



Weiner launches Atlas Real Estate New York

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Lauren Weiner, a co-founder and top producer at The Siderow Residential Group (SRG), has left that company and launched her own firm, Atlas Real Estate New York, to provide comprehensive real estate services in the New York City market.

Weiner was the top producer at SRG, which she co-founded in 2014, and grew the residential real estate firm into a multi-million dollar company in fewer than 15 months. Weiner also led the growth of SRG's team, bringing more than 20 new agents to the company. She was solely responsible for securing the firm's largest accounts.

One of Weiner's notable projects was her exclusive agreement to lease Sheldon Solow's prestigious portfolio of more than 1,200 units at five properties on the Upper East Side. She reinvigorated the residential portfolio, raising rents 15 percent and successfully repositioning five high-end assets in the marketplace. Working with Solow's extraordinary team, Weiner and her agents restructured leasing protocols and implemented procedures that reduced application-to-lease signing from six weeks to two days. Weiner also increased occupancy rates to more than 98% in fewer than 12 months and trained Solow's in-house leasing director.

Weiner also managed the sell-out of nearly 100 new, luxury condo units at Bryant Park Tower, 100 West 39th St., and the lease-up of multiple other new luxury rental buildings. In addition, she has assisted in the completion of more than 400,000 s/f of commercial leasing transactions at CBRE. While at SRG, Weiner brought Abraham Chetrit to the company, and worked with him as he leased up two commercial properties in Soho and Midtown.

"This is an exciting time to establish a dynamic and results-oriented real estate services firm in New York City," said Weiner. "The New York real estate market is evolving rapidly and Atlas is ideally positioned to help our clients navigate the myriad of local economic factors, state regulations, foreign economic influences, development costs and the availability of cash."

Weiner earned her master's degree in real estate from New York University, where she is a member of the NYU Schack Alumni Board. She earned her Bachelor of Arts in communications from American University and is a Licensed Broker and long-time member of the Real Estate Board of New York. Weiner began her career at Douglas Elliman, and spent two years at CBRE as a tenant rep broker.

"We understand the market and how to assist our clients to acquire properties that meet their needs and to sell their properties for the highest value," said Weiner. "Our team's experience offers clients market knowledge, strong negotiating skills and individualized attention."

Atlas Real Estate New York is an entity that Weiner has owned for years. For more information on the company, visit Atlas-NY.com.