



Mack Property Management assigned manager of BDG's The Smile - 233 units, 11 stories

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Manhattan, NY Mack Property Management, L.P., a wholly-owned subsidiary of Mack Real Estate Group, LLC (MREG), has been awarded management of The Smile, a newly constructed 233-unit, 11-story high-rise residential community located in the Harlem neighborhood and developed by the Blumenfeld Development Group (BDG). Jennifer Willstead, president of MPM, made the announcement.

The Smile was designed by the Bjarke Ingels Group, featuring a curving façade depicting a smile, while facing 126th St. Residences range from a loft-style studio to two-bedroom homes and feature modern appliances, floor-to-ceiling windows, concrete ceilings bringing rentals within a popular city neighborhood. It also offers tenants 20,000 s/f of amenities including a rooftop pool, fitness club and spa, dance studio, and appealing lounge/co-working space.

“We are delighted to have MPM manage The Smile, our newest residential property in New York City,” said David Blumenfeld, principal, BDG.

“MPM’s philosophy provided the perfect symmetry to manage a property from a resident’s perspective while running a first-class operation.”

“We’re grateful for this opportunity to expand our New York City presence by taking on management of Blumenfeld Development Group’s new community, The Smile,” said Willstead. “We expect that our approach to management –focusing on best practices and technologies to deliver strong property performance and high resident satisfaction – will prove a success for this exciting new addition to Harlem.”

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