



## **Krispin, Pariente and McArdle form Urban Marketing Realty LLC**

October 09, 2009 - Owners Developers & Managers

Urban Marketing Realty LLC, a fully integrated development sales, leasing and marketing firm formed by Urban Sanctuary president and founder Issac Krispin, Urban Sanctuary managing partner Elie Pariente and real estate veteran Stephen McArdle, enters the New York real estate market with the mission to better serve the current needs of today's residential developments.

A result of the merging of three distinct experts within the real estate field, Urban Marketing provides developers with a thorough approach where the fundamentals of each project are innately understood and, therefore, incorporated into every marketing, sales and leasing strategy.

Between McArdle's nearly 20 years of experience in real estate and his extensive knowledge of the development process as founder of Sedona Realty, and Pariente and Krispin's specialties in producing strong sales and rental results, Urban Marketing provides a team of professionals who can position a successful building at any phase of development.

"The current real estate environment brought to light what the industry was lacking: a sales and marketing firm that can effectively consult on every stage of the development process," McArdle, principal of Urban Marketing, said. "Not many brokers can critique an offering plan or cost projections while also being able to offer creative strategies that will sell out a project smoothly and efficiently. Urban Marketing provides developers with a deeper, more valuable level of insight to new development planning, marketing and sales, as well as an in-house creative team that is personally involved with every concept and initiative."

Urban Marketing has already begun leading sales and leasing at several of New York's premier properties. The firm's growing portfolio includes The Downtown Club at 20 West St., 85 John St., The Omni at 206 East 95th St. and 552 West 43rd St. District, an Art Deco conversion located at 111 Fulton St., is the firm's latest exclusive development. The 163-unit project, developed by Africa Israel, Wonder Works Construction and Urban Equities NY, is more than 70% sold, complete and operational with more than 50% of the units already occupied.

"With the recent economic factors weighing on the real estate market, this new period demands a level of expertise to not only promote new developments, but sell them out effectively," Pariente, principal of Urban Marketing, said. "The idea of simply being a marketing firm is no longer enough as developers are looking for brokers who provide measurable results. By combining our distinct abilities, Urban Marketing is positioned as a nimble, hands-on firm focused on execution."

In the last three years, Pariente, Krispin and McArdle have been responsible for a combined \$850 million worth of sales. McArdle's diverse resume boasts residential condominium development experience and an extensive sales and marketing background as a principal broker and project manager responsible for supervising the sales of more than 700 new development units. Pariente,

one of Downtown's top residential sales brokers, brings an incomparable tenacity and passion to real estate sales as a top-ranking broker who has completed more than \$150 million in individual condominium sales since joining Urban Sanctuary in 2006. Under Krispin's guidance, Urban Sanctuary has grown into a driving force as one of Downtown's top brokerages, commanding offices in the heart of the Financial District and Midtown and operating one of Manhattan's largest rental databases that boasts relationships with nearly 400 landlords, representing 10,000 apartments.

"With our steady and continued growth in the residential market, creating Urban Marketing was a natural progression in our constant effort to provide that results-driven, personal touch for our clients," Krispin, principal of Urban Marketing, said. "The goal of this partnership was to create a dedicated sales and marketing division that would provide comprehensive service to the many developments we already exclusively represent, in addition to fostering future relationships. Our clients can only benefit from what Urban Marketing has to offer."

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