ALANDLORD'S HANDBOOK

A COMPREHENSIVE GUIDE TO **LEASING** SPACE IN THE BIG APPLE

COREY COHEN

FOUNDER OF THE ROEBLING GROUP

Dear Landlord,

Thank you for the opportunity to present my ideas on how to best lease your space. I am passionate about what I do and will always operate as a fiduciary first.

I intend to make this transaction as smooth as possible while helping you net the most amount of capital from your building. Please feel free to reach me anytime should you have questions or want to discuss further

> Sincerely, Corey Cohen

Orey Johan

Founder and CEO ccohen@roeblinggroup.com 646.906.9054



John Roebling's Brooklyn Bridge merged science with art.

At The Roebling Group, we deploy data-driven strategies that foster the connection needed to successfully execute your lease.

Boutique.

Personalized.

Experienced.

Accountable.





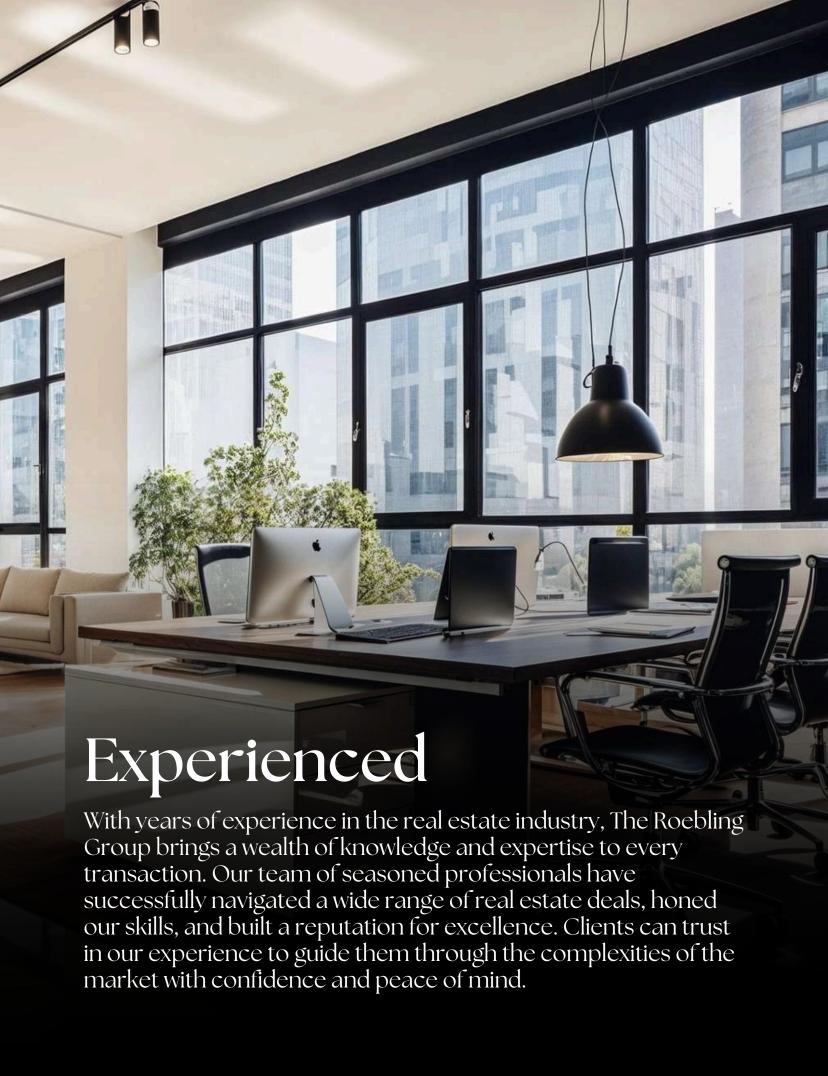
We are a boutique real estate agency, emphasizing a personalized and exclusive approach to our clients. We provide tailored services and attention to detail, ensuring a unique and customized experience for each individual.



Every real estate transaction is unique, and we strive to provide personalized solutions to meet our clients' specific needs and preferences. We take the time to listen, understand, and cater to their requirements, delivering a personalized experience that goes above and beyond expectations.



We hold ourselves to the highest standard with our clients. Part of that is welcoming reviews, comments, and feedback that is publicly visible. Throughout the lease, we'll be reachable during business hours and be checking in with regular reporting and updates on the process.





COREY COHEN

646.939.7375 | ccohen@roeblinggroup.com

Ensuring results with an approach that's savvy, thorough, and honest, Corey has established himself amongst the top-ranked brokers in Manhattan, according to Google. With 10 years of industry experience, Corey is a top producer who has the experience and foresight to make a smooth and satisfying deal possible.

Landlords go to Corey for his innovative marketing where he takes a 'mobile-first' approach to how the content around a space is presented online. Leveraging his experience from another lifetime in film production he creates engaging short-form videos that have generated millions of impressions for his clients and helped him amass 35,700 Tik Tok followers. The Roebling Group's boutique organizational structure allows for the creative wherewithal that pushes local and international interest around a property to generate the most buzz and best pricing. The role of a fiduciary is put at the forefront of everything Corey does – ensuring undivided loyalty, confidentiality, and duty to account to help his clients get where they want to go.

Between the unparalleled service provided with the ultimate level of care and insight, Corey has joined the upper echelon of New York City real estate.

EXPERIENCE

\$400m in deal volume

325 + transactions to date

13 years connecting buyers and sellers of real estate

WHAT THEY'RE SAYING



Niva Shalom

I had the pleasure of working with Corey. He is caring, and committed, and knows how to find exactly what his client is requesting.





Dawson Stellberger | Bushwack Capital | Real Estate Developer

Great real estate professional. Listens and understands the needs of his clients and diligently works to fulfill their needs. Highly recommend working with Corey.



Google



Neil Schmelkin

I have worked with Corey on several prepurchase inspections. He was always helpful, professional, and honest. As an engineer, I was very impressed with Corey's knowledge of building systems, and his ability to get answers to some very complicated structural issues.





Laurel Wells

Great experience with Corey! He found us amazing tenants and the entire experience was positive.





Our success is built on strong relationships with landlords who trust us to manage their properties with care and professionalism. We've had the privilege of partnering with a diverse group of property owners, each with unique goals and challenges. By offering personalized service and expert guidance, we help our landlords maximize their returns while providing exceptional living spaces for tenants.





BUSHBURG

Pearl Realty Management LLC

BUSHWACK CAPITAL





OUR CLIENTS

We pride ourselves on our extensive portfolio of clients, ranging from innovative startups to established industry leaders. Over the years, we've had the privilege of partnering with a diverse group of businesses, helping them secure the perfect commercial spaces across New York.

Our commitment to understanding each client's unique needs has made us a trusted partner in the competitive NYC real estate market. We're honored to have contributed to their growth and success and look forward to continuing these valued relationships.

BROOKLYN -campervans-

BURSON & REYNOLDS

CART

Casa & Tua

Cathird

CLEOS

COLORS*STUDIOS



feather

FOLOW

KL5 COFFEE



Listenn

Millwright

D ● ● NATOORA

Package Free



REMEZCLA



VĀSSLA

WWAKE

WARDROBE.NYC

SIN







We work with the best.

NIMBLE

Principal to Principal communication. Untethered by bureaucracy.

INNOVATIVE

It's an aggregated and social world that's evolving fast. Fortunately, we're digital pioneers.



■ StreetEasy | Experts

Top PerformerBy Sales Volume



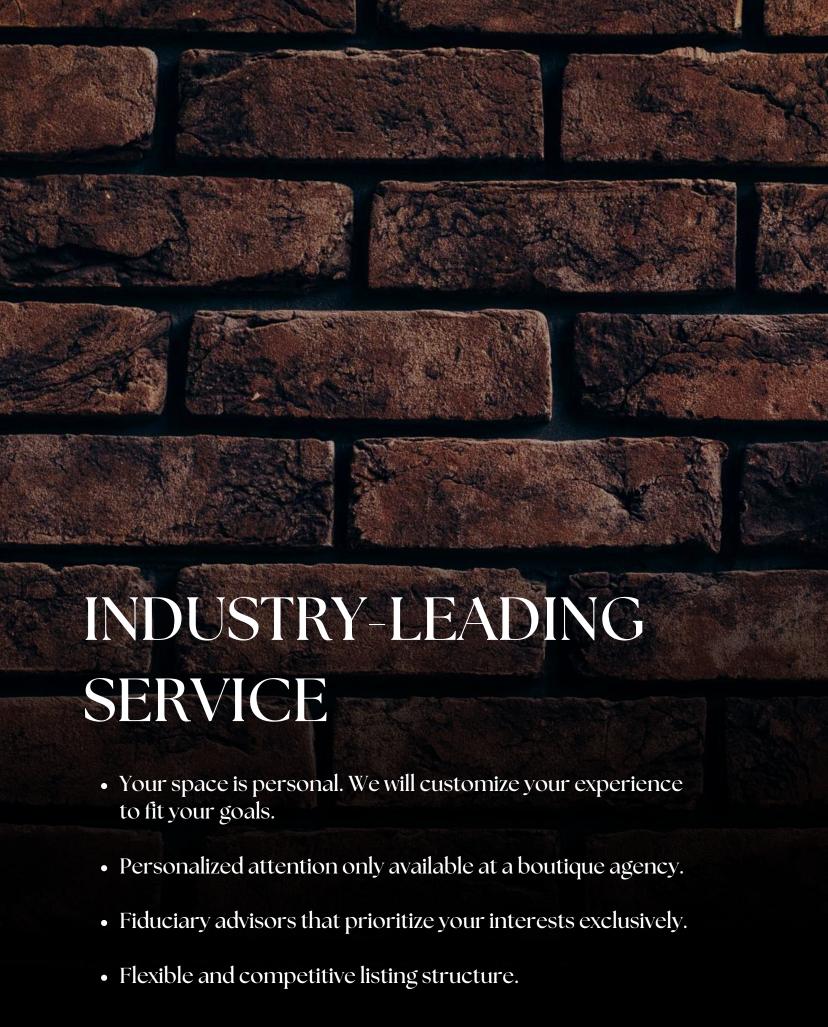




5-Star Business



POWER BROKER AWARD





MARKETING TIMELINE

01	02	03	04	05	06	07	08

PRE-LAUNCH

- Develop the property narrative and copy.
- Create the custom luxury real estate brochure designed by The Roebling Group and aimed at attracting the relevant buyer.
- Document the space via photography, floorplans, and video.
- Conduct targeted initial outreach including specific brokers in the community and in The Roebling Group network, as well as specific top luxury real estate brokers globally
- Begin high-touch outreach with "Coming Soon" digital campaign.
- Leverage the team's network to begin whisper promotion of property.

LAUNCH

- Begin targeted, customized campaign across select digital channels including email, Instagram, Facebook, Tiktok, email campaigns to The Roebling Group team database. Launch paid promotion on StreetEasy, Zillow, WSJ.
- Launch email and digital campaigns to find high intent, qualified buyers, and brokers in our network.
- Target broker community with emails and 1:1 phone calls about the property.
- Schedule open houses with top brokers in the community and select prospective buyers.
- Work with the PR team for relevant press coverage, editorial opportunities, and select event engagements if applicable.
- Print material onsite handed to brokers and prospective buyers during open houses and showings.

09	10	11	12	13	14	15

ONGOING

- Placing select, targeted advertisements and seeking new press opportunities with TRG PR team and broader channels.
- Distribution of print collateral (just listed post-card) and inclusion in luxury portfolio booklet to be distributed through select media partners in NYC and relevant high-net-worth communities.
- Consistently emailing brokers and buyers alike.
- Monthly reporting of campaign data and feedback from market.
- The Roebling Group to provide an update on any showings, market feedback and next steps for marketing approach and opportunities in the coming weeks.

59%

of inquiries stem from the Costar Network

96%

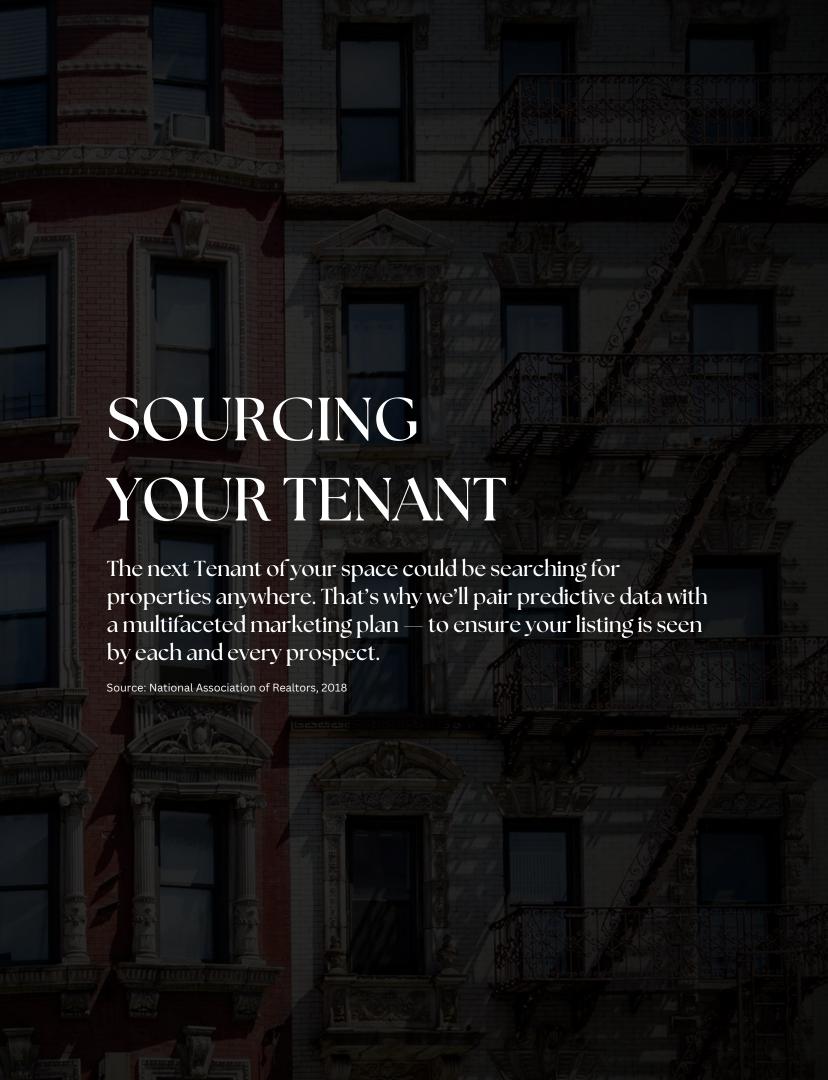
of buyers used **online tools** in the search
process

72%

of buyers recently **leased** their space **through** a real estate **agent or broker**

57%

of recent Tenants, the first step that they took in the leasing process was to look online at properties



DUEDILIGENCE

What's allowed? What's permitted? When was the last time Local Law 11 was completed? We'll have every answer in hand prior to listing by coordinating with your real estate attorney.

		YC Department of Bui operty Profile Ove				
73 WEST STREET	BROOKLYN 1122	2	BIN# 3337602			
WEST STREET MILTON STREET	73 - 73 NO NUMBER	Health Area Census Tract Community Board Buildings on Lot	: 100 : 565 : 301	Tax Block Tax Lot Condo Vacant	: 2564 : 1 : NO : NO	
View DCP Addresses	Browse Block	Scannon Mr. coolabora	1072	1(55,545)	110000	
fiew Zoning Documents View Challenge Results		Pre - BIS PA		View Certificates of Occupancy		
Cross Street(s):	NOBLE STREET,	MILTON STREET				
DOB Special Place Name:						
DOB Building Remarks:						
Landmark Status:		Special Status:		N/A		
Local Law:	NO	Loft Law:		NO		
SRO Restricted:	NO	TA Restricted:		NO		
UB Restricted:	NO					
Environmental Restrictions	: HAZMAT/NOISE	Grandfathered Sign:		NO		
Legal Adult Use:	NO	City Owned:		NO		
Additional BINs for Building	g: 3337599					
HPD Multiple Dwelling:	No					
Special District:	UNKNOWN					
This property is located in a	an area that may be affect	ted by the following:				
Tidal Wetlands Map Chec	:k:	Yes				
Freshwater Wetlands Ma	No		Click here for more in	nformation		
Coastal Erosion Hazard A	No					
Special Flood Hazard Are	a Check:	Yes				
Department of Finance Buil Please Note: The Department	of Finance's building classifica	O5-OFFICE BUIl	uilding's tax	status, which may not be t	he same as the legal use o	
the structure. To determine the le	gai use of a structure, research Total	THE STREET STREET, SAN ASSESSMENT				
Complaints	1	0	Electrical Applications			
Violations-DOB	0	0	Permits In-Process / Issued			
Violations-DOB Violations-OATH/ECB		0	Illuminated Signs Annual Permits		ts	
	0	U	Plumbing Inspections			
Jobs/Filings	2	The second secon		en Plumbing Jobs / Work Types		
ARA / LAA Jobs 0		Facades		V		
otal Jobs 2 otal Actions 0			Marquee Annual Permits			
Total Actions		Boiler Records				
OR Enter Action Type:			0.000	er Information		
OR Select from List: Select	zt	~	Crane Information			
AND Show Actions			31.0	irs Variance Permits		

DEPARTMENT OF HOUSING AND BUILDINGS

TT/ 10

BOROUGH OF

MANHATTAN

, CITY OF NEW YORK

Date August 22, 1945

CERTIFICATE OF OCCUPANCY

(Standard form adopted by the Board of Standards and Appeals and issued pursuant to Section 646 of the New York Charter, and Sections C.26-181.0 to C26-187.0 inclusive Administrative Code 2.1.3.1. to 2.1.3.7. Building Code.)

This certificate supersedes C. O. No.

To the owner or owners of the building or premises:

THIS CERTIFIES that the new-altered working-building receives located at

250 West 82d street 90 ft. 4 ins. front

Block1229

, conforms substantially to the approved plans and specifications, and to the requirements of the building code and all other laws and ordinances, and of the rules and regulations of the Board of Standards and Appeals, applicable to a building of its class and kind at the time the permit was issued; and CERTIFIES FURTHER that, any provisions of Section 646F of the New York Charter have been complied with as certified by a report of the Fire Commissioner to the Borough Superintendent.

XXX Alt. No.- 385-1942

Construction classification— Nonfireproof

Occupancy classification—Old Law Tenement . Height 7 stories,
Class A Mult. Dwell., Single Room Occupancy
Business
August 13, 1945

Date of completion—August 13, 1945 74 Use District. . Height Zone at time of issuance of permit 783-45; 565-45; B Area 1

This certificate is issued subject to the limitations hereinafter specified and to the following resolu-(Calendar numbers to be interted here)

PERMISSIBLE USE AND OCCUPANCY

	LIVE LOADS	PERSONS ACCOMMODATED		MODATED	the state of the s		
STORY	Lbs. per Sq. Ft.	MALE	FEMALE	TOTAL	USE		
Cellar Lst story	on ground	10		25	Laundry and Storage 6 0-1/60 Five (5) rooms Single Room Oc- cupancy, One (1) Community		
d story	40				Nitchen, and five (5) Stores. One (1) apertment, and fourteen (14) rooms Single Room Occupancy, and two (2) Community kitchens.		
d story	40				Twenty-three (23) rooms Single Room Occupancy, and two (2) Com- munity kitchens.		
th story	. 40		25 45		Twenty-one (21) rooms Single Room Occupancy, and three (3) Communit kitchens.		
5th story	40	de x			Twenty-three (23) rooms Single Room Occupancy, and three (3) Com- munity kitchens.		
6th story	40	-			Twenty-three (2)) rooms Single Room Occupancy; and two (2) Com- munity kitchens.		
7th story	40				Twenty-three (23) rooms Single Boom Occupancy, and two (2) Com- munity kitchens.		
					Sprinkler, Plumbing Div. approval Aug. 13, 1945; Watchman's Time Detector, Fire Department approval July 11, 1945. Fire Alarm Fire Department approval July 11, 1945.		
				i	and the second second		





We know your sub-market better than anyone else.

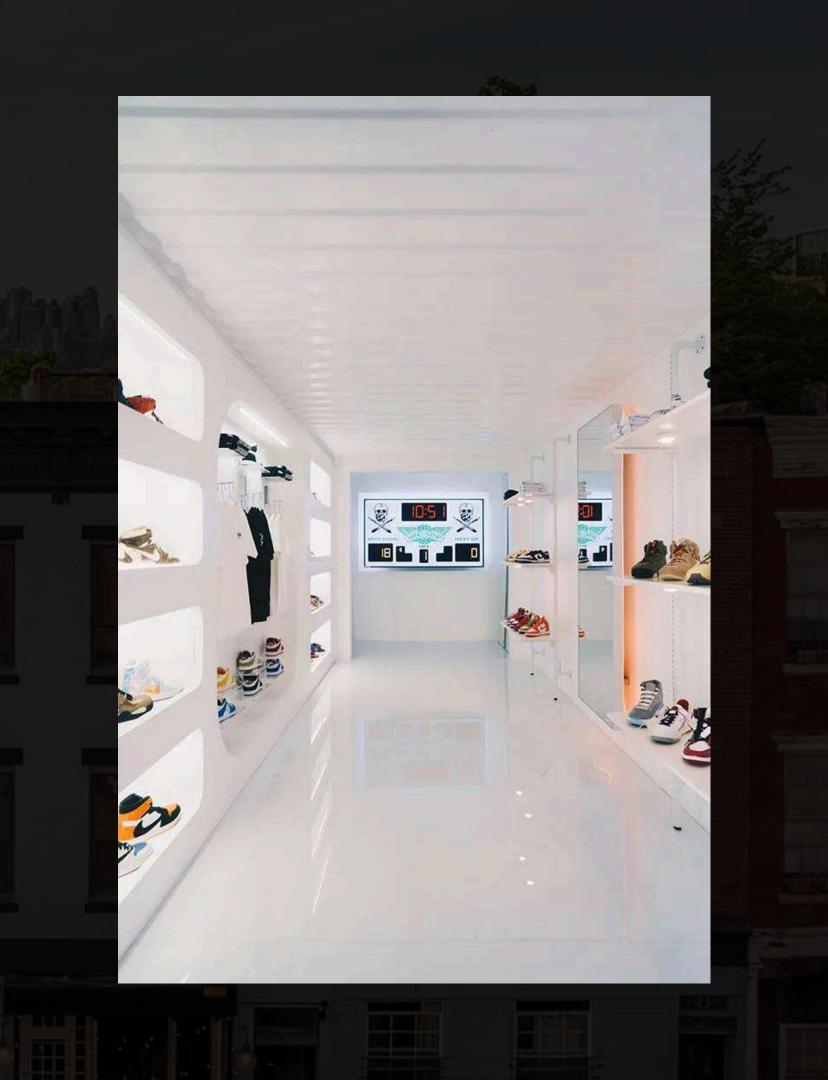




We're previewing spaces every day and engaging with brokers who have in-contract data that's relevant to your lease-up now. Not 6 months ago.











We ensure any maintenance issues are in great hands.







We hire floor plan draftsmen to draw up precise plans and measurements.



YOUR LISTING. EVERYWHERE.

As a REBNY member, we distribute your listing to every brokerage and website that accepts the internal RLS - this will ensure exposure to all brokers and their clients. Aggregation websites like Costar, Loopnet, and Crexi will also be utilized to their full potential. We are adept at using these services to 'refresh' the listing with minor modifications like testing a new thumbnail photograph or creating an "Open House by Appointment" so those who Saved the listing will continue to obtain notifications about your space.



corcoran

NEWMARK

COMPASS

Sotheby's

GREINER-MALTZ
REAL ESTATE

VOGUE

EDECTAR

Instagram

facebook

twitter

JTikTok

全Zillow

StreetEasy

realtor.com®







craigslist

CITYFEET

TenSource







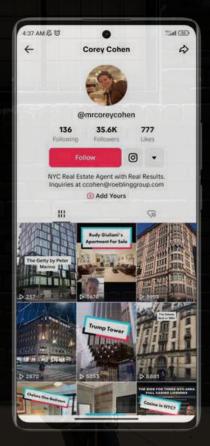
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MARKETING





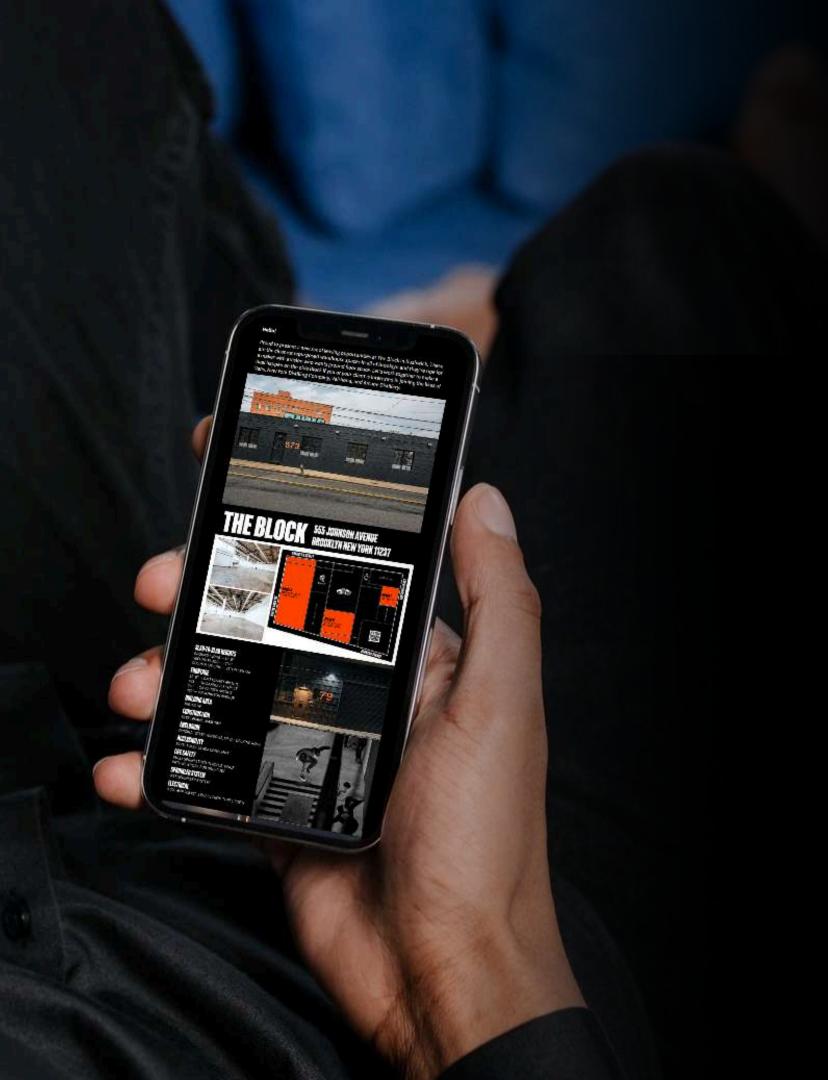


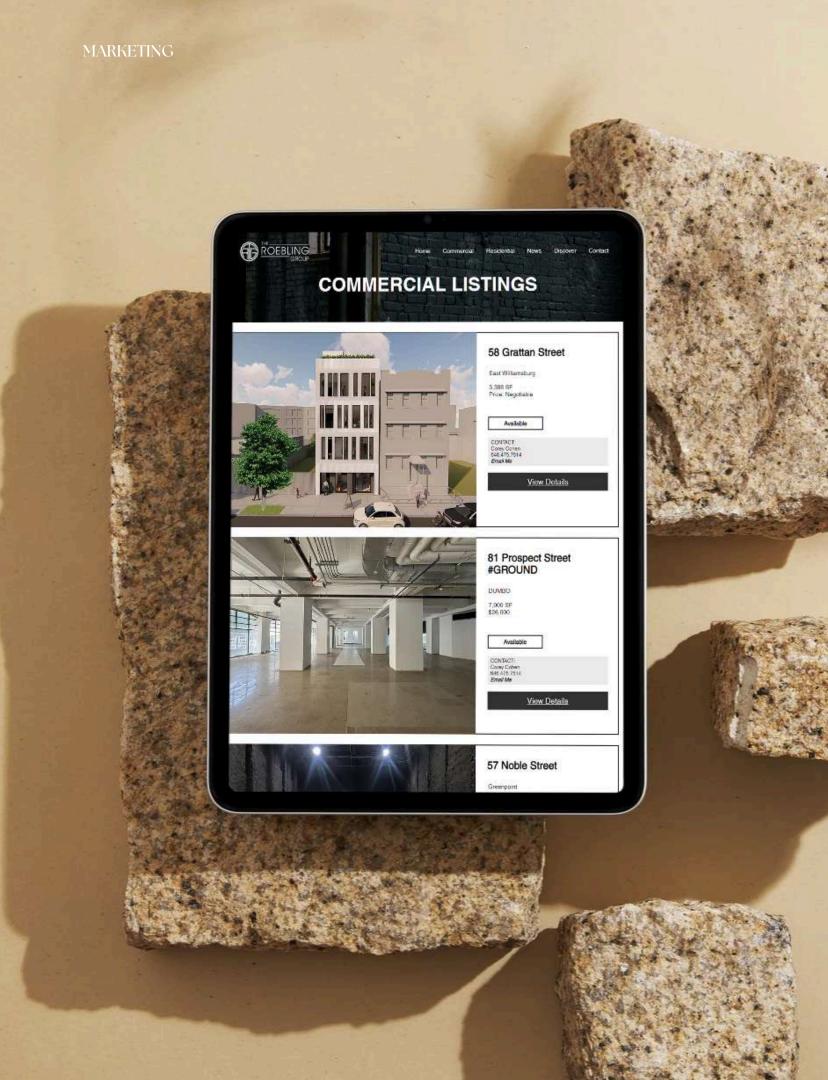
SOCIAL PRESENCE

We provide exposure and create word of mouth through our personal social media networks. As a digital marketing expert, I've amassed 2,000 LinkedIn followers, 35,700 TikTok followers, and 2,400 Instagram followers posting real estate content. For each format, we will include professional photography and video that positions the property in the best light possible.

EMAIL MARKETING

Communication plays a critical role in the swift and successful lease of your space. The Roebling Group pairs well-designed emails with data-driven targeting to ensure your listing arrives in precisely the right hands





WEBSITE AND RETARGETING

A key driver of retargeted advertising is being able to control the landing page that visitors go to. We'll have a page that brokers are clicking to from email blasts and we'll be able to monitor the analytics together. We'll be retargeting those visitors.

PRINT MATERIAL

As a boutique firm, we have the ability to elevate your space's story and step outside the unmemorable templates of a corporate agency. Every single marketing piece — from multipage brochures to custom mailers to open-house handouts — creates a cohesive story around your property and elevates it to luxury status.





ADVERTISING AND MEDIA

Our in-house media team has fostered relationships with key print and digital publications. Based on your Tenant profile, we're able to craft an effective, targeted campaign strategy unique to your listing.

As Featured In:

COMMERCIAL OBSERVER









24/7 PERSONALIZED ATTENTION

When the updates truly count and we're in the heat of the negotiation, we'll be communicating updates in real-time.







We maximize leverage wherever possible to ensure your space receives the highest price the market can bear. Any information shared with us remains confidential so Tenants cannot obtain a leg up on situations where you need to rent.

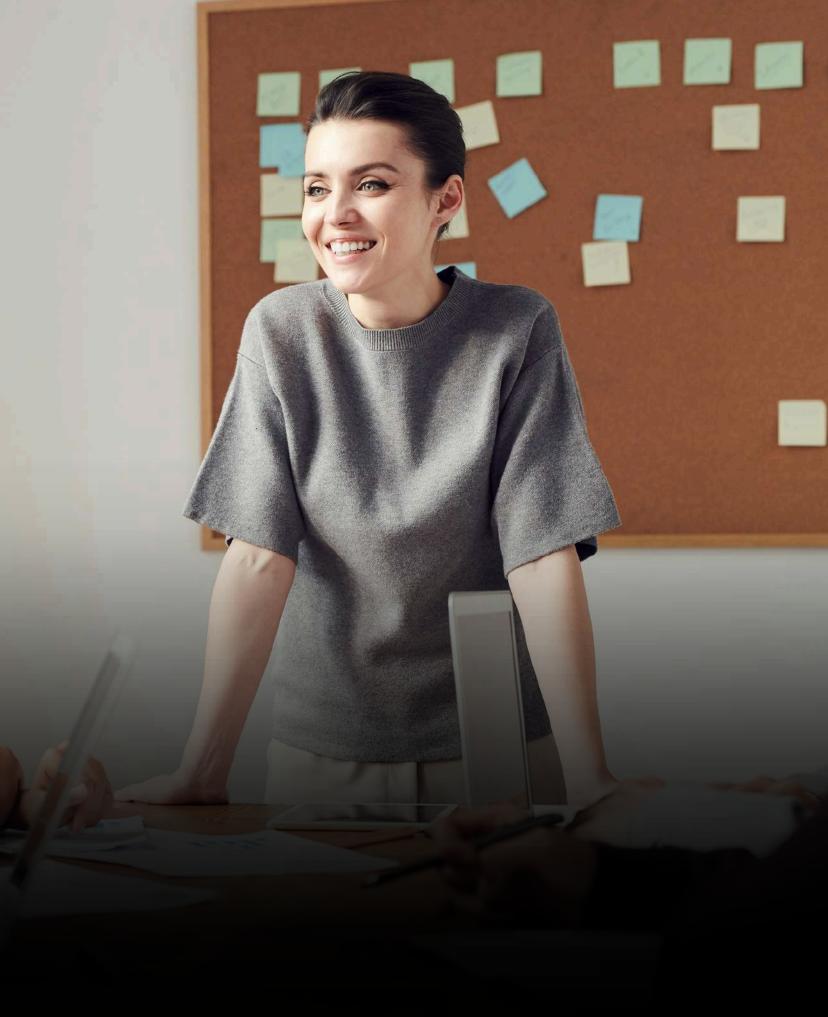
We've successfully employed Highest and Best Offer requests in the event of multiple bids. Throughout the sale we're readying backup offers. We continue to show the space until there's a lease signed.



the amount on the bottom of his bank statement but didn't bother to change any other numbers on the document, which showed a far less impressive \$5,000. Another person claimed to be an investment banker, but the even numbers on his pay stubs were suspicious. When Cohen called the employment reference on the application, the man admitted he didn't work at the bank.



'final walkthrough.' We will schedule and coordinate on your behalf to facilitate ease within the transaction. Congratulations!





Joel Feinberg | Major League Baseball | Downtown Buyer

Corey and his team were a first-class experience throughout the process. From the start, Corey was incredibly knowledgeable about the NYC market and neighborhoods...

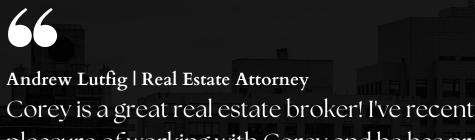
He was patient and helpful in negotiations and after entering into a contract kept me informed and was on top of everything.

I would highly recommend Corey & The Roebling Group. They were fantastic to work with!





From the first time we met Corey, it was clear that he is committed to his clients and willing to go above and beyond on our behalf. We started looking at properties during December of 2020 (peak of Covid) and Corey helped us navigate, view, and evaluate 25+ spaces across the Upper East and West Side in Manhattan, arming us with thorough research and expertise at every one. After we had an accepted offer, he strategically supported us through the application. We're so happy with our new home and couldn't have done it without Corey. Highly recommend and will be referring our friends to him!



Corey is a great real estate broker! I've recently had the pleasure of working with Corey and he has proven himself to be a broker that truly cares about his clients. As a NYC real estate attorney, it's always great to work with brokers that take a proactive approach to every day, maintain a high level of communication and are detail oriented. Corey certainly fits that mold.











Rebecca Handler

Corey is a rare find in this industry. He is hard working, extremely thorough, highly intelligent, honest and has good instincts. If you are looking for a realtor, look no further. I trust him undoubtably and have worked with him for 2 years in commercial real estate. He has given me stellar counsel and has recommended equally qualified colleagues along the ways in my real estate pursuits.



Angie Marei

Corey is an absolute pleasure to work with - I would recommend him to anyone looking for a space. He is well connected in the Dumbo area and seems to be able to find a lot of interesting spaces. He's been very kind and patient while working with us - which is a rare quality these days.







Matthew Waxman

Corey was a great resource during our space search. He carefully curated options that suited our needs and was patient with our demands - and boy were there a lot! He negotiated on our behalf and was always responsive. He'll be my go-to agent for all searches to come.



Brandon Sanchez

Just signed a lease In Dumbo during one of the toughest markets that I've seen living in Brooklyn over the last 6 years and It was incredibly easy with Roebling and more specifically Corey. The process was clear and above all, closer to a real human interaction in contrast to how many agencies in NYC seem to operate.

Follow me









@mrcoreycohen

Follow The Roebling Group



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@roeblingRE



roeblinggroup.com



Real Estate. Real Results.

257 Central Park West New York, NY 10024 roeblinggroup.com