



Raff and Mavashev launch Alpha Realty

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Two of the industry's investment-sales brokers, Glenn Raff and Lev Mavashev, will merge to launch Alpha Realty, an investment sales brokerage firm that will specialize in multifamily and mixed use properties throughout the five boroughs of New York City, with a primary focus in Manhattan and Brooklyn.

With a combined \$1.7 billion in sales transactions, Raff and Mavashev will lead Alpha Realty and aim to become the most active investment sales firm in New York. Through their work with a broad range of institutional and private real estate investors, Raff and Mavashev have quickly built a dependable and honest reputation throughout the real estate community.

They intend to leverage their deal-making experience and longstanding relationships to create a reliable, trustworthy and active company within the New York real estate landscape.

"Alpha Realty represents a natural progression for our careers and also for the industry," said Raff, Co-Founder and Managing Partner of Alpha Realty. "Lev and I serve our clients, both big and small, with a level of attention to detail and professionalism that gives them the comfort of knowing their deal will be done quickly and properly."

Raff, formerly a managing director at Besen & Associates and 'broker of the year', is an experienced investment sales broker who has sold an aggregate of over \$900 million of New York commercial real estate - ranging from apartment buildings and mixed-use properties to retail strip centers and development sites. Mavashev, who received the "Rising Star" award for his outstanding performance in completed transactions, specializes in commercial and multi-family investment properties and has completed over \$800 million in investment sales transactions throughout NYC, primarily in the borough of Brooklyn. In his prior position at Besen & Associates, Lev Mavashev was very instrumental in leading the firm's move into the Brooklyn market.

"I knew from day one that Glenn and I would make a great team," said Lev Mavashev, Co-Founder and Managing Partner of Alpha Realty. "The combination of our deal-making experience and brokerage expertise, coupled with my specific familiarity of the outer boroughs and Glenn's prominent background as one of the leaders in prime Manhattan, will propel Alpha Realty to the top. We have natural chemistry and both understand what it takes to close a deal properly for our clients."

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