



## **Marx Realty signs LeafHome to 10,000 s/f at 10 Grand Central**

August 29, 2023 - Front Section



Manhattan, NY Marx Realty said that LeafHome has signed a long-term lease for 10,000 s/f at 10 Grand Central. The 15th floor space is the first NYC office for the Ohio-based developer of the LeafFilter gutter protection technology and will serve as the headquarters for its marketing operations.

The asking rent was \$92 per s/f and LeafHome was represented by Maxwell Tarter of CBRE. Marx Realty was represented by JLL's Mitchell Konsker, Kyle Young, Carlee Palmer, Simon Landman and Thomas Swartz.

"We have seen more activity in terms of leasing and tours than any other office property in the Grand Central neighborhood," said Craig Deitelzweig, president and CEO of Marx Realty.

The 15th floor space represents the latest installment in the MarxReady program which gives tenants pre-built office suites including furnished conference areas and a café with built-in appliances and marble countertops to create space for day-to-day use and in-person meetings.

The café island is a focal point of the space while tile accents in the café, wallcoverings and lighting fixtures throughout create a hospitality-like package. Thanks to the architectural setbacks at the building, this space also includes four private outdoor terraces, a key driver in LeafHome's decision to plant its New York flag at 10 Grand Central.

The façade, with its marquee, brass fins and walnut doors, is attended by a uniformed doorman. Walnut wood and brushed brass accents are in the lobby with a custom brass concierge desk and polished herringbone concrete floors. The 7,500 s/f indoor/outdoor lounge and club floor has artwork and seating, a café complete with built-in appliances (including a gelato machine), and a 40-seat conference space.

The lounge space opens to the Ivy Terrace, an outdoor space with table seating, landscaping and awnings that provide shade.

"10 Grand Central continues to be one of the most active and sought after buildings in the market," said Konsker of JLL. "Tenants really gravitate towards the type of hospitality-rich spaces and unique service elements that the Marx team has created. The Marx Mobile [the building's house car] is especially attractive as a true differentiator in today's market."

Marx Realty has signed over 90,000 s/f of office and ground floor retail space at 10 Grand Central in the last 12 months. Notable tenants include bank holding company Merchants Bancorp; tour organizing company LIV Golf Inc.; weekly online news magazine The Week; real estate investment firm Benenson Capital Partners and lunch destinations, Cava, Little Collins and Sweetgreen in the street-level retail space. High-profile tenants also include Dwayne "The Rock" Johnson's production company, Seven Bucks Productions (as reported by the New York Post); insurance giant MassMutual, and international news agency Agence France-Presse.

"The distinctive club-like ambiance at 10 Grand Central, from the entry through to the beautiful office

spaces and sophisticated club floor, has proven attractive to a variety of high-profile tenants,” said Deitelzweig. “The hospitality-inspired experience definitively sets us apart from struggling commodity buildings throughout New York.”

The redesign was led by David Burns, principal of Studios Architecture.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540