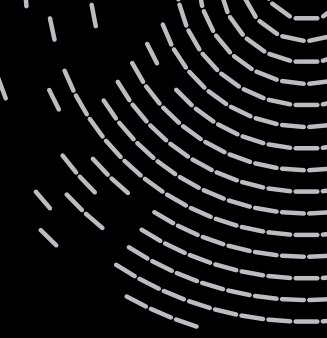
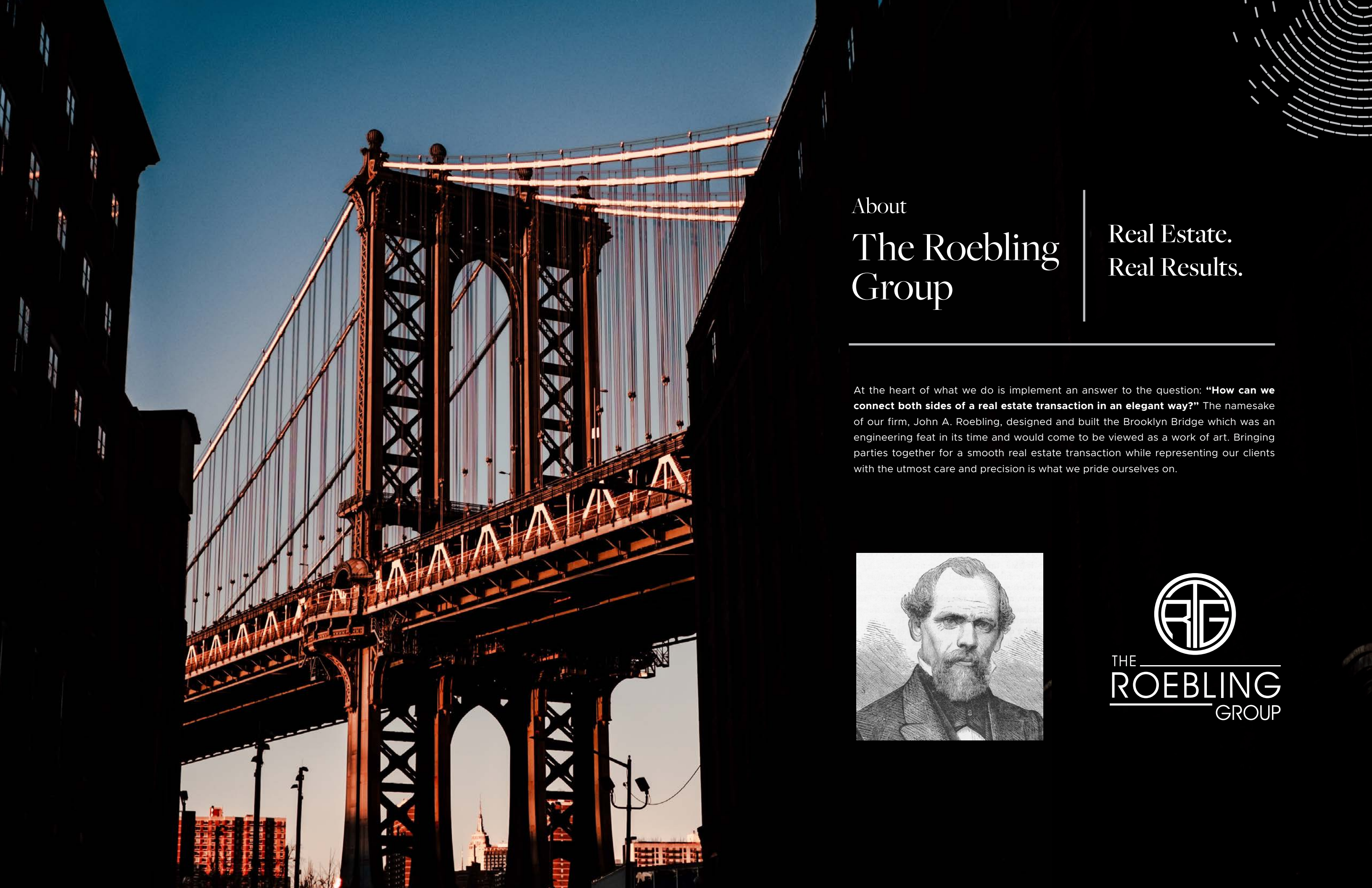




# Commercial Proposal

Connecting Buyer & Seller.  
Landlord & Tenant.



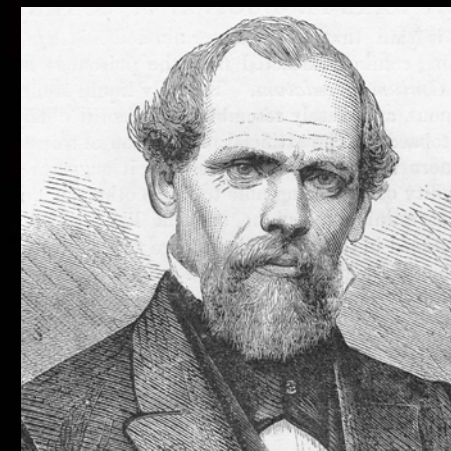


About

# The Roebling Group

Real Estate.  
Real Results.

At the heart of what we do is implement an answer to the question: **“How can we connect both sides of a real estate transaction in an elegant way?”** The namesake of our firm, John A. Roebling, designed and built the Brooklyn Bridge which was an engineering feat in its time and would come to be viewed as a work of art. Bringing parties together for a smooth real estate transaction while representing our clients with the utmost care and precision is what we pride ourselves on.



THE  
**ROEBLING**  
GROUP



Founder of The Roebling Group

# Corey Cohen

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646.939.7375 | [ccohen@roeblinggroup.com](mailto:ccohen@roeblinggroup.com)

Corey's full attention will be dedicated towards leasing your property at the best possible price. He'll be personally handling inquiries, outreach to tenants and their representatives, and advising on negotiations.

In real estate it's the details and what happens at the margins that make the difference. Corey welcomes calls from his clients and their prospective tenants on a 24 hour basis with inquiries answered in real time. In working with Corey you'll have well-crafted visibility on every platform which will be converted into viewing traffic and the best tenants at the optimal price.

## Experience

9 years leasing and selling real estate

Over \$300m in leasing volume for 2022

274 transactions to date





# Representing Excellence

We have represented both Tenants and Landlords on dozens of commercial leases. For our Landlords we implement best-in-class marketing in order to secure interest from a diverse array of Tenants. But the goal goes beyond simply leasing the space to just anyone. We want to build a partnership that lasts which means ensuring your Tenant is paying agreed upon rent through the entire term and hitting desired expectations. Vetting financials and minimizing risk is at the heart of what we do through this process.



BURSON & REYNOLDS

S I N

Catbird

KL5  
COFFEE

CARTO

NATOORA

CORE  
SERVICES GROUP

FD PHOTO  
STUDIO  
get creative, inspire

Lime

WAKE

umami  
cart

GOPLUS

LANDOWSKA  
INTERIOR DESIGN + CERAMICS

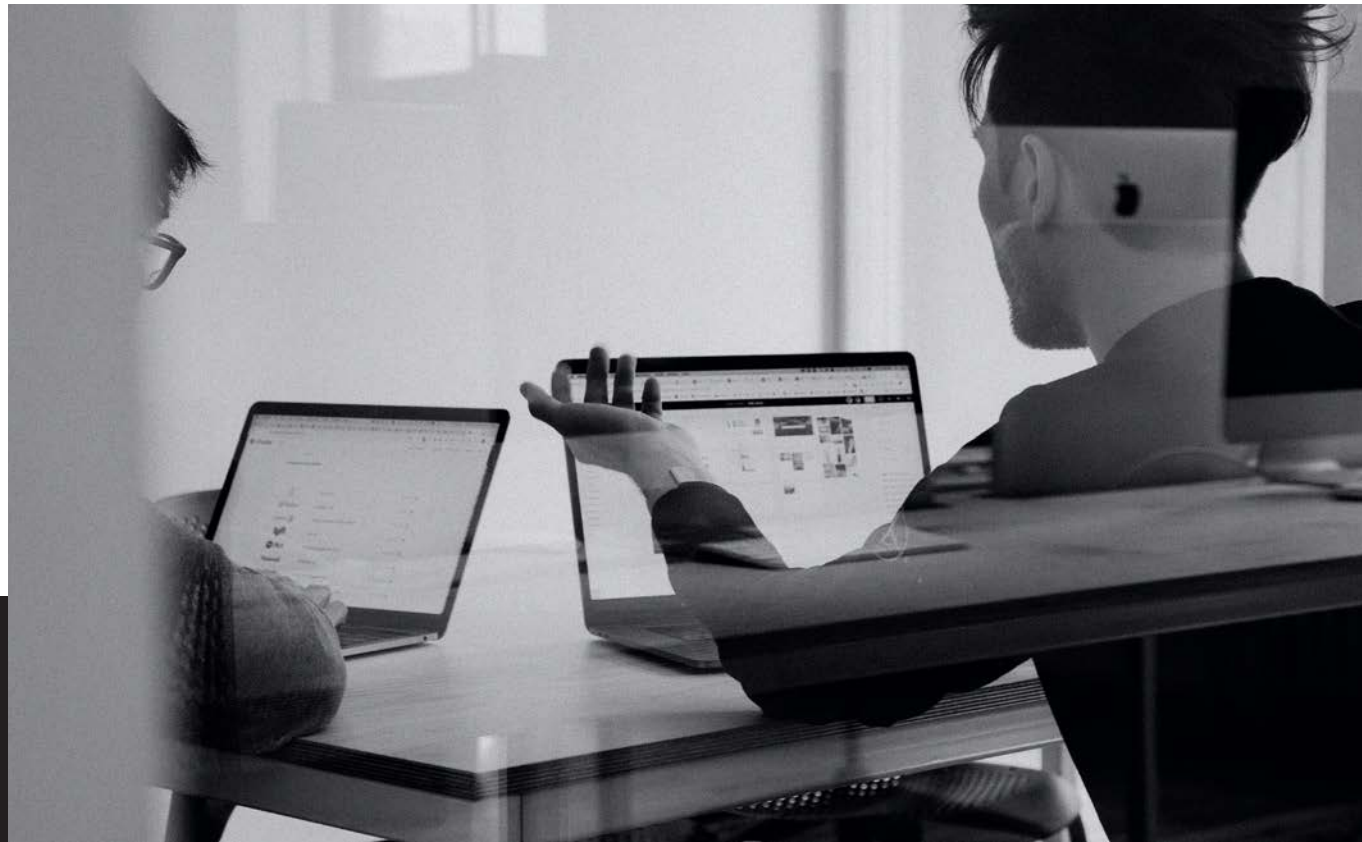
wardrobe



A Forward  
Thinking Approach...

# Our Process

We strive to position your asset to achieve the best reception in the market. This begins with the discussion and implementation of a capital improvement plan around the site itself - what is currently in demand and what adjustments to the property itself can we make? Sometimes this is about improving one section of the building in order to demonstrate to Tenants what the final project will look like. In other instances we're reading the market and recommending pre-built fitouts that are most in demand based on our understanding of today's activity. The goal is to implement sensible and cost-aware improvements prior to digital collateral like photography and video being developed.



## Intelligent Digital Marketing.

The traditional channels of listing distribution like CoStar, Loopnet, Property Shark, and Tensource are obvious. But we make efforts to proactively research and pitch Tenants who may not be proactively looking for new space. This happens through targeted digital advertising on platforms like Instagram, TikTok, Facebook, and Google Ads. We want to reach founders of companies and their brokers both locally and in comparable cities - Miami, Los Angeles, Austin, and Portland to name a few. We curate and distribute video assets that reach these targeted demographics by using best in-class creatives including the founder of TRG who has been viral on multiple social media platforms. Creating an online buzz is at the heart of our marketing efforts and allows us to go a step beyond the traditional broker.

## Digital Distribution





# Our Process

## Thumbnail First.

In today's 'attention economy' what story are we going to tell in one photo that grabs a lessee's attention? When it comes to online distribution we believe we're not only competing with other spaces on the market but also the potential tenant's overall attention. For everything we do we're A/B testing to ensure best results and then retesting to improve and further refine.

## Broker Outreach.

Outreach is an integral part of our process. We want to present your opportunity to like-minded brokers who are also representing this new wave of Tenants. From Apple to Spotify we know exactly which broker is representing these large corporate Tenants and we target them with email and social media advertising with your space front and center. Cooperation is at the heart of what we do in order to generate the most viewings and best price - our stellar online reputation reflects that spirit.

## Real-Time Responsiveness.

Here at The Roebing Group we work in real-time both for you and anyone interested in the property. This is New York City and real estate never sleeps so neither do we. If you want to discuss a bid at 9:00pm on a Wednesday we'll be excited to jump on the opportunity. Similarly if we receive an interesting Tenant inquiry first thing on a Sunday morning you can bet we'll be having a conversation with them moments later.

## Negotiation. Advocacy.

The fiduciary responsibility as Landlord advocates is at the heart of what we do: Reasonable care, undivided loyalty, confidentiality, full disclosure, obedience, and duty to account. We want as many qualified tenants coming through the door so we can identify that sweet spot of best price, terms, and Tenant credit. Where we can leverage multiple bids to garner the most optimal outcome we're there. And our services do not stop at "Accepted Offer" but when a lease is signed. If one offer doesn't pan out we want to make sure you have backups that are warm, credible, ready, and able.

## Paperwork and Live Updates.

We'll be working hands-on with Tenants and their representatives to ensure all necessary paperwork is completed and delivered promptly. Financial vetting. Application. Guarantees. We'll be here providing proactive feedback on where we see a future at your property and what the risk looks like. Throughout the process we'll be available to answer your questions and update you on viewings based on how you want to be contacted. Each week you'll receive reports documenting the volume of inquiries, clicks, website traffic, who they are, along with any feedback.





# Success Stories

“**He was attentive to all of our needs**, he responded to e-mails and texts immediately, he was always available by phone, kind and gracious. In the face of difficulties he plowed through and made it happen. **He managed every single detail with the utmost of care and sensitivity and his availability and skill made the process a success.** Thank you and your team.”

Anne and Ronald Abramson, Tower Companies

“**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.”

Andrew Luftig, Attorney

“I had a **excellent experience** from start to finish with The Roebing Group! Corey Cohen showed great initiative; **provided helpful and timely research on properties and education on the process**; recommended reliable professional resources; and responded personably and quickly to every question.”

Kim Pimley, Past Client



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Real Results.