



## **NAI Friedland rebrands as Friedland Realty Advisors; Introduces new president Cchanzer**

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With new leadership and a comprehensive strategy for expansion across metropolitan New York and the tri-state area, Friedland Realty Advisors, formerly NAI Friedland - a full-service commercial real estate firm with a 40-year pedigree - has unveiled its rebranding and the introduction of its new president and CEO Ayall Schanzer.

The revitalization is being led by Schanzer, a former Manhattan assistant district attorney and past chief strategy officer of Salient Management Co. Schanzer brings a wealth of leadership experience and expertise in growing and repositioning companies for sustainable growth. At Friedland, Schanzer will oversee its strategic direction and day-to-day operations. He has already begun investing in the company's technology infrastructure, revitalizing its training program, and growing the company's ranks by recruiting top brokers.

"Ayall Schanzer is the ideal leader to take Friedland to the next level," said Bob Friedland, chairman of Friedland Realty Advisors. "His acumen and business intelligence are already charting a successful new course for our team of expert brokers."

"I'm thrilled to join the Friedland team, and eager to build upon our 40 year record of success, renewing our commitment to bringing the best results to our clients," said Schanzer. "Westchester and the surrounding real estate markets are poised for tremendous growth, and Friedland is in the vanguard."

Under Schanzer's new leadership, Friedland has also refreshed its brand, debuting a new name, logo, and website. The firm has also begun enhancing operating efficiencies and deepening its relationship with its various stakeholders. In the months ahead, Friedland will be upgrading its technology assets to better showcase its properties and aid the tenants, investors and communities they serve. Friedland Realty Advisors is also actively recruiting top talent to aid in the expansion and success of the company.

Friedland upholds its reputation as a market leader in metro New York and Westchester through deep knowledge and agility in the ever-changing real estate landscape. With a keen focus on industrial, retail and office properties, Friedland has facilitated marquee-name deals in recent months - including the relocation of tenants from the Citi Field redevelopment area in Queens, and the leasing of Citizen Watch Company's first global flagship store in Times Square.

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