



## **Brod and Neborak of PBS Real Estate brokers three leases totaling 17,000 s/f**

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PBS Real Estate has secured three new commercial leases at 150 East 52nd St., totaling more than 17,000 s/f, for securities firm Dominick & Dominick, international beauty and fragrance company batallure beauty, LLC, and an international industrial conglomerate. The firm has now completed leases for over 135,000 s/f of space in the building, with less than 20,000 s/f available.

"The recent success of 150 East 52nd Street has been due primarily to our ability to offer above standard, fully customized installations at competitive rents," said John Brod, principal, PBS Real Estate. "The building remains a terrific value for tenants in the current Plaza District market."

"Since rebranding the property, we have been able to attract a number of marquee tenants from other premier buildings on Park, Fifth and Madison Aves., who were drawn to its 8,000 s/f tower floor plates and spectacular views that were ideal for their headquarters needs," added David Tawfik, Principal of Princeton International Properties, the building owner.

PBS Real Estate is the exclusive leasing agent for 150 East 52nd St., a 300,000 s/f, 35-story Plaza District commercial property. John Brod, Howard Hersch and Robert Neborak of PBS Real Estate represented Princeton International Properties in all three transactions.

Dominick & Dominick added 5,616 s/f in the building, bringing its total to 27,625 s/f; the tenant was represented by Newmark Knight Frank. Batallure beauty leased 7,474 s/f and was represented by Laura Pomerantz of PBS Real Estate. The international industrial conglomerate leased 4,043 s/f and was represented by CB Richard Ellis.

Additionally, PBS Real Estate recently completed leases in the building for IHI Corporation, a Japanese-based producer of heavy industrial machinery and equipment for transport, and financial companies Summit Securities Group and HSHN Securities.

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