

AUGUST 22, 2014 - **THE HELLER ORGANIZATION** IN THE NEWS - By Tom DiChristopher

Brooklyn's fast-growing retail strips flirt with records *Rents approach or exceed \$200 per square foot in some areas*

Rent along some of Brooklyn's most attractive retail strips is testing old boundaries and, in some cases, hitting new records per square foot.

In April, CPEX Real Estate Services reported that rents along several Brooklyn retail strips had more than doubled over the course of five years. The firm identified three corridors where rents are commanding between \$150 and \$199 per square foot: Court Street between Atlantic Avenue and Dean Street in Boerum Hill, Bedford Avenue between Metropolitan Avenue and North 8th Street in Williamsburg and Flatbush Avenue between Atlantic Avenue and Dean Street in Prospect Heights.

Now, brokers report that those rents are creeping beyond the core blocks along Court Street and topping previous peaks along Bedford and Flatbush, making side streets and non-core blocks more attractive. The Real Deal took a look at the price history in these areas and spoke to brokers about what to expect next. ...

Bedford Avenue



While the priciest rents in Williamsburg have long been found along Bedford Avenue between Metropolitan Avenue and North 8th Street, retailers are now looking beyond the strip as rents top \$200 per square foot in some cases, brokers said.

"[Retailers are] starting to look for deals outside of that prime zone where there's still plenty of visibility, plenty of action, plenty of foot traffic," said **Joshua Singer**, head of retail leasing at the **Heller Organization**.

Heller recently marketed **101 Bedford**, where Diesel has opened a pop-up store with the option to take out a long-term lease. Located near North 12th Street, it is just north of Bedford's priciest stretch. Asking rent for the space was \$175 per square foot.

In Williamsburg, retailers also have options on the neighborhood's thriving side streets, said Diana Boutross, a broker at Winick Realty who arranged for Starbucks to take 154 North 7th Street, off Bedford Avenue.

"It's a side street market," said Boutross. "You can get half rent on the side street and open a big, awesome store."

Along the neighborhood's second-priciest corridor, North 6th Street, Urban Outfitters recently opened a nearly 37,000-square-foot concept store called Space Ninety 8. ...

(EXCERPT)

Heller Organization brings Diesel to Williamsburg

Heller Organization's Scott Heller, CEO, and Josh Singer, vice president, have leased a retail space at luxury rental development 101 Bedford Avenue to Diesel.

It marks the first Brooklyn location for the international lifestyle brand and a debut of a special concept store.

The 1,500 s/f store features 50 feet of wraparound frontage along the avenue on North 12th Street and is positioned directly across from McCarren Park.

"This is the pinnacle of Bedford Avenue, where it's hip and sophisticated," said Singer.

"There were many interested parties for the space but Diesel was the best possible tenant because the brand really resonates with people who live and shop in this part of the neighborhood."

Added Heller, "We not only acted as the leasing agent for the 351 apartments, we brought The Bean to the other retail space on North 11th Street. It has been a very successful leasing campaign in a building that's truly exceptional, which made our jobs all the better."

The Heller Organization represented both the landlord and tenant in the transaction; and the asking rent was \$175 psf.

Diesel is taking immediate possession and plans to open in mid-August.



101 Bedford Avenue

NEW DEVELOPMENT:

Heller marketing Gowanus rental

The Heller Organization has been named exclusive leasing broker for 202 Eighth Street, located on the border of Gowanus and Park Slope.

The 51-unit, 12-story building was originally developed as a condominium by JDS Development Group and PMG, but converted to rentals when construction resumed in 2011.

In 2013, the property was purchased by affiliates of Werber Management.



Those condo touches are evident in top-of-the-line appliances, custom-built closets and hand-laid oak floors.

The kitchens have Liebherr, Bosch and Electrolux appliances and custom Scavolini cabinetry.

In addition to private terraces or balconies in many of the units, the building's residents-only outdoor spaces include a landscaped park, a common terrace with an outdoor fireplace, and a furnished roof deck with an outdoor grill, dining areas and views of the Manhattan skyline, the Statue of Liberty and Brooklyn Harbor.

A private gym, Fresh Direct delivery room, storage space and live-in superintendent round out the building's amenities.

"Between the enhanced amenities and the satisfaction of the tenants, 202 Eighth's cachet is rising as quickly as its neighborhood's," said Benjamin Werber, COO of Werber Management.

Heller currently manages the leasing for both of Werber's buildings located in Manhattan's Financial District, 40 Gold Street and 254 Front Street.

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AUGUST 14, 2014 - **101 BEDFORD** IN THE NEWS - New Stores / Fashion Section - By Alison S. Cohn

Store Openings, New Collections and Sales ...

Openings and Events

The French jewelry designer Aurélie Bidermann is taking a bite out of the Big Apple with the opening of her long-anticipated New York shop this week. Modeled on her first boutique in St.-Germain-des-Prés, the white-box SoHo space features pops of her signature colors like turquoise, yellow and coral, and a specially commissioned mural by the street artist Remed. To mark the occasion, Ms. Bidermann has designed an apple-core pendant in diamonds exclusively for the store (\$10,940). At 265 Lafayette Street. ... Amour Vert, the Paris-chic-meets-Cali-cool fashion label with a zero-waste design philosophy, will open a pop-up Thursday out east at Ruschmeyer's. It's filled with breezy summer pieces like a striped maxi dress (\$120) and shorts (\$58) made from the cellulose of beech trees. At 161 Second House Road, Montauk, N.Y. ...



A jacket from the haute-denim brand Diesel.

Add **Diesel** to the list of chain stores opening in Brooklyn. On Friday, the Italian haute-denim brand will unveil a pop-up in Williamsburg directly across from McCarren Park. It will stock artfully distressed jeans (\$1,398) and studded leather jackets (\$1,098). At **101 Bedford Avenue, Brooklyn.** ...

The young design duo Julia Baylis and Mayan Toledano of Me and You and the visual artist Petra Collins (a.k.a. the resident photographer for Tavi Gevinson's Rookie magazine) have teamed up for a pop-up shop and "girl-oriented feminist show" at Dossier Outpost, through Friday. Ten percent of the sales of tees (\$40) and underwear (\$15) silk-screened with the word "feminist" and a lipstick kiss will benefit Planned Parenthood. At the Dossier Outpost at South Street Seaport.

Hitting the Racks

For fall, the Chloé designer Clare Waight Keller has reimagined some of her favorite handbag styles, including the Baylee (\$3,450), the Drew (\$3,150) and the newly introduced Dalston (\$4,070), an oversize shoulder bag named after the area in London, in exotic python hand-painted to create a watercolor effect. At 850 Madison Avenue. ... The Los Angeles slipper label Mara & Mine, known for its slightly eerie bone prints, is dipping its phalanges into evening bags with a pony-hair clutch with a metal skeleton hand holding the bottom (\$500) and a spine minaudière (\$360). At B Space, 135 West 29th Street, suite 1203. ... In other purse news, the Cambridge Satchel Company and Gilt have teamed up for a sale of an exclusive mini version of the British handbag line's signature cross-body (\$210), available in a rainbow of colors, including pastel pink and dusty lavender. At gilt.com/csmini.



AUGUST 13, 2014 - **THE HELLER ORGANIZATION** IN THE NEWS - RETAIL

The Heller Organization Brings Diesel To Williamsburg

Heller Organization's Scott Heller, CEO, and Josh Singer, Vice President, have leased a retail space at luxury rental development



101 Bedford Avenue to Diesel. It marks the first Brooklyn location for the international lifestyle brand as well as the debut of a special concept store. The 1,500-square-foot store features 50 feet of wraparound frontage along the avenue on North 12th Street and is positioned directly across from McCarren Park.

"This is the pinnacle of Bedford Avenue, where it's hip and sophisticated," said Singer. "There were many interested parties for the space, but Diesel was the best possible tenant because the brand resonates with people who live and shop in this part of the neighborhood."

"We not only acted as the leasing agent for the 351 apartments -- we brought The Bean to the other retail space on North 11th Street," Heller added. "It has been a successful leasing campaign in a building that's truly exceptional, which made our jobs all the better."

AUGUST 11, 2014 - **101 BEDFORD** IN THE NEWS - By Serena Dai



Designer clothing brand Diesel is opening up a pop-up store in Williamsburg

Diesel Jeans Opening Pop-Up on Bedford Avenue

WILLIAMSBURG —Designer jean brand Diesel is coming to Williamsburg.

The Italian clothing brand known for its denim will be taking over a 1,500-square-foot store across from McCarren Park, 101 Bedford Ave. until December, according to the Heller Organization, the real estate firm that brokered the deal and a Diesel spokeswoman.

The pop-up store called “101” will be at the bottom of a luxury development with 351 apartments, where a one-bedroom apartment recently rented for \$3,350 a month, according to StreetEasy.

Diesel will be opening in mid-August and closing in December, the companies said.

Heller represented both the landlord and the tenant. Asking rent was \$175-per-square-foot.

“This is the pinnacle of Bedford Avenue, where it’s hip and sophisticated,” Josh Singer, vice president of Heller, said in a statement. “There were many interested parties for the space but Diesel was the

best possible tenant because the brand really resonates with people who live and shop in this part of the neighborhood.”

Diesel sells its jeans at one other location in Brooklyn, a shop called Tuesday’s Child at 2771 Nostrand Ave., according to the brand’s site.

Diesel sells its products in eight locations in Manhattan, including 135 Spring St., and 685 Fifth Ave. The 101 will be selling the company’s fall and winter apparel, children’s pieces and a few pieces designed specifically for the pop-up.

Brooklyn Candle Studio, t-shirts by Inez & Vinoodh and Deborah Lippman nail polish will also be sold in the pop-up.

The store will be hosting events and installations with Northside Media Group, the organizer of Northside Festival, this fall, too.

Women’s jeans for the brand start at \$168 and go up to \$648, according to its site. Men’s jeans start at \$160 and go up to \$698. The store’s grand opening party takes place Thursday, Aug. 14.



AUGUST 8, 2014 - THE HELLER ORGANIZATION IN THE NEWS

The Heller Organization Markets Luxury Park Slope Rental



The Heller Organization has been named exclusive leasing broker for 202 Eighth Street, located on the border of Gowanus and Park Slope. The 51-unit, 12-story building was originally developed as a condominium by JDS Development Group and PMG, but converted to rentals when construction resumed in 2011 after the worst of the financial crisis passed. In 2013, the property was purchased by affiliates of Werber Management. However, the original plan shines through in the luxurious finishes and top-of-the-line appliances.

All units contain a Bosch washer/dryer unit, high ceilings, custom-built closets and hand-laid oak floors. The kitchens include integrated stainless steel appliances from Liebherr, Bosch and Electrolux, custom Scavolini cabinetry, marble kitchen counters with tiled marble backsplashes, Moen fixtures and soft-close drawers. The bathrooms feature marble floors, custom solid wood vanities, Moen fixtures, Duravit sinks and soaking tubs, Kohler toilets and auxiliary heaters.

"Between the enhanced amenities and the satisfaction of the tenants, 202 Eighth's cachet is rising as quickly as its neighborhood's," says Benjamin Werber, COO of Werber Management. "The Heller Organization's outstanding service and attention to detail will prove instrumental in keeping the building at full occupancy." Heller currently manages the leasing for both of Werber's buildings located in Manhattan's Financial District, 40 Gold Street and 254 Front Street.

COMINGS & GOINGS

Movers and Shakers Section



Sarah Caplan
joined **The Heller Organization**
as a sales associate.

•HELLER ORGANIZATION

101 Bedford leased up

The Heller Organization has completed leasing at 101 Bedford Avenue, Williamsburg's largest luxury rental building.

The 351-unit mixed-use building is made up of four attached eight-story residences, spanning Bedford Avenue between North 11th and 12th Streets, and featuring a double-height lobby entrance directly facing McCarren Park on North 12th Street.

"As one of Williamsburg's most luxurious residential developments, 101 Bedford deservedly commands some of the highest rents in the area and offers one of the most spectacular amenity packages ever built," said Adam Heller, president of the firm.

"The location, design and amenities were so exceptional that people were inherently drawn to it and we completed the program within months."



ADAM HELLER

JULY 18, 2014 - **HELLER ORGANIZATION** IN THE NEWS - In Print After Page 48, By Katherine Clarke



EQUITY FOR SINGLES!

Unmarried women
are buying

Alix Braverman

Age: 28

Occupation: Account manager at Google

She paid: \$600,000

Broker: Adam Heller and Dana Rahav of the
Heller Organization

Braverman used her savings to buy an apartment in the West Village as a short-term investment, since it made little sense to keep paying \$2,900 a month in rent.

"I figured I'd just take my life day by day," she said, "and, right now, this investment made the most sense to me."



STEVE MEYER FOR NEW YORK DAILY NEWS

Alix Braverman looked at what she'd spent on rent and decided buying an apartment would be a smart investment.

... Unmarried women in the U.S. aren't waiting to say "I do" before jumping into homeownership — doing so at twice the rate of single men. In New York, that means ponying up to buy a pad in the priciest real-estate market in the country — with just one household income and no support from a significant other.

That's no mean feat, since women still earn significantly less than men.

... For some women, purchasing a home is purely a financial decision. They're realizing the value, in some circumstances, of buying instead of renting.

"I didn't really think about buying a home in terms of what does it mean for marriage or for the future," said Alix Braverman, a Google account manager who just bought in the Flatiron District.

At \$2,900 a month for her studio apartment, Braverman had paid close to \$100,000 in rent before purchasing her place. Buying reduced her monthly nut substantially.

(EXCERPT)



JULY 17, 2014 - **101 BEDFORD** IN THE NEWS - By Jessica Dailey

[Click Here to See This Clipping Online](#)

FUN IN THE SUN

15 NYC Apartment Buildings With Awesome Outdoor Spaces



Like so many other giant new rental buildings, **101 Bedford** in **Williamsburg** packs in the amenities. It has the standard lounges and fitness center (with a pool!) inside, but the outside spaces are larger than most, thanks to the largeness of the U-shaped building's footprint. A landscaped courtyard sits in the center, while the entire rooftop is one giant deck with cabanas, grills, sun chairs, tables, private party spaces, and a beach. Oh yes, **Hot Karl Beach** lives.

(EXCERPT)

REAL ESTATE WEEKLY

JULY 16, 2014 - HELLER ORGANIZATION IN THE NEWS - In Print: WHO'S NEWS Section, Page B4

Sarah Caplan has joined **The Heller Organization** as a sales associate. Ms. Caplan's lifelong passion for real estate was nurtured by her family's 50 years of commercial and residential real estate, and she is already applying it to her new position, where she specializes in high-end residential sales on the Upper East Side.



Prior to joining The Heller Organization, Ms. Caplan worked as a vice president at J.P. Morgan. She is also a co-founder of Footzyfolds, a collection of rollable footwear. While working all previous jobs, Ms. Caplan embraced side real estate projects that inspired her current career.

Ms. Caplan holds a Bachelor of Arts degree in business and finance from Syracuse University.

REAL ESTATE WEEKLY

JULY 16, 2014 - HELLER ORGANIZATION IN THE NEWS - In Print: WHO'S NEWS Section, Page B4

Michael Gavin has joined **The Heller Organization** as a sales associate. In his new position, Mr. Gavin will specialize in residential sales and rentals throughout Manhattan, Brooklyn and Long Island City.

After eight years of working with financial firms that include ING, Mr. Gavin decided to transition into an area that he realized was his true passion, real estate. Just prior to joining The Heller Organization, he further honed his considerable real estate skills at Trump Place on Riverside Boulevard.

Mr. Gavin holds a Bachelor of Arts degree in history from the University of Michigan and currently resides on the Upper East Side of Manhattan.

REAL ESTATE WEEKLY

JULY 16, 2014 - **HELLER ORGANIZATION** IN THE NEWS - In Print: Brokers Weekly Section - DONE DEALS Page C2

UPPER EAST SIDE
190 E72nd St. #32C
\$2,125,000

Three-bedroom, 3-bath mint unit in 1960s, 34-story co-op building with views of Central Park to Central Park



West. The apartment features windowed eat-in chef's kitchen, 25-foot wide living room,

marble baths, custom closets and washer/dryer. Full-service pet-friendly building has bike room, health club, direct building access to garage, roof deck, children's playroom, individual storage bins and laundry/valet. Asking price \$2.395 million; CC: \$69,204 per annum; four weeks on market. Brokers: **Adam Heller (pictured) and Rachel Jurist, Heller Organization; Susan Landau Abrams, Warburg Realty Partnership.**



JULY 11, 2014 - **101 BEDFORD** IN THE NEWS - By Jessica Dailey

[Click Here to See This Clipping Online](#)

CURBEDWIRE

The Burg's 101 Bedford 100% Leased



WILLIAMSBURG—No more units remain at Williamsburg's sprawling 351-unit 101 Bedford. The days of Hot Karl Beach are long gone, as people clearly enjoy this amenity-laden building on McCarren Park. Rents ranged from \$2,500 to about \$7,000, and the amenities are an extra \$60 per month.

(EXCERPT)

JULY 10, 2014 - **HELLER ORGANIZATION** IN THE NEWS

Williamsburg's Largest Luxury Rental All Leased Up



It took Heller Org's **Adam Heller** and team just 10 months to lease up the **351 units** across four connected towers at Halcyon Management's 101 Bedford, and that was with minimal incentives (just paying brokerage fees for a few winter months). Heller could have leased the units just fine (each tower was released two month apart) without the "sick amenity package" (**sick** is a **good thing** in Millennial vernacular), Adam says, considering the condo finishes, location next to McCarren Park, and crazy views of the Manhattan skyline.

But the remarkably **low number** of units coming up for **renewal** a year in tell him the **50k SF of amenities** was worth it for Halcyon. What residents get: pool (four skylights), **hot tub**, steam room, music and video **recording room**, PGA golf simulator, **wine-tasting room**, courtyard, 29-seat movie theater, dog-washing station, game room, business center, library, parking, roof deck with a **mini beach**, cold storage, **on-site ATMs**, and fitness center with spin, Pilates, and yoga classes.

The New York Times

JULY 9, 2014 - THE HELLER ORGANIZATION IN THE NEWS - SQUARE FEET

FOR LEASE

\$150/square foot

\$300,000 approximate annual rent

Chelsea Park

320 Eighth Avenue (at 26th Street)
Manhattan

A southeast corner retail space offers 14-foot-high ceilings in this 12-story mixed-use luxury rental building, completed in 2004, with 204 apartments. An additional 11,500 square feet of retail space is also available: 2,500 square feet on the Eighth Avenue side at \$125 per square foot; and 9,000 square feet along 26th Street at \$80 per square foot.

OWNER: Park-It Management and Artimus Construction

BROKERS: Adam R. Heller and Joshua Singer, Heller Organization; and Adrian Berger, Corner Commercial Real Estate

ROSALIE R. RADOMSKY

email: realprop@nytimes.com

Williamsburg

101 Bedford Avenue

The 351-unit rental building, co-developed by Halcyon Management, is now 100 percent leased. The building consists of four attached eight-story towers, comprised of studios, one- and two- bedroom apartments, as well as one penthouse apartment. Monthly rents start at \$2,450 for studios, \$2,995 for one-bedrooms and \$4,500 for two-bedroom apartments, with the penthouse apartment at \$6,950. Building amenities include a fitness center, indoor pool



with hot tub, PGA-certified golf simulator, wine vault, party room, 29-seat screening room and game room with billiards table and Wii stations. The Heller Organization is the agent. Contact: www.101bedford.com. **TRD**

DONE DEALS

Three's a charm at Milan

Adam Heller, president of The Heller Organization, has just completed the third sale in as many months at The Milan Condominium at 300 East 55th Street.

Built in 2005, the 32-story tower is especially recognizable as a set for shows such as *Gossip Girl* and *Curb Your Enthusiasm*; and one of the penthouses was Leonardo DiCaprio's bachelor pad in *Wolf of Wall Street*.

But Heller says it's not just the star power that's pulling in his buyers.

"This is one of those buildings in which it is always a pleasure to work because everything is so well done, from the finishes to the amenities," he said. "These

were significant sales that occurred quickly, including one that was practically overnight."

The three units Heller sold between April and June 2014, included apartment 23B, a \$2.775 million two bedroom.

Mete Basakinci of CMB

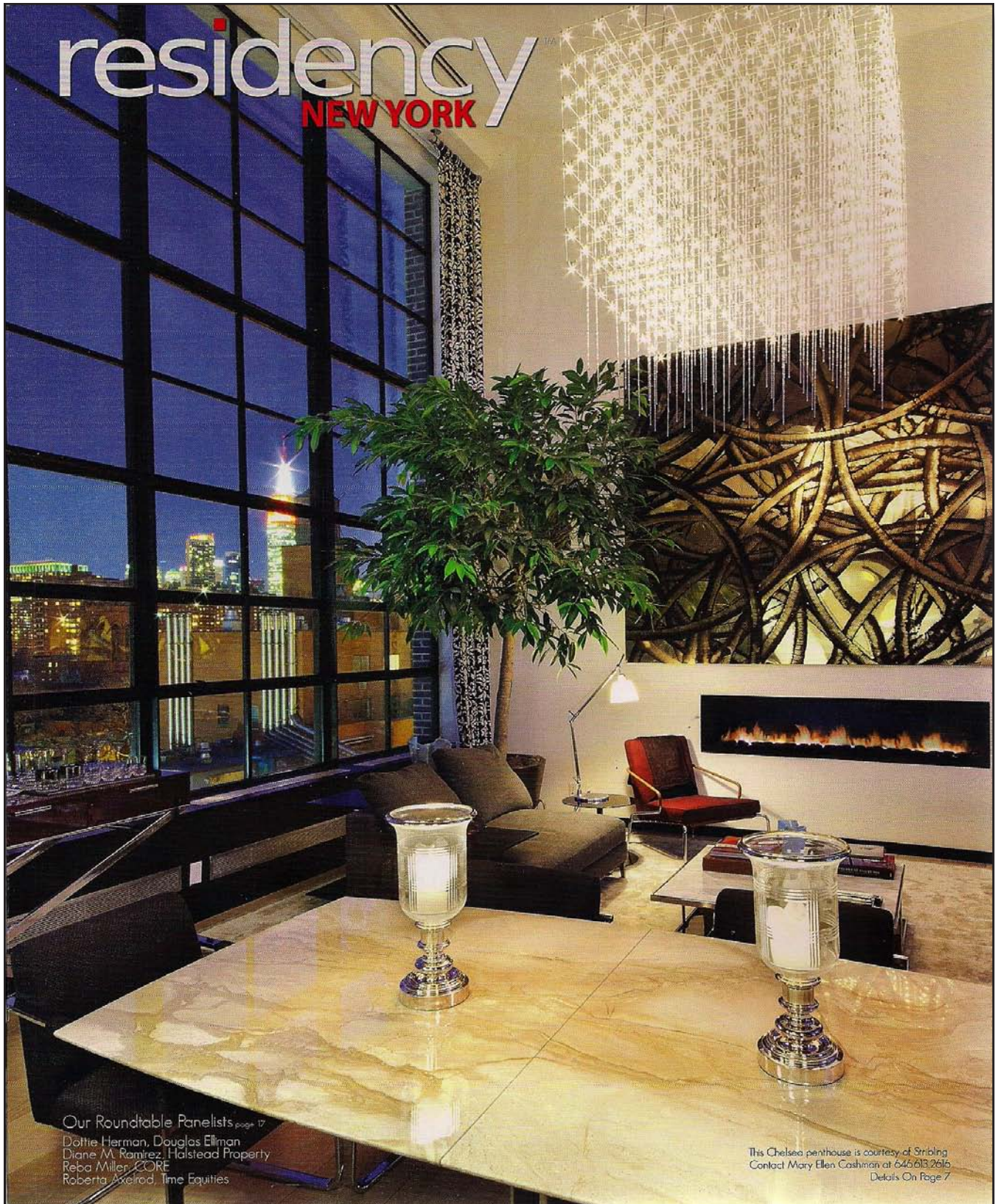
Realty brought in the buyer;

Apartment 14B, \$2.08 split two bedroom where Heller represented buyer and seller and; apartment 2B, a \$1.511 million one bedroom.

Representing that buyer was Kym Spige of the Corcoran Group.



ADAM HELLER



Our Roundtable Panelists page 17
Dottie Herman, Douglas Elliman
Diane M. Ramirez, Halstead Property
Reba Miller, CORE
Roberta Axelrod, Time Equities

This Chelsea penthouse is courtesy of Stribling
Contact Mary Ellen Cashman at 646.613.2616
Details On Page 7

Midtown Chelsea



Adam Heller: Chelsea is an incredible niche within New York City that embraces diversity with an overwhelming sense of community. It's not just a neighborhood, its home to all who reside there. Those who move in rarely leave. It's a dichotomy of the old and new, the perfect blend. Fashion, art, food and architecture, Chelsea is not only a destination spot; it's one of the most desirable areas in Manhattan.

Adam's Neighborhood Picks:

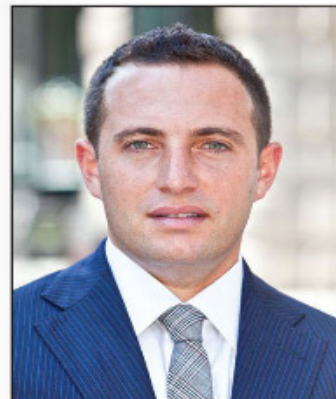
Chelsea Market 75 9th Ave (212) 243-6005

The Red Cat 227 10th Ave (212) 242-1122

Americano Hotel 518 W 27th St. (212) 525-0000

Bounce Sporting Club 55 W 21st St. (212) 776-1997

The Highline (a 1-mile linear park along the lower west side of Manhattan)



Adam R. Heller
President & CEO
The Heller Organization
T: 212.366.5034
www.hellerorg.com

Ranked as one of Chelsea's top 10 brokers in 2011, Adam Heller specializes in high-end condominium and co-op marketing including the successful launch of 100 West 18th Street luxury condominium. He was also recently hired to help orchestrate the lease-up of Chelsea Park; a brand new 204-unit luxury rental building opening in April.

One of the premier 2 bedroom and 3 bathroom units in one of Chelsea's most desirable new condominiums.



Located in the heart of Chelsea, New York City's most desired neighborhood, 100 West 18th Street features a sleek exterior and sheathes an oasis of sophistication, serenity and style. An impressive array of amenities includes full service concierge, fitness center, clubroom with pool table and flat screen and one of the areas largest fully furnished panoramic rooftops. Call today for a private showing! Asking \$3,150,000

Adam R. Heller (212) 366-5034