



## Company of the Month: Pyramid Brokerage Company celebrates 50 years of success in commercial real estate

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Syracuse, NY Today, Pyramid Brokerage Company is aligned to do business globally and dominates the upstate New York commercial real estate market.

Shown (from left) are: Joseph Scuderi, founder and chairman of the board and Robert Berkey III, COO

It is a success story that is a half-century in the making.

On the way to celebrating its 50th anniversary, Pyramid Brokerage Company has experienced

considerable growth and change, beginning in 1971 when Joseph Scuderi founded the firm in Syracuse, New York. Initially, it was both a residential and commercial real estate services company. Shortly thereafter, Scuderi decided to close the residential offices and focus entirely on commercial real estate.

His mission was to differentiate Pyramid Brokerage Company from competitors that were both residential and commercial firms. Focusing strictly on commercial real estate allowed Pyramid Brokerage Company to become the biggest and best in the market. John Clark, first sales manager and then president, provided the leadership to help accomplish that goal.

“Our mission has always been to be the superior supplier of real estate services and information with an absolute commitment to ethics, integrity, and quality...where the client’s interest is best served,” said Clark. “Our vision has always been to experience significant growth in market share, providing a consistent profit by being the dominant commercial real estate services firm in all target markets.”

After becoming the most dominant firm in the Syracuse market, Pyramid Brokerage Company decided to expand across Upstate New York. It has 10 offices and more than 120 real estate agents supported by an extremely effective and experienced management, marketing, research, and support team.

“We will provide superior customer service, align with effective strategic partners, capitalize on related opportunities, and leverage human and financial resources,” said Robert Berkey, COO. “Our value proposition has always been “We help clients maximize the value of their real estate.

“We are also very proud of our culture that is team based, open, collaborative, community involvement with each and every one within the organization having a sincere and genuine interest in the success of the company, and the success of each other.”

Pyramid Brokerage Company services all market segments—retail, office, industrial, investment, hospitality—as well as impaired asset services. It provides a full line of services to serve these market segments, including:

- Seller/landlord representation;
- Tenant/buyer representation;
- Site acquisition;
- Consulting;
- Lease administration;
- Project management;
- Facility management;
- Receivership; and
- Marketing & Research.

“We want to take this opportunity to thank our many, many customers and clients,” said Berkey. “It’s you that are truly the reason for our success. Our deepest and most heartfelt appreciation goes to you for your patronage. We look forward to working with you and all in the future as we look forward to another 50 years of success!”

## Pyramid Brokerage Company Expansion Timeline 1985 - Present

1985

Started an office in Rochester under the leadership of John Manilla as president. John was a successful agent in the Syracuse office, and relocated to Rochester.

1989

Started an office in Buffalo under the leadership of Robert Schell as president. Bob was another successful agent in Syracuse that relocated to Buffalo.

1998

Robert Berkey joined the firm as chief operating officer to lead the strategic planning process and to lead the implementation of that plan. The plan included expansion, acquisitions, recruitment, training, technology and leading the company to operate as one seamless company. Bob came to the company with 25 years of experience with a fortune 500 company where he held senior management positions in sales, management, and operations.

Started an office in Albany under the leadership of Peter Struzzi as executive managing director. Peter came to the firm from a competitor.

Started an office in Utica, which operates under the leadership of the Syracuse office.

1999

Acquired Robert Mead and Associates in Binghamton, with Maureen Wilson becoming president. In 2020, Leo Jones succeeded Maureen as president, and Maureen became vice president of business development. Both were previously with the Mead firm. Shortly after the Mead acquisition, offices were started in Corning under the leadership of Michael Manzari, another member of the Mead firm, as executive managing director, and in Ithaca under the leadership of David Huckle as market manager. David came to the firm with a banking and real estate background.

2003

Acquired Berlow Real Estate in Buffalo. The acquisition resulted in the addition of many exceptional people, allowing the company to become the most dominant firm in the Buffalo market.

2004

Started an office in Watertown, which operates under the leadership of the Syracuse office.

2007

Acquired Upstate Commercial in Kingston, N.Y, and then acquired Cervone/Scandinavian Real Estate in Poughkeepsie, N.Y. Stephen Perfit, founder and president of Upstate Commercial, became executive managing director. The two firms were ultimately merged and relocated to Newburgh, N.Y. Robert Scherreik, previously with a competitive firm, succeeded Stephen Perfit as executive managing director.

2007

Pyramid Brokerage Company became a member of the Cushman & Wakefield Alliance. Cushman & Wakefield is a global provider of commercial real estate services with 400 offices and 53,000 employees and agents. Becoming a member of the Cushman & Wakefield Alliance provided best in class global marketing and research resources, and outstanding training programs and materials. It also gave Pyramid access to experienced and talented people to help win and manage new business opportunities.

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