



## **Polsinelli and Lieberman promoted by Eastern Consolidated**

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As part of its continued growth and expansion, Eastern Consolidated has promoted both Adelaide Polsinelli and Lipa Lieberman to managing director and principal. These promotions further signal Eastern Consolidated's ongoing status as one of the industry's premier investment sales brokerage firms, which now has 75 brokers, and also thriving retail leasing and capital advisory divisions.

Polsinelli currently heads the retail sales division at Eastern Consolidated, where she leads the firm's sales brokerage, advisory, research financial structuring, and marketing services for all retail driven investment sales.

Awarded Eastern Consolidated's Broker of the Year in 2013, Polsinelli has achieved multiple record-breaking prices for the noteworthy sales of: SoHo's "The King of Greene" building at 72-76 Greene St.; 530 Lincoln Road and the "Diesel/Dash" retail center in the heart of South Beach; and 711 Madison Ave., also known as "The Roberto Cavalli Building" in Midtown, among others.

Named Eastern Consolidated's Most Promising Broker of the Year in both 2011 and 2012, Lieberman has closed more than \$700 million in total transactions for the firm, specializing in investment sales of all property types, as well as mortgage notes.

Lieberman also specializes in handling bankruptcy sales, such as 114-116 West 86th St., 555 Sixth Ave. and 334-336 West 46th St., and traditional properties such as The Chatsworth located on 344 West 72nd St., which sold for \$150 million.

Both Polsinelli and Lieberman were previously senior directors.

"Adelaide and Lipa are two of our top producers, who constantly demonstrate the highest level of professionalism, are extremely motivated and brilliant individuals, and deliver the highest returns for their clients," said Daun Paris, president of Eastern Consolidated. "They have greatly contributed to our firm's growth and success and we look forward to seeing what they accomplish in the coming years.

Among her current exclusives, Polsinelli is marketing The Lee Estate Portfolio, a 17-property assemblage in the heart of Williamsburg, Brooklyn. The Lee Estate represents one of the largest portfolio lots ever offered simultaneously for sale in the neighborhood's history.

Among his list of exclusives, Lieberman is currently marketing 71-13 60th Lane, a five-story, 50-unit building in Ridgewood, Queens.

Prior to joining Eastern Consolidated, Polsinelli was Vice President for national investment sales firm Marcus & Millichap. She has served on the Board of Directors for both the Kidney & Urology Foundation of America and the St. George Foundation. She is a graduate of New York University, holds a degree in Finance and Real Estate, and also attended the Fashion Institute of Technology.

Lieberman previously served as Sales Director at Cornerstone Property Group, a New York-based commercial real estate brokerage firm. Prior to Cornerstone, Lieberman was self-employed as the Director of a construction firm specializing in renovations of residential properties in Brooklyn. He graduated from Rabbinical College of America with a degree in Jewish Studies, and later attended the Central Tomchei Temimim Lubavitch where he was ordained as a rabbi.

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