

CBC HUNTER REALTY IN THE NEWS

Fast growing 33Across triples its HQ

Online marketing outfit takes 12,500 square feet at 229 W. 28th St.



33ACROSS - 229 W. 28th St., Manhattan, 10001

TENANT

33Across

TENANT BROKERAGE FIRM

Coldwell Banker Commercial Hunter Realty and RealStrat Corp.

TENANT BROKER(S)

David Danick and Andrew Zezas

SQUARE FEET

12,500 sq ft.

TOTAL SQUARE FEET IN BUILDING

153,913 sq ft.

TOTAL FLOORS IN BUILDING

12

ASKING RENT

\$34 per sq ft.

TYPE OF DEAL

Lease

INDUSTRY

Commercial Real Estate

LEASE LENGTH

10 years

NEIGHBORHOOD

Chelsea

LANDLORD

Joss Realty Partners

LANDLORD BROKERAGE FIRM

Winoker Realty Co.

LANDLORD BROKER(S)

Barry Bernstein



Social targeting firm 33Across, which helps companies improve their online marketing, is ramping up its operations in Manhattan's Silicon Alley, more than tripling the size of its New York headquarters in a move to a new location.

The tenant has signed a lease for 12,500 square feet on the top floor of 229 W. 28th St., near the High Line. The asking price for the 10-year lease was \$34 per square foot. The company, which has several offices in California and elsewhere, will leave its current 4,000-square-foot home on West 34th Street.

"The majority of the biggest and best brands are here in New York," said Eric Wheeler, CEO and founder of 33Across. "It's also a rapidly growing innovation and technology hub with some of the biggest Internet tech companies making their home here."

The company's name is a crossword puzzle reference. It alludes to the large horizontal word that acts as a sort of pivot point at the center of a puzzle. Deciphering 33Across can make uncovering the remainder of the puzzle a much easier undertaking.

"They needed space that would give them the ability to better accommodate their rapid growth," said **David Danick**, the **Coldwell Banker Commercial Hunter Realty** broker who represented the tenant with Andrew Zezas of RealStrat Corp. "They were also looking for space that had some unique characteristics to it, like with one with 12.5-foot ceilings, skylights and glass on all four sides."

Mr. Wheeler says the company has seen its staff quadruple over the last year, to 65 employees. It has also seen revenues explode.

"We're at the nexus of brands, innovative tech, and social media," Mr. Wheeler said. "So there isn't a better place for us to be headquartered in the world than in New York."

Barry Bernstein of Winoker Realty Co. represented landlord Joss Realty Partners.

