



## **NAI Global opens office in Syracuse; Lischak to head new office, NAI Bridgeway**

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Tom Lischak

Syracuse, NY According to NAI Global president and CEO Jay Olshonsky, FRICS, SIOR, the firm has opened a new office with NAI Bridgeway Commercial.

Tom Lischak, CCIM, broker/owner, will head the new NAI Bridgeway office.

NAI Bridgeway Commercial brings the best of both worlds to the Central New York market: the sterling reputation and established expertise of a local brand—Bridgeway Commercial Realty—plus NAI Global's worldwide perspective and interactive network of 375 offices and 6,000 professionals.

NAI Global provides a complete range of corporate and institutional real estate services, including brokerage and leasing, property and facilities management, real estate investment and capital market services, due diligence, global supply chain and logistics consulting, and related advisory services.

The collaboration also pairs two top-tier entities. In 2020, NAI Global ranked among the top three commercial real estate brokerage firms, according to an annual real estate brand survey conducted by the Lipsey Company. Prior to joining NAI, Bridgeway Commercial Realty, founded by Lischak in 2014, earned the prestigious CoStar Power Broker award, which recognizes the top commercial real estate performers in their respective markets.

“Opening an NAI Global office enhances our capacity to connect sellers and buyers/landlords and tenants”, says Lischak. “Increased connectivity is essential as the commercial real estate industry addresses the COVID-19 crisis. In a metropolitan area like Syracuse, relatively lower density gives us the distinct advantage of more space to spread out.”

“As a result of COVID-19 we may see more local companies moving to the suburbs or out-of-town companies opening satellite offices in Central New York,” he adds.

Since the worst COVID-19 outbreaks have been traced to crowded indoor spaces, the U.S. Centers for Disease Control and Prevention (CDC) now recommends sweeping changes to how we

configure offices, restaurants, retail spaces, factories and more. “Social distancing regulations alone will alter the commercial real estate landscape,” reports Lischak. “Employers and business owners will need to provide more space per person or reduce density. Even elevators will be subject to social distancing restrictions.”

“I echo Tom’s sentiments,” says Olshonsky, NAI Global president. “We know from previous cycles that changing markets create opportunities. With Tom Lischak’s deep business background and the high-performance sales team he leads, I know we are a good match,” he said.

Lischak is no stranger to navigating commercial real estate challenges. He entered the industry in 2007, just prior to the nation’s last recession. “Amidst a tough financial climate, I saw Central New York as a region that was poised for revival and repurposing, creative thinking and growth. I embraced the challenge and built my reputation – and eventually my own firm, Bridgeway Commercial Realty, on this premise. Our recent CoStar® Power Broker Award is evidence that our instincts were right.”

“Now, in the face of another economic crisis, I once again see commercial real estate in Central New York as ready to rethink how to reformat, survive, and thrive. With NAI Global, I am confident we will achieve extraordinary results for our clients, locally and globally.”

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