

A LANDLORD'S HANDBOOK

A white silhouette of the Statue of Liberty stands in the center, holding a torch aloft. Behind her is a stylized skyline of New York City buildings, including the Empire State Building and the Chrysler Building. The entire graphic is set against a solid tan background.

A COMPREHENSIVE GUIDE
TO **LEASING** SPACES
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

Corey Cohen
Founder and CEO
ccohen@roeblinggroup.com
646.939.7375



About THE ROEBLING GROUP

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.



Boutique

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.

Personalized

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.



Accountable

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.

Experienced

With years of experience in the real estate industry, The Roebling Group brings a wealth of knowledge and expertise to every transaction. Our team of seasoned professionals have successfully navigated a wide range of real estate deals, honed our skills, and built a reputation for excellence. Clients can trust in our experience to guide them through the complexities of the market with confidence and peace of mind.

Founder of The Roebbling Group

COREY COHEN

646.939.7375 | ccohen@roebblinggroup.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.

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 Roebbling 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

301+ transactions to date

11 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.

”

“

Neil Schmelkin

I have worked with Corey on several pre-purchase 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.

”

LANDLORDS WE'VE WORKED WITH

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.

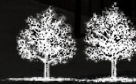
THE BLOCK



BUSHBURG

Pearl Realty Management LLC

BUSHWACK CAPITAL



TWO TREES
Management Co. LLC

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.



BURSON & REYNOLDS

CARTO

Casa♥Tua



CLEO'S
YARN SHOP

COLORS + STUDIOS



feather

FOGOM

KL5
COFFEE



Listen

Millwright

NATOORA

Package Free



REMEZCLA



VÄSSLA

WAKE

WARDROBE.NYC

S I N



Representing Your Space

MARKETING YOUR PROPERTY

QUALITY

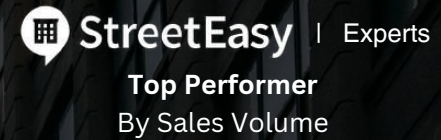
We work with the best.

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.





INDUSTRY-LEADING SERVICE

- Your space is personal. We will customize your experience to fit your goals.
- Personalized attention only available at a boutique agency.
- Fiduciary advisors that prioritize your interests exclusively.
- Flexible and competitive listing structure.

MARKETING TIMELINE

| | | | | | | | | | | | | | | |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 |
|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|

PRE-LAUNCH

- Develop the property narrative and copy.
- Create the custom real estate brochure designed by The Roebling Group and aimed at attracting the relevant Tenant.
- 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 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 Loopnet, Costar, WSJ.
- Launch email and digital campaigns to find high intent, qualified Tenants, 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 tenants.
- 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 tenants during open houses and showings.

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 booklet to be distributed through select media partners in NYC and relevant high-net-worth communities.
- Consistently emailing brokers and tenants 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 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

SOURCING YOUR TENANT

The next Tenant of your space could be searching for properties anywhere. That's why we'll pair predictive data with a multifaceted marketing plan — to ensure your listing is seen by each and every prospect.

Source: National Association of Realtors, 2023

DUE DILIGENCE

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.

NYC Department of Buildings
Property Profile Overview

| | | | | | |
|----------------|-----------|------------------|--------------|-----------|------|
| 73 WEST STREET | | BROOKLYN 11222 | BIN# 3337602 | | |
| WEST STREET | 73 - 73 | Health Area | 100 | Tax Block | 2564 |
| MILTON STREET | NO NUMBER | Census Tract | 565 | Tax Lot | 1 |
| | | Community Board | 301 | Condo | NO |
| | | Buildings on Lot | 6 | Vacant | NO |

[View DCP Addresses...](#) [Browse Block](#)

[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: HAZMAT/NOISE Grandfathered Sign: NO

Legal Adult Use: NO City Owned: NO

Additional BINs for Building: [3337599](#)

HPD Multiple Dwelling: No

Special District: UNKNOWN

This property is located in an area that may be affected by the following:

Tidal Wetlands Map Check: Yes

Freshwater Wetlands Map Check: No [Click here for more information](#)

Coastal Erosion Hazard Area Map Check: No

Special Flood Hazard Area Check: Yes

Department of Finance Building Classification: OS-OFFICE BUILDINGS

Please Note: The Department of Finance's building classification information shows a building's tax status, which may not be the same as the legal use of the structure. To determine the legal use of a structure, research the records of the Department of Buildings.

| | Total | Open | |
|-----------------------|-----------|------|--|
| Complaints | 1 | 0 | Elevator Records |
| Violations-DOB | 0 | 0 | Electrical Applications |
| Violations-OATH/ECB | 0 | 0 | Permits In-Process / Issued |
| Jobs/Filings | 2 | | Illuminated Signs Annual Permits |
| ARA / LAA Jobs | 0 | | Plumbing Inspections |
| Total Jobs | 2 | | Open Plumbing Jobs / Work Types |
| Total Actions | 0 | | Facades |
| | | | Marquee Annual Permits |
| | | | Boiler Records |
| OR Enter Action Type: | | | DEP Boiler Information |
| OR Select from List: | Select... | | Crane Information |
| AND Show Actions | | | After Hours Variance Permits |

Form 10-2011-01-114

DEPARTMENT OF HOUSING AND BUILDINGS
Borough of Manhattan, City of New York

No. _____
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-20-181.0 to C-26-187.0 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 ~~xxx~~—altered ~~xxxx~~—building ~~xxxxxx~~ located at
250 West 82d street Block 1229 Lot 54
90 ft. 4 in. front
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.

~~xxxxxx~~ Alt. No.— 885-1942 Construction classification— Nonfireproof
Occupancy classification— Old Law Tenement Height 7 stories, 74 feet.
Class A Mult. Dwell., Single Room Occupancy Use District.
Date of completion— August 13, 1945 Located in Business
B Area 1 1/2 Height Zone at time of issuance of permit 783-45; 565-45;

This certificate is issued subject to the limitations hereinafter specified and to the following resolutions of the Board of Standards and Appeals: (Calculate numbers to be inserted here)

| STORY | LIVE LOADS Lbs. per Sq. Ft. | PERSONS ACCOMMODATED | | | USE |
|-----------|--------------------------------|----------------------|--------|-------|---|
| | | MALE | FEMALE | TOTAL | |
| Cellar | On ground | | | | Laundry and Storage 400 |
| 1st story | 75 | | | 25 | Five (5) rooms Single Room Occupancy, One (1) Community Kitchen, and five (5) Stores. |
| 2d story | 40 | | | | One (1) apartment, and fourteen (14) rooms Single Room Occupancy, and two (2) Community kitchens. |
| 3d story | 40 | | | | Twenty-three (23) rooms Single Room Occupancy, and two (2) Community kitchens. |
| 4th story | 40 | | | | Twenty-one (21) rooms Single Room Occupancy, and three (3) Community kitchens. |
| 5th story | 40 | | | | Twenty-three (23) rooms Single Room Occupancy, and three (3) Community kitchens. |
| 6th story | 40 | | | | Twenty-three (23) rooms Single Room Occupancy, and two (2) Community kitchens. |
| 7th story | 40 | | | | Twenty-three (23) rooms Single Room Occupancy, and two (2) Community kitchens. |

Sprinkler, Plumbing Div. approval Aug. 13, 1945
Wetman's Time Detector, Fire Department approval July 11, 1945.
Fire Alarm Fire Department approval July 11, 1945.

(Page 1) Borough Superintendent.

The image shows a woman from behind, looking at a computer monitor. The monitor displays a spreadsheet titled 'Comparable Analysis'. The spreadsheet is divided into several sections: 'Summary of 400 Best Cost Street 400', 'RECENTLY SOLD (2018)', and 'RECENT LISTINGS'. Each section contains a table with columns for 'Address', 'Price', 'Sq. Ft.', 'Beds', 'Baths', 'Garage', 'Year Bld', 'Days on Market', 'Price/Sq. Ft.', and 'Comments'. The 'RECENTLY SOLD' section has a red header, and the 'RECENT LISTINGS' section has a green header. The comments column contains various notes about property conditions and market trends.

| Address | Price | Sq. Ft. | Beds | Baths | Garage | Year Bld | Days on Market | Price/Sq. Ft. | Comments |
|-----------------------|-------------|---------|------|-------|--------|----------|----------------|---------------|--|
| 1000 Best Cost Street | \$1,200,000 | 3,500 | 4 | 3 | 2 | 2015 | 15 | \$343 | Apartment of interest, double garage. Some new appliances and new carpet in living room. |
| 1000 Best Cost Street | \$1,100,000 | 3,200 | 4 | 3 | 2 | 2015 | 18 | \$344 | 1000 Best Cost is the most and the only with limited views. |
| 1000 Best Cost Street | \$1,000,000 | 3,000 | 4 | 3 | 2 | 2015 | 20 | \$333 | Higher price per square foot due to all square foot covered balconies. Monthly dropped over time but with the expansion to full. |
| 1000 Best Cost Street | \$900,000 | 2,800 | 4 | 3 | 2 | 2015 | 22 | \$321 | 1000 Best Cost is the most and the only with limited views. |
| 1000 Best Cost Street | \$800,000 | 2,600 | 4 | 3 | 2 | 2015 | 25 | \$308 | 1000 Best Cost is the most and the only with limited views. |
| 1000 Best Cost Street | \$700,000 | 2,400 | 4 | 3 | 2 | 2015 | 28 | \$292 | 1000 Best Cost is the most and the only with limited views. |
| 1000 Best Cost Street | \$600,000 | 2,200 | 4 | 3 | 2 | 2015 | 30 | \$273 | 1000 Best Cost is the most and the only with limited views. |
| 1000 Best Cost Street | \$500,000 | 2,000 | 4 | 3 | 2 | 2015 | 32 | \$250 | 1000 Best Cost is the most and the only with limited views. |
| 1000 Best Cost Street | \$400,000 | 1,800 | 4 | 3 | 2 | 2015 | 35 | \$222 | 1000 Best Cost is the most and the only with limited views. |
| 1000 Best Cost Street | \$300,000 | 1,600 | 4 | 3 | 2 | 2015 | 38 | \$188 | 1000 Best Cost is the most and the only with limited views. |
| 1000 Best Cost Street | \$200,000 | 1,400 | 4 | 3 | 2 | 2015 | 40 | \$143 | 1000 Best Cost is the most and the only with limited views. |

COMPARABLE ANALYSIS

We know your sub-market better than anyone else.

RESEARCH, ANALYSIS & INSIGHTS



CURRENT MARKET INTELLIGENCE

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.

BROKER PREVIEWS

We'll share the space and have conversations with select brokers that represent similar listings in the neighborhood.



STRATEGIC PLANNING

STAGING

We'll conduct a thorough review of the space to evaluate that question while ensuring perceptions of defects are minimized. When there's concern around the cost of staging we can always 'virtually' stage a space with digital retouching so Tenants can understand a space's potential.



A man wearing a yellow hard hat, safety glasses, and work gloves is focused on working on an electrical panel. He is wearing a plaid shirt and is using a tool to work on the panel. The background is a plain wall.

STRATEGIC PLANNING

VENDOR SELECTION

We ensure any maintenance issues are in great hands.

A modern office interior featuring a large wooden desk with a white chair, a laptop, and a desk lamp. The wall behind the desk is dark marble with a framed abstract painting. To the right is a large wooden bookshelf filled with books, decorative objects, and a bust. A grey armchair is positioned in front of the bookshelf. The room is lit with warm, ambient lighting.

PHOTOGRAPHY

Our team employs the top photographers in the city.

VIDEOGRAPHY

We shoot horizontal and vertical formats for maximum reach online.

STRATEGIC PLANNING

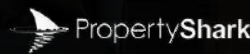
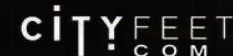
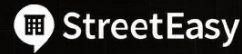


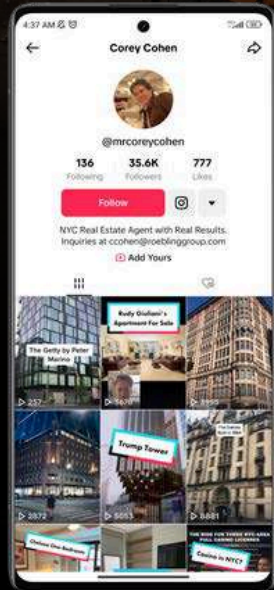
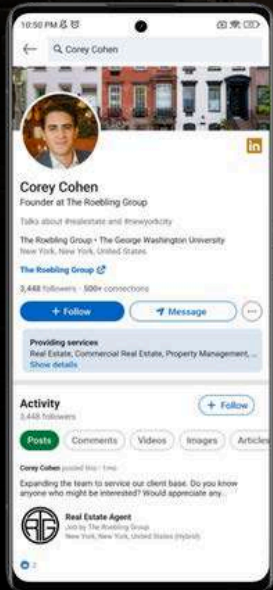
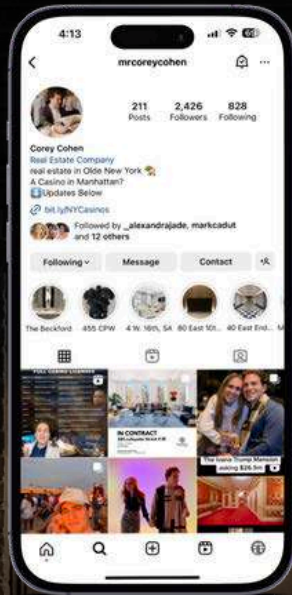
FLOOR PLAN

We hire floor plan draftsmen to draw up precise plans & 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.





SOCIAL PRESENCE

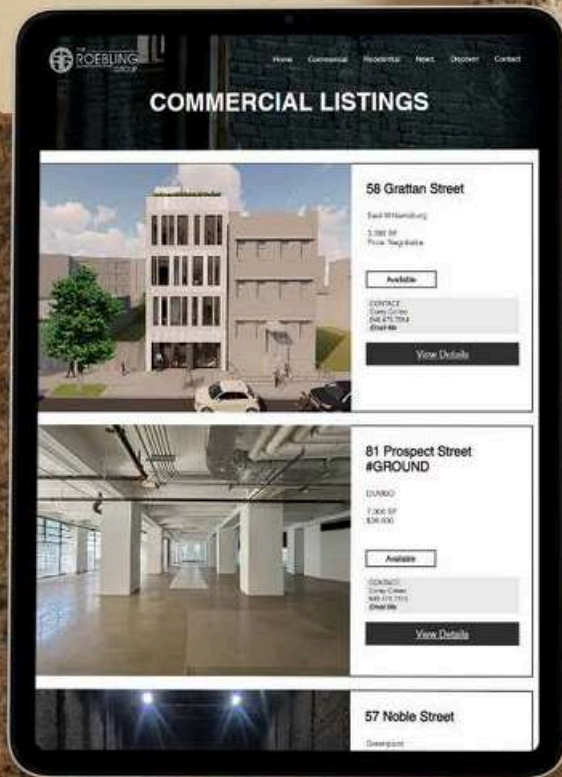
We provide exposure and create word of mouth through our personal social media networks. As a digital marketing expert, I've amassed 3,747 LinkedIn followers, 35,700 TikTok followers, and 2,400 Instagram followers posting real estate content. For each format, we will include professional photography and video that positions the property in the best light possible.

MARKETING

EMAIL MARKETING

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





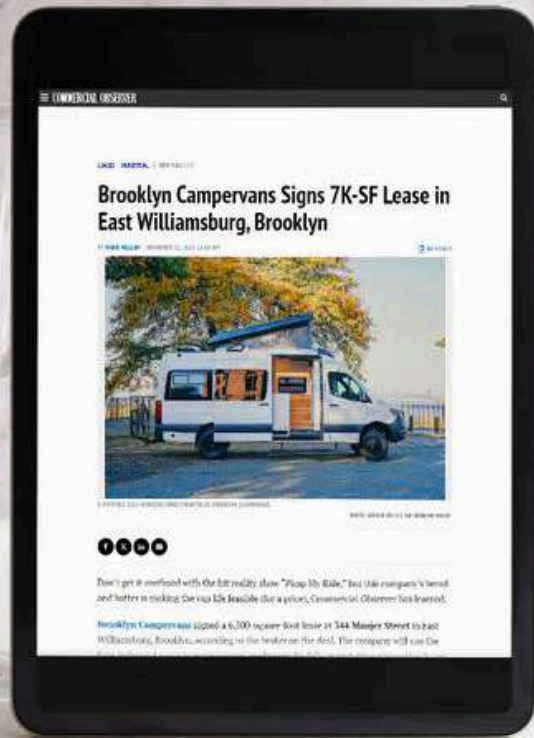
WEBSITE AND RETARGETING

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

CURBED



REUTERS



StreetEasy

ShowingTime

GUIDANCE

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.



NEGOTIATING

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.

VETTING

We check financials, tax returns, and additional documentation in tandem with the REBNY form to ensure strong financials from the lessee.

CURBED

THE REAL ESTATE | 'The Only Reason We Got It Was That I Lied'

As for falsifying documents, it takes only basic Photoshop skills, renters say, although there's some finesse to making sure everything checks out. Corey Cohen, the founder of the Roebing Group, a real-estate brokerage, says that some forgeries are so poorly done they're easy to catch. He recalled one applicant who claimed to have \$300,000 in his savings account. He bolded 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.

of the bank:
employment reference on the application, the man admitted he didn't work

CLOSING

We move in lockstep with your attorney and vendors to carefully adhere to the contract and facilitate any repairs needed before the '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 Roebing Group. They were fantastic to work with!

”

“

Sharon Mei | McKinsey & Company | UWS Buyer

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!

”



“

Andrew Lutfig | Real Estate Attorney

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.

”

Follow me



@mrcoreycohen

Follow The Roebling Group



@roeblinggroup



@roeblingRE



roeblinggroup.com