

## NAI Friedland Realty Closes Two Significant Transactions

YONKERS—NAI Friedland Realty has closed two noteworthy Westchester office transactions totaling more than \$11 million and representing close to 55,000 square feet of space, company officials recently announced.

Ellen Benedek and Carl Silbergleit, executive directors at the Yonkers-based commercial real estate firm, negotiated on behalf of the seller, SEMX Corporation, the \$4.7 million sale of 1 Labriola Court in Armonk to 30 Clairmont LLC.

Benedek and Silbergleit also secured a \$6.315 million aggregate lease for Children's Corner Learning Center at 580 White Plains Road in Tarrytown. The property's landlord is RXR Realty.

Officials said that, to complete the deals, Silbergleit and Benedek combined their "in-depth knowledge of and experience in the Westchester office market, with 26 years and 20 years of experience, respectively."

The Labriola Court property, 43,700 square feet of space on a 4-acre site, required a purchaser who was willing to close quickly while allowing the seller to remain as a tenant for several months under specific terms. By promoting open lines of communication

between both parties, the brokers enabled the deal to progress smoothly over the course of four months, spokesmen said.

The 10,749 square feet of space Benedek and Silbergleit leased at 580 White Plains Road in Tarrytown, however, was empty for years, officials added.

"Our customer has been eyeing this particular space in Tarrytown for several years," Silbergleit said. "We had been pursuing this market for a dozen years now and finally had the opportunity to satisfy our customer's desire to open a child care center in this market."

The Friedland brokers knew both the prospective tenant and Tarrytown landlord, company officials said.

"The fact that we leased the tenant's corporate office from the same landlord and renewed that lease recently also helped establish the credibility and relationship that led to a successful outcome," said Benedek.

She added: "Carl and I have completed seven deals with Children's Corner Learning Center, predominantly in Class A office buildings such as 1133 Westchester Avenue, White Plains; Hutchinson Met-

ro Center, the Bronx; and Blue Hill Plaza, Pearl River, so we were able to put this deal together quickly once the owner decided to pursue day care as an amenity for its portfolio."

"We completed these deals in what is essentially a flat office market because the atmosphere appealed to our clients," Silbergleit added. "Those in a position to lease or buy can take advantage of the current market, which offers attractive prices and an increasing number of vacancies in desirable locations."

NAI Friedland Realty Inc., founded in 1970, is a full-service commercial real estate firm covering the entire metropolitan New York area, with a majority of its business in Westchester County and the Bronx. The firm also conducts business in Putnam and Rockland counties, New York City, Connecticut, and New Jersey. Headquartered in Yonkers, Friedland Realty also maintains a satellite office in Manhattan.

Friedland Realty is composed of four divisions - Retail, Industrial, Office, and Residential/Development. The company is a member of NAI, the only managed network of commercial real estate firms in the world, spokesmen said.

## Houlihan-Parnes Reports Local Transaction

MAMARONECK—Jim Coleman of Houlihan-Parnes Realtors, LLC has arranged for the acquisition of The Post Road Center at 587-621 East Boston Post Road in Mamaroneck, company officials recently announced.

The neighborhood strip center was built in 1966 and consists of 16,000 square feet. The property is fully occupied with 13 tenants. Notable tenants include the Circle Swim Shop, Edible Arrangements, Mamaroneck Flowers, Post Restaurant and Pizza Gourmet. The center has ample on-site parking and street parking, officials said.

The acquisition was completed on an all-cash basis to complete a tax-free exchange. The new owners plan to make upgrades to the property and consider the purchase a long term opportunity, spokesmen said.

Houlihan-Parnes Realtors, LLC is a multi-faceted real estate investment company headquartered in White Plains. Its companies and affiliates are engaged in the acquisition and ownership of all types of commercial real estate investment property in the continental U.S. The firm's various companies and affiliates specialize in commercial mortgage finance, investment sales, property management, leasing, mortgage servicing and consulting, company officials said.

## Goldschmidt and Associates Unveils Local Activity

WHITE PLAINS—Eric S. Goldschmidt, senior partner of Goldschmidt and Associates (G&A), recently announced that Gene Pepe Jr. and he have brokered two large Westchester County leasing transactions.

At 376 Tarrytown Road in White Plains, Pepe and Goldschmidt represented the owner on a transaction with the new area Volkswagen (VW) dealership. VW was represented by MJB Realty. The 7,000 square foot building sits on one-half acre across from the Crossroads Shopping Center. Occupancy is planned for the end of 2009, company officials said.

At 36 Midland Avenue in Port Chester, Pepe and Goldschmidt represented Pro-Swing, a baseball training facility. The company is transforming 25,000 square feet of high ceiling industrial space into a facility which will train athletes from Westchester, Rockland and Fairfield (Conn.) counties. The landlord, Lighthouse Group, was represented by Kevin Langtry and William Cuddy Jr. of CBRE.

Goldschmidt said that both deals required variances by the Town of Greenburgh and the Village of Port Chester.

"Both communities were very cooperative and forward-thinking," Goldschmidt said. "They realized that in this economy, ratables are important, that these properties needed work, and the uses would enhance the area. So it was a win-win-win for everyone."

Goldschmidt & Associates specializes in the leasing and sales of commercial, industrial and retail properties in the New York Metro area, company officials said.



By Andrea Wagner  
Wagner Web Designs, Inc.

## TECH TALK To E-News Blast, or Not to Blast

As for events:

- Send out advance notices and then another reminder notice close to an event.
- Don't send out new, upcoming announcements the day or two before an event that you want to draw attention to. It diminishes the scheduled event.

And, for information:

- Publish interesting tidbits and information relating to your business and introduce new products or services. This is a good way to keep your company name at the fore front of your reader's minds. It establishes your company as an expert in your field and sends a message out that you are on top of the current trends in your market.

- Encourage feedback. Attach specials and or coupons to encourage your emails to be opened. Many emails are sent these days but not read. Make your subject line so provocative that it will want to be read.
- Most services have a reporting tool that will allow you to see what percentage of your emails have in fact been read, and even

- forwarded.
- Some services have a survey creator. What better way to find out what your customers want than to ask them directly.

### Google Update

Improve your company's visibility by registering with [www.google.com/profiles/me](http://www.google.com/profiles/me).

The free service will allow you to present your goods and services to other Google users. The profile will show up in any users search and is viewable by anyone.

If you're really ambitious, go to [www.google.com/intl/en/options](http://www.google.com/intl/en/options) to blog, set up a calendar, explore the earth, create a gmail acct., share photos and more.

Just don't say I didn't warn you - it's addicting and you'll need to get up and stretch occasionally!

**Editor's Note: Wagner Web Designs is a web design company based in Yorktown Heights, N.Y. The company specializes in small businesses. For web development, maintenance or search engine optimization, visit [www.wagnerwebdesigns.com](http://www.wagnerwebdesigns.com).**

YORKTOWN HEIGHTS—According to a recent poll, more than half of the New York area's small business community has incorporated an email marketing campaign into their marketing practices.

The Building and Realty Institute (BRI), the publisher of this newspaper, is one of those businesses!

The approach can be used for many purposes, but the main focus is to inform your market of new products, services and events, and to drive sales.

There are rules for sending out these email blasts to confirm maximum impact and to prevent users from opting out from future blasts:

- The frequency of your e-news blast should be kept to twice a month.
- Use a reputable e-marketing company (such as Constant Contact) to ensure that your emails are not delivered as spam.

## Homeowners Turn to "Phased Remodeling"

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who can't fund the entire project upfront, breaking elements of a major home remodel into stages can help extend costs over time and buy homeowners more time to save or find funding.

Embarking on a series of smaller projects also keeps homeowners less stressed, he added.

"Everyone has what I call a 'construction tolerance,'" Lederer said. "Some people get excited about the remodel but a few weeks into it they get tired of people showing up at their house at 7 a.m."

Lederer recently completed a phased remodel for Jane Tiffen, a Chicago-based condominium owner. In the first phase, which began in 2007, Lederer gutted and remodeled the home's guest bathroom. He then came back to com-

plete a master suite remodel this spring, NARI said.

### The Thinking

"We had moved into this apartment and knew we wanted to change things," Tiffen said. "The bathrooms had the standard run-of-the-mill stuff you find in new apartment buildings, and we wanted to upgrade it. We phased the projects because we wanted to think about how we were going to do it and live in the place for a while."

NARI is the only trade association dedicated solely to the remodeling industry. With more than 8,200 member companies nationwide, the association, based in Des Plaines, is "The Voice of the Remodeling Industry," officials said.