

### the features

## Coldwell Banker Commercial Builds New York

Brad and Barry Pincus

Coldwell Banker Commercial  
Hunter Phoenix



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In late January 2010 two well-known New York City real estate firms, The Hunter Realty Organization and Phoenix Asset Management, joined forces to become Coldwell Banker Commercial Hunter Phoenix, the New York flagship for Coldwell Banker Commercial, one of the largest real estate companies in the world. The asset management division of the full-service firm, CBC Phoenix, is headed by father and son team, Barry Pincus, president, and Brad Pincus, vice president, and is responsible for more than 13-million square feet of commercial properties nationwide.

#### 433 Broadway

As Owner's Representative for 433 Broadway, the asset management team is responsible for everything from the oversight of construction management through leasing, with completion anticipated in 2011. Located at the corner of Broadway and Howard Street, the 45,000-square-foot, seven-story new development will offer office and retail space.

"This is a unique project for SoHo because it introduces a specific commercial use into a mixed-use area that is primarily retail and residential," Brad Pincus pointed out. "Its proximity to the Financial District and courts could spearhead future office development in the immediate area."

Designed by award-winning RKT&B Architects, the construction manager is OTCA/BDD-JV, LLC. Engineers include Abraham Joselow, Wexler & Associates, and Langan Engineering, and the developer is Malon 433, Inc. The elegant steel and concrete construction will feature oversized windows and provide a sleek contrast to the surrounding landmark district.

#### The Conversion of a Landmark:

503 Fulton Street  
CBC Phoenix will oversee the construction of a new development, as well as the renovation and conversion of an existing

Brooklyn landmark into a mixed-use project. Located at the corner of Fulton and Bridge Streets, in the center of Downtown Brooklyn, the project is near the entrance to the Fulton Street Mall, across the street from Macy's and close to Metrotech and the Atlantic Yards. Heralding a significant transition in the neighborhood, H&M has already signed on as the anchor tenant in one of the buildings.

Once again working as Owner's Representative for preeminent developer United American Land, CBC Phoenix will be responsible for oversight of construction through leasing. The architect for the project is Greenberg Farrow, general contractor is OTCA/BDD-JV and engineers include Lilker Associates, Langan Engineering and OJR.

#### Building New Platforms for Success

As Coldwell Banker Commercial Hunter Phoenix continues to expand its client base in New York, as well as nationally, the growth of its service lines is commensurate with the new demand. Jarrett White, a veteran of Corcoran Sunshine, joined the team earlier this year as managing director, with a specific focus on branding and marketing.

Leading the way as the New York City flagship of Coldwell Banker Commercial has added tremendous reach for the team. Moreover, by uniting with one of the City's most respected commercial brokerage teams, spearheaded by Peter Sabesan and Richard Selig, Coldwell Banker Commercial Hunter Phoenix spells out a future that is destined to rise like its namesake, the Phoenix. ■

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