

NEWS

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From: Real Estate Board of New York (REBNY)

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The Competition is On! Submissions Are In for REBNY's Ingenious Deal of the Year Awards

--2010's Most Creative Deals Will Take Top Honors on April 4--

NEW YORK, March 1, 2011 - The year's most prestigious commercial real estate awards, [The Real Estate Board of New York's](#) (REBNY's) *Most Ingenious Deal of the Year Awards*, will be presented on April 4th at the annual cocktail party of the Sales Brokers Committee at the 101 Club. The 2010 submissions are from 25 real estate dealmakers and their 13 ingenious transactions.

Winners will be judged by a panel of industry leaders in finance, leasing and sales. The honors are presented to the dealmakers that demonstrate the most ingenuity, creativity and professional skill.

"These awards are the most coveted honors that REBNY presents to its commercial members who have demonstrated their creativity and skill through these remarkably ingenious deals," said Steven Spinola, REBNY president. "These awards are particularly meaningful in these trying economic times, when deals have been ever more complicated and difficult to get done. We commend all who submitted their most creative and challenging transactions and we look forward to announcing the winners on April 4th."

The Submissions are:

- "The Sale of the Office Condo at 100-104 Fifth Avenue"
Brokers: Woody Heller & Will Silverman, Studley
- "The Art & Design of a Public/Private Partnership"
Brokers: Darcy Stacom & William Shanahan, CB Richard Ellis, Inc.
- "Cabrini Medical Center: From Emergency Room to Discharge"
Broker: Vincent Carrega, Grubb & Ellis New York, Inc.
- "Dueling LOI's: The Sale of 31 West 15th Street"
Brokers: David L. Noonan & Jennifer Schwartzman, Newmark Knight Frank

- “What You See Isn’t Necessarily What You Get: A Build-to-Suit for Mercedes-Benz at 770 Eleventh Avenue”
Brokers: Michael R. Laginestra & Michael Geoghegan, CB Richard Ellis, Inc.
- “The Perfect Union: Local SEIU-32BJ and 620 Avenue of the Americas, Justice for Janitors!”
Brokers: Robert Eisenberg, Barry M. Gosin & Mark S. Weiss, Newmark Knight Frank
- “Mission Impossible: The “No Cost” Relocation of the MTA”
Brokers: Josh Kuriloff & Robert Lowe, Cushman & Wakefield
- “A Transaction Reconciling the UN’s Unique Legal Standing with the Realities of New York’s Property Market”
Broker: Andrew H. Roos, Colliers International
- “Susquehanna International Group”
Broker: Chris Helgesen, UGL Equis
- “The Capital One Story: Shaping a New York City Presence at 90 Park Avenue”
Brokers: Lee J. Brodsky & Ross M. Perlman, Newmark Knight Frank
- “Proskauer’s 400,000-Sq.-Ft. Anchor Lease @ Eleven Times Square”
Brokers: Stuart Eisenkraft, Michael Geoghegan & Stephen B. Siegel, CB Richard Ellis, Inc.
- “Making News at the Building That Would Never Lease – 4 New York Plaza | Creating a Media Mecca for Downtown”
Brokers: Bradley Gerla & Howard Fiddle, CB Richard Ellis, Inc.
- “303 East 51st Street”
Brokers: Simon Ziff & Russell Schildkraut, The Ackman-Ziff Real Estate Group LLC

The *Henry Hart Rice Award*, which memorializes Henry Hart Rice, a *Most Ingenious Deal of the Year Award* winner and five-time *Robert T. Lawrence Award* recipient, will be presented to the first-place winner. The *Robert T. Lawrence Award* is the second place award and the *Edward S. Gordon Award* is the third place award.

The cocktail party sponsors include: The Durst Organization, The Donald Zucker Company, The Related Companies, Massey Knakal Realty Services, SLGreen Realty Corp, Vornado Realty Trust, and The New York Times. For reservations to attend the awards cocktail party, please contact Desiree Jones at djones@rebny.com.

The Real Estate Board of New York is the city’s leading real estate trade association with more than 12,000 members. REBNY represents major commercial and residential property owners and builders, brokers and managers, banks, financial service companies, utilities, attorneys, architects, contractors and other individuals and institutions professionally interested in the city’s real estate. REBNY is involved in crucial municipal matters including tax policy, city planning and zoning, rental conditions, land use policy, building codes and legislation. In addition, REBNY publishes reports providing indicators of market prices for both the residential and commercial sectors. Please visit us online at www.REBNY.com.

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