



Commercial Real Estate Guide - Office Furniture: AFR Furniture Rental

January 22, 2019 - Spotlights

Since opening its doors in 1975, AFR has evolved from a respected local business to an industry leader. Owner Neil Scholnick, who acquired the Philadelphia-based company in 1983, crossed paths with future co-owner Jerry Hellmann in 1989. Seeing an opportunity to fulfill untapped needs for their clients, the like-minded industry veterans formed a partnership that would drive AFR's strategic growth for the next two decades and beyond. AFR continues to provide nationally renowned service, now as the #2 company in the furniture rental business.

With a shared vision of company growth, Scholnick and Hellmann set out to increase AFR's regional presence as a residential and office furniture rental company. In 2006, they leveraged their proven processes, logistics expertise and infrastructure to enter the trade show and event segments.

Featuring a deep and versatile inventory of high-quality pieces, AFR is committed to supporting the needs of customers across residential, commercial, event and trade show markets. From high-profile events and temporary offices to luxury model homes, AFR does it all, and does it well.

AFR has recently expanded its presence in the New York Metro area with the addition of Frank Connolly as a commercial account executive. Plus, Kristin Hewitt and Edwin Martinez now anchor the residential sales and marketing for AFR in this most-important, rapidly expanding market.

Backed by 40+ years of knowledge, pride and commitment, AFR boasts 26 coast-to-coast distribution centers, an unbeatable team of exceptional people and an eagerness to see what the future holds.

About Ron Lanzo: Lanzo has nearly 40 years of experience in the office furniture industry and has been positioned as AFR's commercial account executive in the New York Metro region for over ten years.

He has led efforts to establish a loyal following for rental customers across several vertical market segments including contract furniture dealers and modular office trailer suppliers—as well as federal government agencies such as the General Service Administration and the Department of Justice. Lanzo has also completed major rental projects for pharmaceutical companies like Novartis, Radius Health and Merial. His major project rentals have included national law firms King & Spaulding and Cravath, Swaine & Moore, LLP.

Lanzo earned his MBA from the University of Bridgeport. Committed to lifelong learning, he remains active in sales training as his career continues. He has actively chaired both the career services and networking committees with the New York Chapter of the International Facilities Management Association (IFMA).

Ron Lanzo is the commercial account executive at AFR Furniture Rental Inc., New York, N.Y.

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