ATENANT'S HANDBOOK

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

COREY COHEN

FOUNDER OF THE ROEBLING GROUP



Thank you for the opportunity to present my ideas on how to best find a space in New York City. 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. My goal is to help you save money and time in pursuit of the perfect fit for your business. Please feel free to reach me anytime should you have questions or want to discuss further.

Sincerely, Corey Cohen

Corey Cohen

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 research and negotiation required to successfully execute your lease.

Boutique.

Personalized.

Experienced.

Accountable.





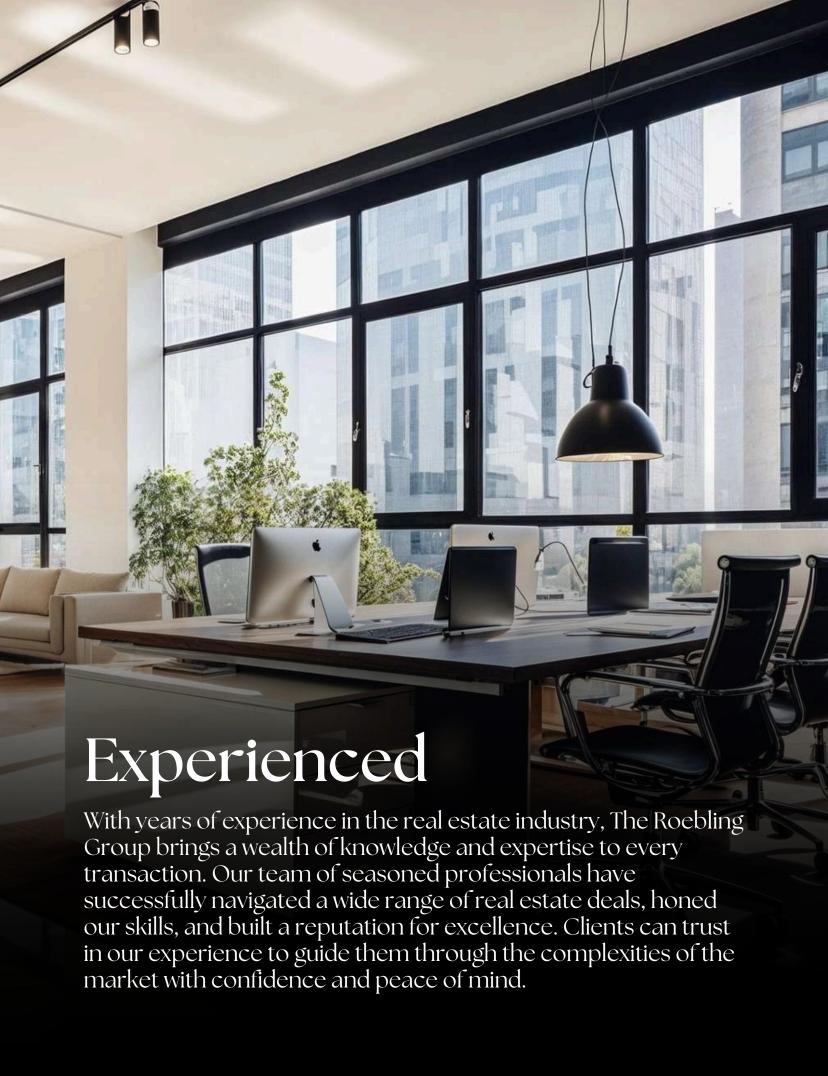
We are a boutique real estate agency, emphasizing a personalized and exclusive approach to our clients. We provide tailored services and attention to detail, ensuring a unique and customized experience for each business.



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 Tenant 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 New York City, 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.

Tenants today seek Corey's expertise so they can secure market-appropriate discounts relative to leases signed just a few years ago. Having walked thousands of spaces, Corey provides the eye of an inspector on-site. He shares curated spreadsheets at different stages of the leasing process with appraiser-like analysis so clients understand market valuation. He also offers feedback and consideration on matters like lease terms in advance of vetted second opinions from a legal team. Clients appreciate Corey's experience and attention to detail in his anticipation of their needs.

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



Michael Bewley

Corey was great to work with in securing my new business location. Meeting me multiple times visit the space before deciding and helping facilitate the conversation with the landlord as we worked out the details and lease. Great communication which made the process all the easier.





Ilan Cohen, Owner of DVASH

We recently had the pleasure of working with Corey Cohen from the Roebling Group, and I couldn't be more impressed with the level of professionalism and expertise he brought to the table. Corey's knowledge of the Manhattan real estate market is unparalleled, and his dedication to finding the perfect property for his clients is truly commendable.



Google Reviews ****



Arthur Wei, Owner of Brooklyn Campervans

Corey has been absolutely amazing to work with. Detail oriented, professional, communicative, and patient. It was a pleasure to find our new warehouse through Corey and I highly recommend reaching out!





Andrew Spangler

We worked with Corey Cohen and he was an excellent broker! He was very knowledgeable about the NYC market, provided helpful guidance to evaluate properties, provided fast response and identified key consideration for us in the contracts during a competitive bid. We got it for a fair price. Thanks Corey!



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 V Tua

Cathird

CLEOS

COLORS*STUDIOS



feather

FOLOW

KL5 COFFEE





Millwright

NATOORA

Package Free



SEMEZCLA

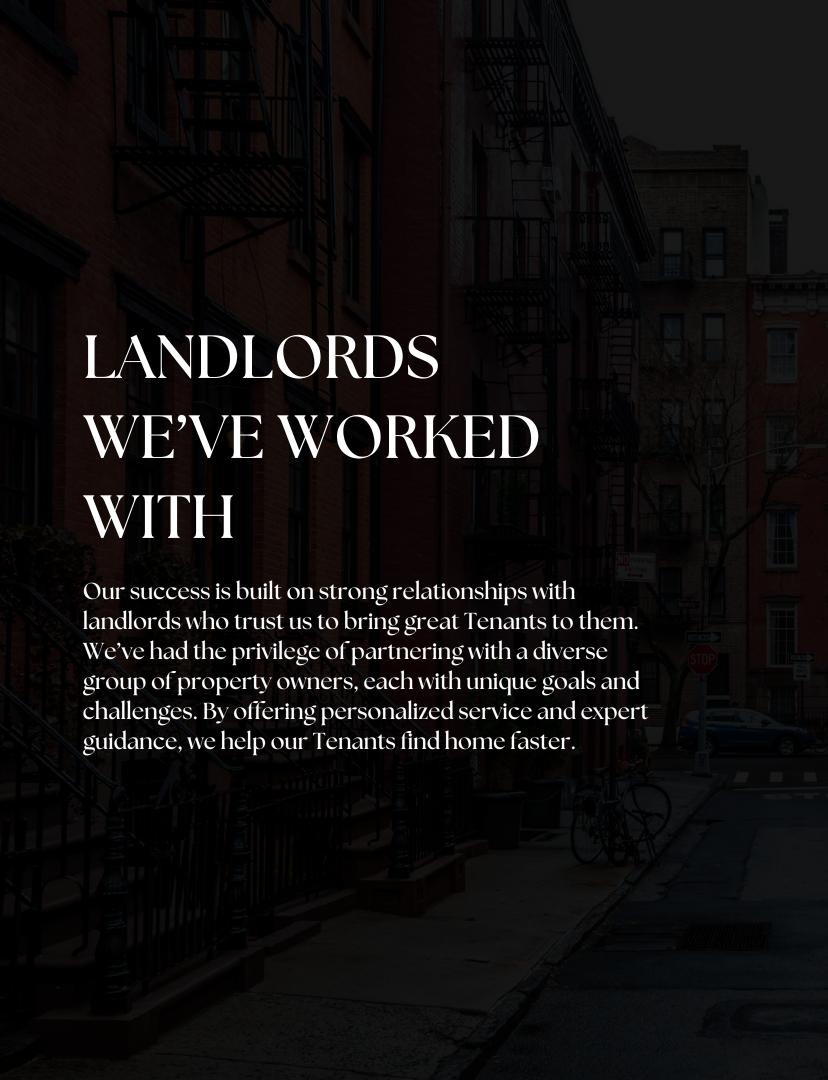


VĀSSLA

WWAKE

WARDROBE.NYC

SIN







BUSHBURG

Pearl Realty Management LLC

BUSHWACK CAPITAL











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



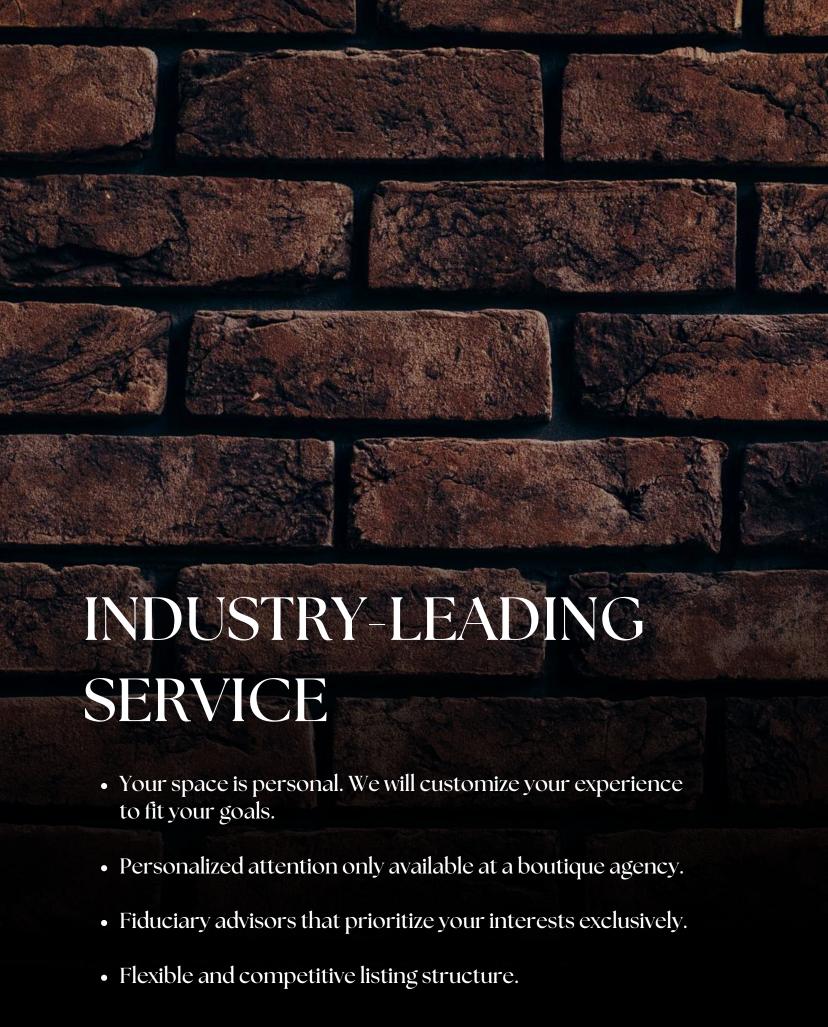




5-Star Business



POWER BROKER AWARD





MARKETING TIMELINE

01 02 03 04 05 06 07 08

RESEARCH

- Understanding Tenant Needs: Conduct in-depth consultations to assess the Tenant's business requirements, longterm growth plans, and desired property features.
- Market Research & Analysis: Analyze local and global market trends to identify suitable spaces that align with the Tenant's goals and industry.
- Space Utilization Study: Evaluate how different layouts and amenities can optimize operational efficiency and enhance employee satisfaction.
- Site Selection Strategy: Develop a strategic shortlist of properties based on key criteria such as location, accessibility, and price.
- Comparative Financial Analysis: Provide comprehensive financial modeling to assess the value and suitability of each potential space.
- Negotiation & Advisory: Advise on lease terms and facilitate negotiations to secure optimal conditions for the Tenant.

TOURING

- Seamless Tour Coordination: Schedule and organize all property tours, ensuring alignment with the Tenant's schedule and availability.
- On-Site Support: Provide printed brochures and detailed property information for review during each visit, making it easy for the Tenant to compare options.
- Transportation Services: Arrange car service between appointments for a comfortable and efficient touring experience.
- Expert Introductions: Connect the Tenant with trusted contractors, architects, and legal professionals to offer additional insights and guidance on potential spaces.
- Thorough Property Inspections:
 Facilitate comprehensive property inspections, highlighting any physical attributes or issues.
- Real-Time Feedback & Adjustments:
 Gather immediate feedback from the
 Tenant and refine future tour selections accordingly.

09	10	11	12	13	14	15

NEGOTIATION + CLOSING

- Comparable Analysis & Market
 Positioning: Pull detailed comps to
 assess market pricing, helping the
 Tenant understand property value and
 negotiate from an informed position.
- Letter of Intent Strategy: Collaborate with the Tenant to draft and refine the Letter of Intent (LOI), outlining key terms and conditions to set the foundation for a successful deal.
- Lease Review Coordination: Work closely with the Tenant's attorney to review lease documents, ensuring adherence to the LOI and protecting the Tenant's interests.
- Term Negotiations: Negotiate rental rates, concessions, and lease terms to secure optimal financial and operational conditions.
- Financial Modeling: Offer detailed financial models to project the longterm value of the lease agreement.
- Final Deal Execution: Coordinate all parties involved, ensuring timely document completion and a smooth transition to lease signing.

60%

of spaces are viewable online by non-brokers.

96%

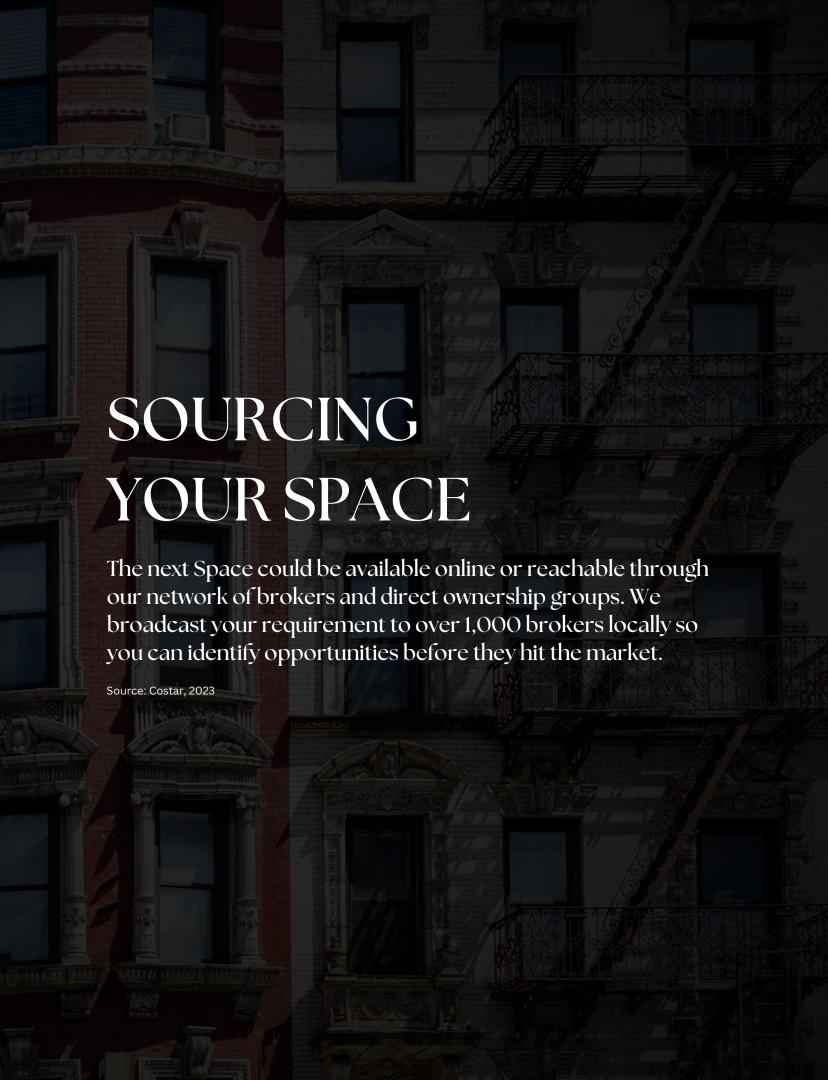
of brokers used **online**tools in the
procurement of Tenants
for their spaces

72%

of Tenants 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



DUE DILIGENCE

What's permitted? When was the last time Local Law II was completed? We'll have every answer in hand prior to submitting an offer in coordination with your real estate attorney.

		YC Department of Buil roperty 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 : 6	Tax Block Tax Lot Condo Vacant	: 2564 : 1 : NO : NO		
View DCP Addresses	Browse Block	a customer of other states	11.00	EXPERIMENTAL IN	44 188 20012		
View 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	32.032	Grandfathered Sign:		NO			
Legal Adult Use:	NO	City Owned:		NO			
Additional BINs for Buildin	g: 3337599						
HPD Multiple Dwelling:	No						
Special District:	UNKNOWN						
This property is located in	an area that may be affec	ted by the following:					
Tidal Wetlands Map Che		Yes					
Freshwater Wetlands Ma	75 C-78 C-78 C-78 C-78 C-78 C-78 C-78 C-78	No		Click here for more in	nformation		
Coastal Erosion Hazard	A CONTRACTOR OF THE CONTRACTOR	No					
Special Flood Hazard Are	ea Check:	Yes					
Department of Finance Bui Please Note: The Department the structure. To determine the le	of Finance's building classifica		uilding's tax		he same as the legal use o		
The second secon	Total	THE STREET STREET, STR	Elevator				
Complaints	1	The state of the s	Electrical	Applications			
Violations-DOB 0		27.0	Permits In-Process / Issued				
Violations-OATH/ECB 0			Illuminated Signs Annual Permits		ts		
Jobs/Filings 2			Plumbing Inspections				
ARA / LAA Jobs	0		Open Plu	mbing Jobs / Work Typ	oes		
Total Jobs	2		Facades				
			Marquee Annual Permits				
Total Actions	0		Boiler Re				
OR Enter Action Type:		2000		er Information			
OR Select from List: Sele AND Show Actions	Ct		Crane Information After Hours 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 Lbs. per Sq. Ft.	PERSONS ACCOMMODATED		MODATED	the state one waster a substitute of the contract of		
STORY		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.

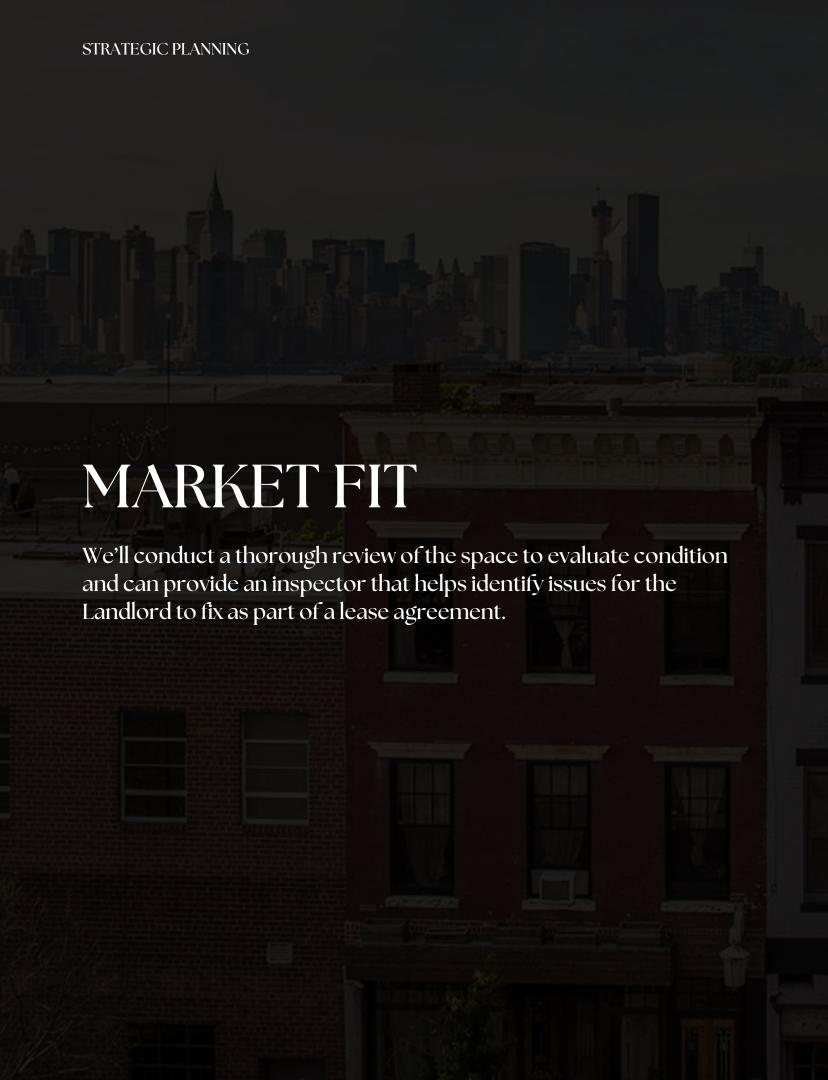


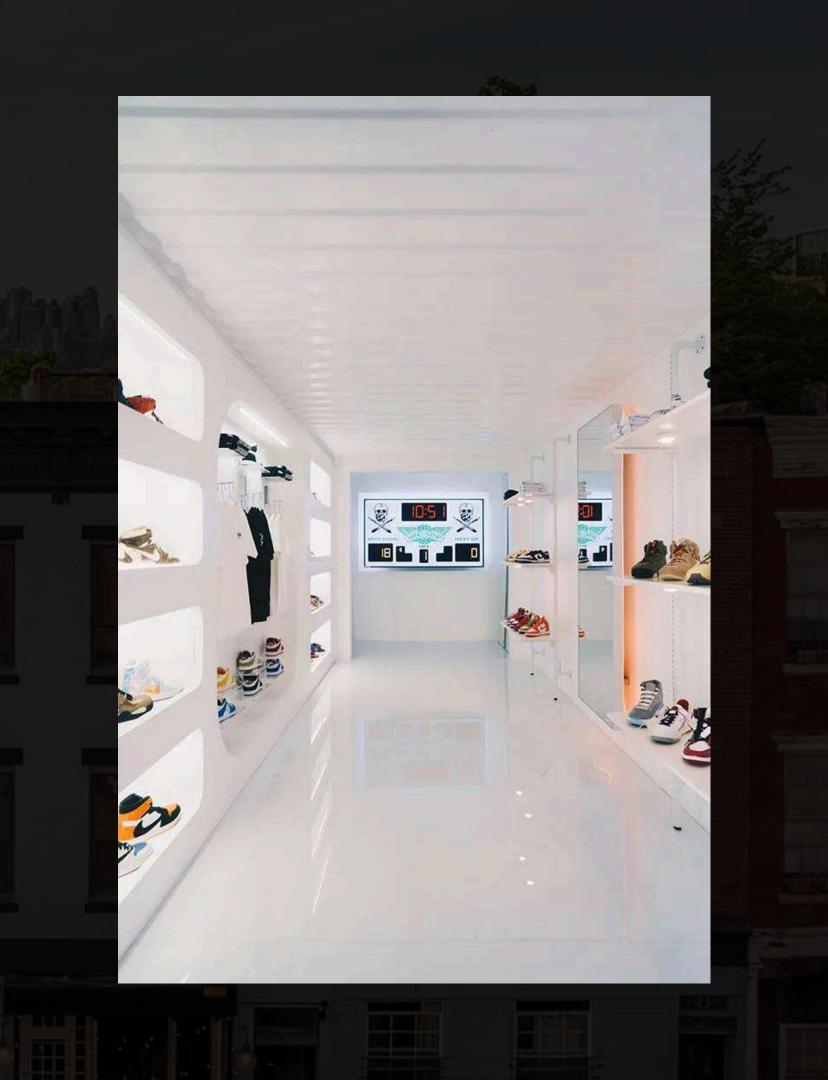


Commercial leases are notoriously difficult to track for pricing comparables. We're previewing spaces every day and engaging with brokers who have in-contract data that's relevant to your potential lease now. Not six months ago.













We ensure any maintenance issues are in great hands.



We can provide floor plan draftsmen to draw up precise plans & measurements.



YOUR REQUIREMENT. 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







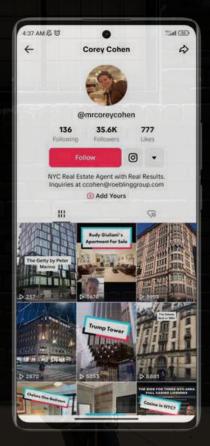
CREXI



MARKETING





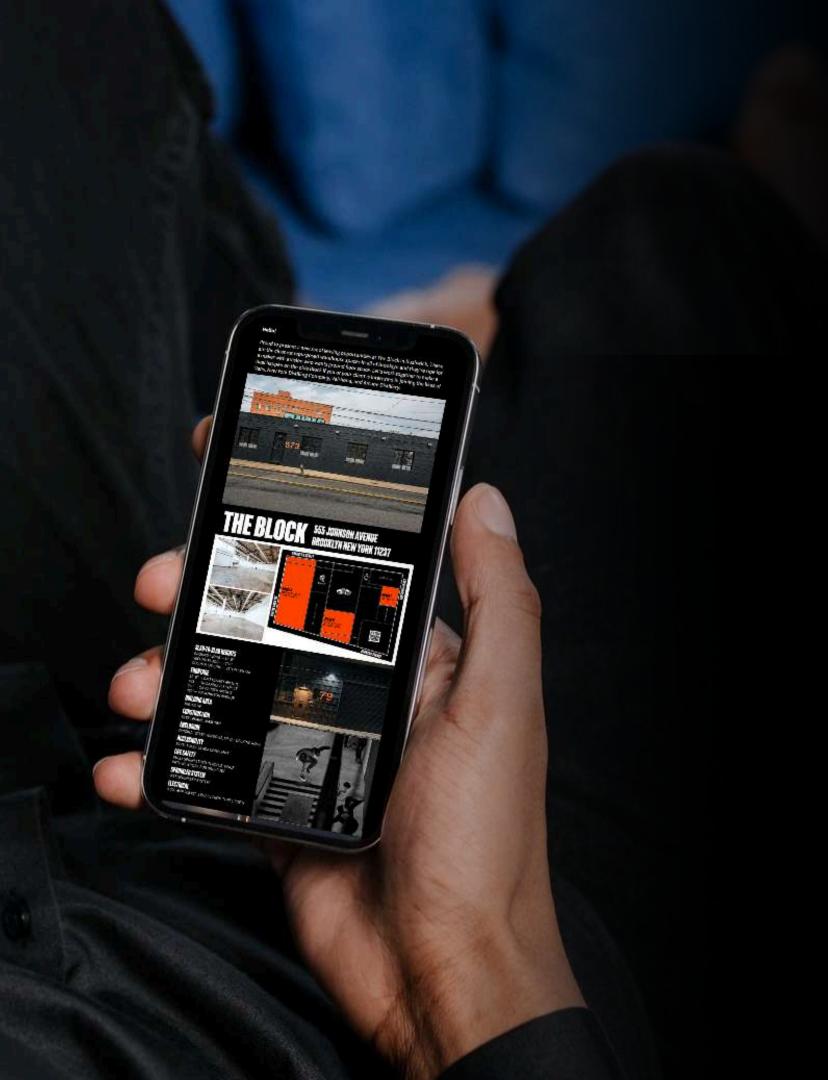


SOCIAL PRESENCE

We provide exposure and create word of mouth through our personal social media networks. As digital marketing experts, we've amassed 3,747 LinkedIn followers, 35,700 TikTok followers, and 2,400 Instagram followers posting real estate content. For each format, we will include requests for your type of property so that it gains visibility with owners and brokers.

EMAIL MARKETING

Communication plays a critical role in the swift and successful identification of a property. The Roebling Group pairs well-designed emails with data-driven targeting to ensure your requirements are arriving in the right hands.



PRINT MATERIAL

As a boutique firm, we provide printed tour material in anticipation of viewings. You'll be able to review this with your team in advance of touring properties to help save time and scale the process across multiple departments.





ADVERTISING AND MEDIA

Our in-house media team has fostered relationships with key print and digital publications. Sharing the details of the transaction will be another value-add for your brand with complimentary coverage in a real estate publication when the deal closes.

As Featured In:

COMMERCIAL OBSERVER

CURBED





traded



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.



LETTER OF INTENT

The Roebling Group drafts curated Letters of Intent (LOIs) by first understanding the tenant's business needs, financial goals, and real estate plans. Leveraging market research and its network, it identifies properties and structures LOIs to meet tenant objectives.

Each LOI covers key terms like rent, lease duration, and build-out needs, while addressing unique provisions and financial structures such as tenant improvement allowances. This strategic approach ensures every LOI sets a solid foundation for negotiations, reflecting the tenant's priorities and securing the desired space.



257 Central Park West, 12G New York, NY 10024 646.475.7514

Via Email:

August 27, 2024

Jacob Newton Empire City Realty Group 200 Park Avenue New York, NY 10166

RE: 147 Spring Street New York, NY 10012

Dear Mr. Newton,

On behalf of Urban Loft Furnishings, we are pleased to submit the following offer to lease space at 147 Spring Street New York, NY 10012.

A bit about the Tenant: Urban Loft Furnishings specializes in high-quality, contemporary furniture and décor, offering stylish solutions for residential and commercial spaces. Known for their craftsmanship and modern design, Urban Loft is a leader in the industry, providing personalized service and premium products to clients across the region.

BUILDING: 147 Spring Street New York, NY 10012

PREMISES: Approximately 25,000 usable square feet on the upper

level.

TENANT: Urban Loft Furnishings

USE: Retail, Storage, Distribution, Showroom, Photography

Studio, Office, light fabrication, and other uses ancillary

to their business.

TERM: 10 years from Rent Commencement

LEASE COMMENCEMENT: December 1, 2024.

BASE RENT: \$3,125,000 (\$125psf)

TAXES AND INSURANCE: Tenant to pay Taxes and Insurance of the building.

Currently \$65,000 per annum (\$2.60psf)

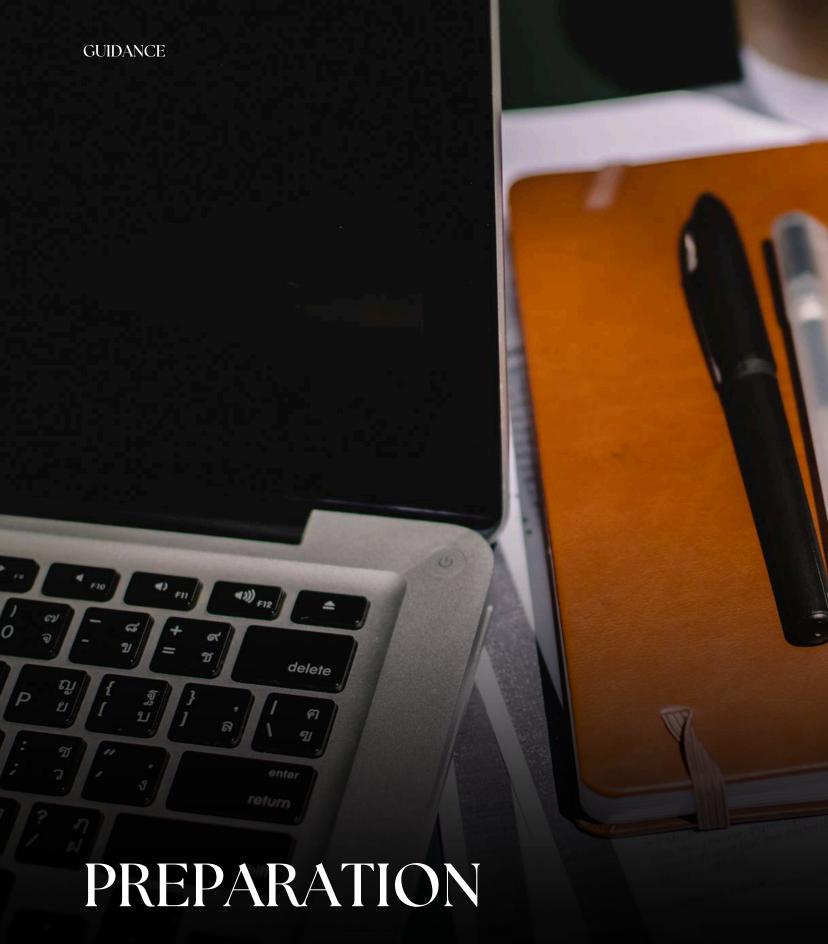
RENT COMMENCEMENT: March 1, 2025





We maximize leverage wherever possible to ensure you get the best deal the market can bear. Any information shared with us remains confidential.

We've successfully employed Highest and Best Offer submissions on multiple bids. Throughout the process we're readying backup availabilities. We continue to explore all options until a lease is signed.

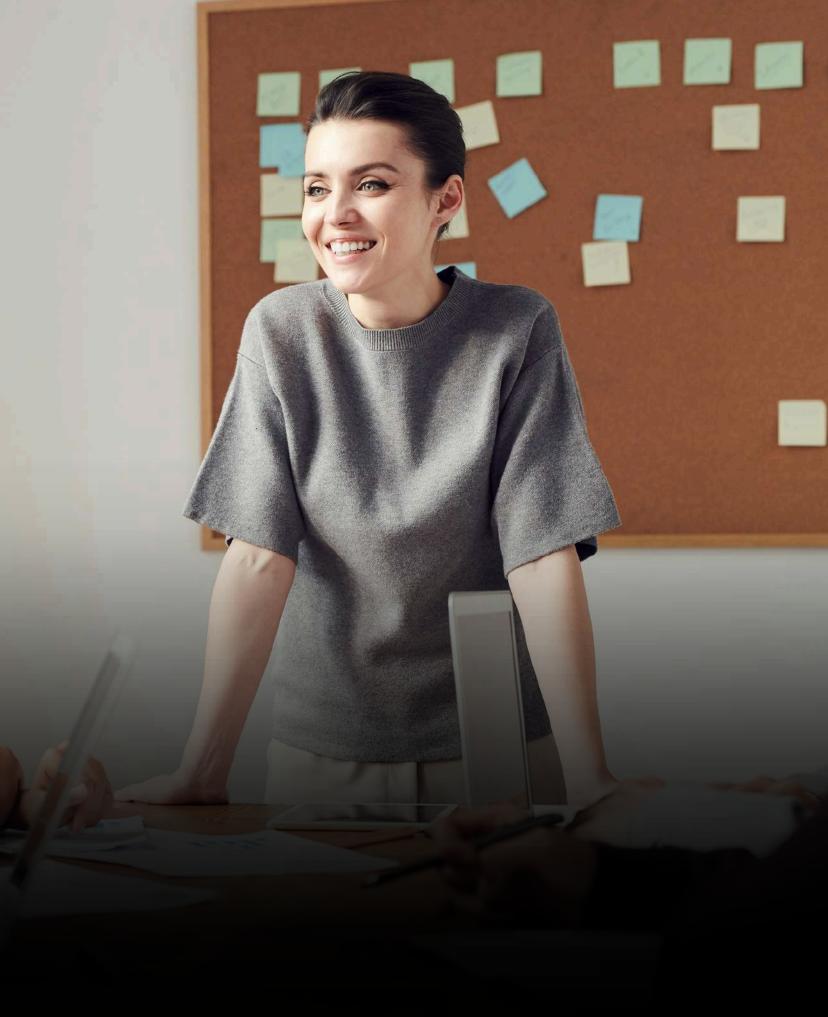


We organize financials, tax returns, and additional documentation to ensure a strong package is provided to the Landlord.





'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...

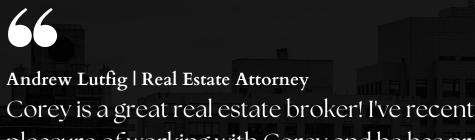
He was patient and helpful in negotiations and after entering into a contract kept me informed and was on top of everything.

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



@roeblinggroup



@roeblingRE



roeblinggroup.com



Real Estate. Real Results.

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