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## **Mager of Besen Partners arranges 1,900 s/f lease**

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Manhattan, NY Matthew Mager, general counsel/senior managing director at Besen Partners, LLC, has leased a 1,900 s/f digital showroom, with partial basement, to DataVision at 13 West 38th St.

Mager represented the landlord, 13 West 38 LLC for the seven-year lease. The tenant was represented by Gregg Gropper of Lee & Associates.

Asking rent was \$16,000 per month and the showroom is expected to open early 2020.

DataVision has been a preeminent consumer and business technology products retailer and service provider since 1991, when it opened its first store on Fifth Ave. and 39th St.

“After nearly three decades of providing technology-based products and services to New Yorkers, the company is expanding its retail division with a cutting-edge digital showroom,” said Mager. “DataVision is one of the few remaining privately-owned technology products centers in the city and this newest location, in combination with its digital presence, will ensure continued prominence in the market.”

DataVision CEO Jimmy Garson, “After five years in Flatiron, we are thrilled to be moving back to where we first launched DataVision. We will still be carrying all the major brands in laptops, desktop, tablets, smartphones, printers and cameras, including Sony, Apple, Samsung and HP. But we will additionally have a showroom with expert consultants to help businesses and consumers choose the best products for their needs, along with top-flight technicians.”

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