



## **FirstService Residential appoints Jeffrey Poirot as vice president, new development division**

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New York, NY FirstService Residential, New York’s leading property management company, announced the promotion of Jeffrey Poirot to vice president of the company’s New Development Consulting and Property Management Division. With more than 20 years of experience in luxury property management, sales and owner relations, Poirot is instrumental in the execution of effective strategies that increase property value, client satisfaction and the resident experience.

As vice president, Poirot helps establish efficient property operations in complex, mixed-use residential buildings that include luxury hotel and retail components. He currently oversees the property management teams at properties in FirstService Residential’s New Development Group portfolio including Baccarat Residences, The Beekman Hotel and Residences, The Plaza Hotel and Residences, 53 West 53rd St., and 432 Park Ave.

Poirot also provides guidance to developers that are seeking to create value and increase the marketability of their planned properties. He and members of the New Development Group collaborate with the development, architectural, amenities, construction, legal and sales teams throughout the entire project lifecycle – whether a ground up construction or a property conversion.

Poirot is currently providing pre-development consulting services for One Wall St., the largest office-to-condominium conversion in New York City history, which includes more than 500 condominium units and 170,000 s/f of retail space. His past consulting projects include the condominium conversion of The Parker Hotel and the rebirth of the Waldorf Astoria, a project that will include 380 condominium units, a hotel and high-end retail space.

“Jeff understands the gravity of helping developers define their brand and elevate the resident experience,” said Dan Wurtzel, president, FirstService Residential New York. “For every client and every project, Jeff and his team are keenly focused on providing world-class services that match the developer’s architectural vision, enhance property values and exceed resident service expectations.”

Poirot’s previous experience includes senior executive and sales positions at several of New York City’s most luxurious hotel residences, including AKA Central Park, The Sofitel, The New York Palace Hotel and The Plaza Hotel. He earned a degree in Hotel, Restaurant and Institutional Management from Pennsylvania State University.

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