



Roundell and Toomey of Cresa bring ZEFR to 10 Grand Central; JLL acts on behalf of landlord, Marx Realty

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Manhattan, NY Cresa's Jane Roundell, managing principal, New York office, and Los Angeles-based David Toomey, principal, have arranged an 11-year lease for contextual targeting technology firm ZEFR at 10 Grand Central, aka 155 East 44th St. The 11,785 s/f space spans part of the 13th floor and is more than double the size of the client's current offices.

Landlord Marx Realty, LLC was represented by JLL's Cynthia Wasserberg, Howard Hersch, and Sam Seiler. The asking rents at the building range between \$82 and \$130 per s/f. ZEFR is anticipated to move into the new space in March 2020.

"ZEFR, which is headquartered in Marina Del Rey, needed to expand its New York office and preferred to stay in the Grand Central area," Roundell said, "By working directly with Mr. Toomey, who is based out of Cresa's LA office and is ZEFR's exclusive representative, the negotiations moved fluidly and more efficiently for all parties."

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