



RFR Realty establishes office leasing platform with JLL

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Real estate investment, leasing, management and development firm RFR Realty revealed that JLL, the commercial real estate services and investment management firm, will serve as exclusive leasing agent for RFR's best-in-class portfolio of office buildings throughout New York City. RFR is establishing a leasing platform for JLL to represent the 14-building, 5 million s/f New York City office portfolio. RFR Realty president Gregg Popkin made the announcement.

RFR's recently revealed Retail Division, led by Jordan Claffey, will continue to represent the firm's retail holdings throughout its portfolio.

A team of 14 JLL brokers, led by Mitchell Konsker and Alexander Chudnoff, will direct leasing for the RFR office portfolio.

This team has successfully executed more than 1.5 million square feet of leases at RFR properties, and already serves as Exclusive Leasing Agent for RFR's 350 Madison Avenue, 285 Madison Avenue and 757 Third Avenue. The expansion of the leasing relationship will add such noted properties as the Seagram Building (375 Park Avenue), Lever House (390 Park Avenue), 17 State Street, 980 Madison Avenue, 275 Madison Avenue, 90 Fifth Avenue, and 160 Fifth Avenue to the platform.

"This represents the expansion of a relationship we've found to be immensely successful," Mr. Popkin said. "Mitch Konsker and his team have proven their ability to help us attract excellent tenants across our diverse portfolio, matching qualified users for different spaces in very distinct markets and building types. We are confident that JLL will do an excellent job helping us maintain high occupancy, achieve superior rental rates, and satisfy tenants' demands for the very finest quality office space in the market."

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Mr. Popkin said the establishment of this new leasing platform will facilitate communication between RFR Realty and the JLL team to expedite transactions throughout the portfolio.

"It is an honor to expand our relationship with RFR by bringing JLL's creative marketing and leasing resources to this amazing portfolio through an exclusive leasing partnership," Mr. Konsker said. "Our team will provide enhanced reach into the tenant market and maximize the value of the portfolio through a proactive leasing and retention and attraction program."