - Gettry Marcus CPA, P.C. settles into their new class A headquarters in Woodbury**

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Gettry Marcus CPA, P.C., a top 200 firm nationally, with a thriving real estate practice group, has been proactively implementing their internal strategic planning with an eye towards the future. This process began in 2012 with the rebranding and renaming of the firm from Gettry Marcus Stern & Lehrer. These strategic planning initiatives were essential in redefining the firm's vision to be a "firm of the future, today." Perfect timing presented itself to the firm as they began the search for their new headquarters.

Gettry Marcus was represented by the brokerage team of Philip Heilpern, Richard Karson and Martin Lomazow of CB Richard Ellis, Melville. It was necessary to find a space that would embody their culture and provide the firm with room for growth, where they could build out and construct a brand new, open-concept environment with plenty of natural light. After seeing many properties throughout Long Island, Gettry Marcus selected a class A space located within RXR Realty's Woodbury Corporate Park. The space would provide the firm, and its staff, with a unique environment that would uphold their high standards and continue to be easily accessible to clients.

Once the space was acquired, and before the ink dried, interior designer Jack Snyder, from Ambience Design Services was retained. Steven Marcus, managing partner of Gettry Marcus, met several times with Snyder to discuss his design "must-haves" to meet the firm vision: to live the brand by "always looking deeper." This would be accomplished by including open floor plans, natural light, huddle areas located throughout the space, practice team areas, and the integration of high-technology for a paperless work environment. But most important to Marcus was transparency - he wanted to tear down the "brown" walls of traditional accounting firms and financial institutions, giving the professional staff and clients, a new way of working - collaboratively.

Snyder was able to seamlessly incorporate Marcus' desires into a tangible design. To Snyder, transparency literally translated into walls of glass, with no impingement on the natural light flowing into the entire space. A vendor then needed to be identified, and possess the ability to transform the design into a reality. The selected vendor, Haworth, was able to implement the visual concept by using architectural wall systems, which would provide acoustic privacy, and replace stodgy cubicles, with low, sleek furniture systems.

Gettry Marcus' headquarters, with virtually 20,000 s/f, nearly doubling their previous headquarters. The move took place on January 3rd - when most businesses in the New York tri-state area were closed due to the "Polar Vortex." The staff at Gettry Marcus, with their can-do mentality, along with the expertise of a commercial relocation company; kept their promise to their clients: It would be business as usual January 6th, and it was!

When walking into the new headquarters of Gettry Marcus, located at 88 Froehlich Farm Blvd., one

gets the sense that they've entered a modernistic high-tech, world of white-wide-open spaces. You will notice just a hint of brown in their environment; this is just to make sure that their clients know that Gettry Marcus' standard traditions and successful actions will always be there. In addition to their huddle spaces, they also have an informal lounge area, expanded kitchen, and transparent main conference room - so atypical for an accounting firm.

With the move to the new headquarters, Marcus was able to add a new initiative in 2014 for the firm - to create the "Best Event Place." The open floor plan enables them to reconfigure the space for a variety of events. For employees, they could now enhance their training programs, by including soft-skills training, such as: informal "lunch and learns," marketing training, and personal and professional development. Gettry Marcus is becoming a more prominent member of the business community, by hosting client, networking and association events. Additionally, the firm offers their space to local non-profits and charitable organizations as a place to hold their after work events. The array of open space, ample lighting, and expertise of the firm's designated event planner, can easily transform the office into a unique venue.

"Our goal for our employees is to work in a team-oriented environment where they can exchange ideas and develop a plan for the more complicated situations," Marcus said. "This would present the staff with the ability to look deeper into their clients' needs." Additionally, he said "Within our new headquarters, it has also become apparent that our open environment has helped our employee's foster new relationships with each other."

Gettry Marcus provides accounting, tax, and consulting services to commercial businesses, high net worth individuals and various industries which include real estate and health care. They have one of the premier and most credentialed business valuation and litigation groups in the New York area. Their experience in diverse industries and a talented and experienced professional staff gives them the ability to share valuable insights into their clients' businesses, to better understand their goals and problems and to help them attain the vision they have for their company.

Gettry Marcus is "always looking deeper" to build value for their clients.

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