## **New York Real Estate Journal**



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# 2019 Women in Real Estate: Professional Services



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What is your favorite motivational quote?

"Ask for what you want and be prepared to get it." ~ Maya Angelou

What recent project or transaction are you most proud of?

It's important to be on the cutting edge of new trends in the real estate market, and over the past year I've been front and center in the new age of office leasing in advising landlords and tenants in co-working space leases. With co-working space seeing explosive growth and dominating the office leasing market, it's been exciting to be on the ground level in shaping the fast moving leasing market in this area.

#### What was one of your biggest accomplishments in the last 12 months?

I represented New York Legal Assistance Group, a not for profit, in a complex leasehold condominium structure, for its new headquarters. I also represented the landlord, an affiliate of Meringoff Properties in the long term lease at 462 Broadway, a landmark 165,000 s/f office and retail building in SoHo, to Jerusalem Venture Partners (JVP). JVP is an Israeli venture capital firm focusing on the development of cybersecurity and

artificial intelligence.

### How do you hold your own in a negotiation?

I am consistently trying to find a way to "yes" for the benefit of my client. I understand deals need to be done. I always have a deep understanding of my client's business and objectives. I'm always prepared when I walk into a negotiation, as no two deals are alike. It's critical to have a complete grasp of all of the unique issues and nuances that could that could potentially arise in order to best advocate on behalf of my clients. I have a creative, practical and firm approach that works in effectively and consistently keeping everyone at the table to achieve the client's desired results.

#### What is the best advice you have received, and who was it from?

"Never be afraid to ask—what's the worst anyone can say—No?" Attributed to one of my partners when he was my boss.

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