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## ZUCKERMAN ADVISED BUTZEL LONG; WEIBERG REPS. LANDLORD TAG 380 LLC completes a 20,208 s/f lease at 380 Madison Ave.

NEW YORK, NY Butzel Long has signed a lease with TAG 380, LLC for 20,208 s/f, occupying the majority of the 22<sup>nd</sup> Floor at 380 Madison Ave. The Michigan-headquartered law firm established a New York office earlier this year with the acquisition of Hollyer Brady Barrett & Hines LLP and has experienced significant growth in just a few short months.

"New York is not only a major business capital, but also a central connection between the United States and international markets, where we have a significant number of clients," said Philip Kessler,



chairman of Butzel Long. "At the urging of our clients, both in New York and other parts of the world, we have made a significant commitment to establishing and growing our presence here. The new office space in the heart of midtown underscores this commitment and will support our growth as we continue to attract talented attorneys who will further enhance our practice areas and leverage our existing expertise."

Brokers from CB Richard Ellis represented both sides of the deal, with Jon Zuckerman advising Butzel Long and Bruce Weinberg representing the landlord.

### Trionfo president of Upside Ventures creates Upside Ventures International

MANHATTAN, NY Ralph Trionfo, president of the New York based commercial real estate firm Upside Ventures, has created Upside International with his newest assignment as exclusive sales and marketing agent in the Northeast United States for "Los Altos," an ultra-luxury development in the world class Dominican Republic resort Casa De Campo.

"Upside International offers the tri-state area's most affluent and elite local access to luxury resort-style living at the finest locales across the world," Trionfo said. "Upside International is much more than a brokerage firm for the upper echelon. The company is also the most sought after partner by international developers seeking to enhance their market position."

Situated in a high-end art gallery building on Madison Ave. in Man-

hattan, Upside International caters to a niche presently neglected by the brokerage community, Trionfo said, "Until now, there has not been a central place for buyers seeking vacation homes or stable luxury investments to preview and explore their options with a knowledgeable and efficient local representative." The company plans to launch a new website [www.upsideinternational.com](http://www.upsideinternational.com) within the coming weeks to showcase its exclusive inventory of international properties.

All Upside International sales directors are required to visit and experience first hand each property so that they can accurately represent it and all that it offers. The company targets and applies integrated marketing services to achieve superior client satisfaction to a selective group of qualified buyers.

"Savvy investors are seeking

luxury lifestyle investments that allow them to attain a unique experience in addition to a return on their investment," said Trionfo. "Upside International creates this first class experience and excitement. Our sales volume is increasingly strong given the quality of the properties and the locations the firm represents."

Trionfo said his firm makes the process simple, smooth and enjoyable. Personal presentations include superb visuals and actual samples of materials used, he said, and are followed by refreshments in a private and relaxed upscale setting while sales directors discuss with buyers their desired lifestyle and property amenities. A date is set for the buyer and a guest to be flown to the property for a two day vacation and a personal VIP tour of the property and all its amenities.

  
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