



## **2025 Ones To Watch - Industry Leaders: Max Koeppel, Koeppel Rosen**

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Max Koepfel  
Director of Leasing

Recent goal and impact:

In early 2025, Koeppel Rosen secured a long-term lease at our building 1261 Bdwy. in Midtown Manhattan for a new restaurant owned by world renowned celebrity chef Masaharu Morimoto. The high-end restaurant concept will occupy the entire ground floor space at the building and also represents the chef's long-awaited return to NYC. The high-profile media attention we have received for both the building and the transaction with Morimoto has had a strong impact, which is translating into more leasing activity for our firm.

Turning problems into opportunities:

A new high-profile restaurant tenant interested in leasing space at one of our properties in NYC had very specific electrical service needs. Bringing service into the building would have been complicated and taken too long to complete so we had to come up with a solution for the restaurant to be properly up and running. Koeppel Rosen evaluated and reconfigured the current electrical service on some floors in the building which gave the tenant what it needed, and we were able to sign a long-term lease and fill 26,000 s/f of retail space.

Best advice for new leaders:

Keep pushing and do more! Even when in a leadership position, don't change what got you there.

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