

Real Estate Journal

COVERING ALL OF LONG ISLAND, NEW YORK CITY AND UPSTATE NEW YORK

spotlight / brokerage

Benson Commercial Realty



Scott Benson
President

Besen & Associates



Ron Cohen
Investment sales
associate

Besen & Associates



Adelaide
Polsinelli
Senior executive
broker

CB Richard Ellis



Robert Caruso
Managing
director

Koepfel Companies



Jay Kreisberg

Madison HGCD, LLC



Richard Hodos
President

Menkin Realty Services, Inc.



Victor Menkin
President

Newmark



Daniel Madison
Senior managing
director

Optimum Hotel Brokerage



Joe McCann
Principal

Prudential Douglas Elliman



Faith Hope
Consolo
Chairman, retail
leasing and sales
division

Trinity Real Estate



John Franqui
Director of
strategic
planning &
development

Upside Ventures, LLC



Ralph Trionfo
President

Brokerage Commercial Newsmakers see pages 20 through 24

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brokerage commercial newsmakers

Faith Hope Consolo, Chairman



Faith Hope Consolo
Chairman, retail leasing
and sales division
Prudential Douglas Elliman

1) Please discuss your charitable/organizational involvements.

I hold memberships, affiliations, and executive appointments in: ABO; AREW; ICSC; ULI; The National Realty Club, The National Retail Foundation and CoreNet. Three charitable causes that I'm particularly fond of these days, and am a patron of, are the Capuchin Food Pantries, Women in Need, and Dress for Success. Nothing feels better than being able to give back to others.

2) What is the most notable transaction or project in which you have been recently involved?

The landlord representation work my partner Joseph Aquino and I have been handling is especially rewarding. It enables us to change the landscape of different neighborhoods and truly transform them.

3) Please discuss your professional background.

As chairman of Prudential Douglas Elliman's Retail Leasing and Sales division, I oversee retail for 60 offices in New York alone. We have offices throughout the country, from Miami to Los Angeles and from Washington, DC to Dallas. PDE's arms reach everywhere.

4) What is one criterion that sets your company/firm apart from your competitors?

Our international reach — Although the firm is based in U.K., its reach extends to Asia, Canada, the U.S., and back again. These offices are not affiliations or partnerships, which many firms use to boast an overseas presence, but actual offices under the Prudential umbrella.

5) Do you see your industry in a more or less favorable position six months from today?

The industry will be in an even more favorable position six months from now. Optimism prevails and all indications point to good news to come. Retail sales quadrupled in fourth quarter 2004 and doubled in just one month. The demand for retail space is endless and as the market continues to improve the end is nowhere in sight.

Joe McCann, Principal



Joe McCann
Principal
Optimum Hotel Brokerage

1) Please discuss your charitable/organizational involvements.

As an alumnus of the Pennsylvania State University's Hotel Management School, I am involved in the program's Mentoring Program, where students interested in careers in hotel real estate can mentor and learn from a professional in the industry.

2) What is the most notable transaction or project in which you have been recently involved?

The 654-unit portfolio sale of the FelCor Lodging Trust's Crowne Plaza Hotels in Secaucus, N.J. and Hartford, CT.

3) Please discuss your professional background.

BS from Pennsylvania State University. MS from the Conrad N. College of Hotel, and Restaurant Management at the University of Houston. I worked in management positions with Hilton and Marriott Hotels throughout the U.S. for 16 years. After two years tutelage with Jeffrey Wilder, I launched Optimum Hotel Brokerage in 2002.

4) What is one criterion which sets your company/firm apart from your competitors?

Optimum Hotel Brokerage is hotel industry professionals committed to the hotel industry and actively engaged in optimizing hotel asset value in real estate transactions, quite different from commercial realtors in the business of selling hotels.

5) Do you see your industry in a more or less favorable position six months from today?

The outlook for the U.S. hotel industry in the next 6 months is very optimistic, and industry is currently embarking on a long cycle of progressive and positive growth.

Adelaide Polsinelli, Senior executive broker



Adelaide Polsinelli
Senior executive broker
Besen & Associates

1) Please discuss your charitable/organizational involvements.

I organize and run an annual toy drive for the Children's Aid Society which collects toys for underprivileged children in New York City.

I also am involved with the Capuchin Food Pantries and the Alzheimer's Org.

2) What is the most notable transaction or project in which you have been recently involved?

My latest real estate transaction involves the purchase of the land beneath the co-op at 2 Fifth Ave., where I am the president of the co-op. The complex transaction required 100% financing of the \$30 million acquisition, contract deposit, and line of credit, under a three week deadline, which I, successfully accomplished. In addition, I had to use my fine tuned "people" skills to convince the full board of directors and 300+ shareholders that this could actually end up being a free transaction, after taxes.

3) Please discuss your professional background.

I began selling co-ops and condos for Century 21 in 1984 and graduated to complex commercial real estate investment transactions to date.

4) What is one criterion that sets your company/firm apart from your competitors?

Anyone can slap a sign on a building and sell it but not everyone understands the real estate. We are known as "the intelligent brokers" because we understand the intricacies of the market, the financing, the demographics and the players which enable us to achieve a price higher than most of our competitors.

5) Do you see your industry in a more or less favorable position six months from today?

This market has surpassed the most optimistic expectations. I expect it to continue to rise into 2006, based on the independent research that I do for my customers and the firm.

Ralph Trionfo, President



Ralph Trionfo
President
Upside Ventures, LLC

1) Please discuss your charitable/organizational involvements.

In addition to other charitable work, I am the co-founder of Comedy Heals (www.comedyheals.org), a special comedy show performed throughout the U.S., to benefit the Leukemia & Lymphoma Society and the Miami Children's Hospital.

2) What is the most notable transaction or project in which you have been recently involved?

I was the broker for the sale of the Hempstead Hotel and Convention Center, a 225-000 s/f, eight-story, 182-room property, for \$10.23 million to Hempstead Properties LLC, an affiliate of Lalezarian Development of Great Neck, which will bring substantial subsidized housing to the area's senior citizens aged 62 and over.

3) Please discuss your professional background.

I am the founder and head of Manhattan-based Upside Ventures, LLC, a full-service commercial real estate developer and broker, which in 12+ years, has completed over \$400 million in transactions. We also engage in internal acquisitions, commercial leasing and competitive finance sourcing.

4) What is one criterion which sets your company/firm apart from your competitors?

We provide effective, cutting-edge, research-driven commercial real estate services nationwide. We offer a complete turnkey transaction service, from identifying and negotiating terms for the sale and/or purchase of a property to space buildout.

5) Do you see your industry in a more or less favorable position six months from today?

We believe the real estate industry in New York will remain strong at least for the short term with healthy gains projected, including greater demand for quality commercial office space and residential development.