



## **Advanced Focus signs 8,732 s/f lease renewal at 373 Park Avenue South**

April 14, 2015 - Front Section

Advanced Focus, a nationally-recognized recruiting house, will extend its commitment at ATCO Properties & Management's 373 Park Ave. South for another five years.

The firm, which has been headquartered in the building for nearly a decade, has renewed its 8,732 s/f lease comprising a portion of the 8th floor at the 12-story, 102,552 s/f Midtown South property, which is located between 26th and 27th Sts. The new lease extends until the year 2020. Asking rents were \$52 per s/f.

Founded in 2002 by Todd Biederman, Advanced Focus offers regional and national qualitative recruiting and field management services. The firm conducts qualitative research including, but not limited to, the fields of medical/pharmaceutical patients, consumer and B2B.

The leasing transaction comes closely on the heels of a special recognition awarded to 373 Park Avenue South for excellence in internet connectivity and efficiency. The property is now officially Wired Certified Platinum, making it the highest achievement that a commercial property can receive from WiredScore.

Upon closing the transaction, Kate Goodman, Co-President of ATCO, commented, "We're delighted that this highly respected recruiting firm is renewing with us at 373 Park Avenue South for another five years. It speaks volumes about ATCO as an owner/manager, the quality of our building and the desirability of the Midtown South neighborhood."

Constructed in 1910, 373 Park Avenue South is located just steps from Madison Square Park and several subway lines, including the N, R, Q and 6 trains. Major tenants include Hanky Panky and Deetown Music. The building is also home to retail tenant, Dos Caminos, a modern Mexican restaurant and lounge. Currently, only 8,732 square feet is available for direct lease at the property.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540