

Perfume maker's move makes scents

The U.S. arm of French fragrance company Mane Inc. needs more space for its chemists to sniff out new fragrances. The company has renewed its lease at **555 Madison Ave.**, between East 55th and East 56th streets, for more than 10 years and signed on for an additional 5,800 square feet, bringing its total footprint at the property to 17,400 square feet. Mane will now occupy floors 28, 30 and 31. Prior to the deal, the company's office was located on floors 28 and 30. The asking rent in the deal was about \$80 per square foot.

Mane needed more lab space at the 32-story, 450,000-square-foot building, and the expanded laboratory will become the centerpiece of the office. As part of the transaction, Mane is more than tripling the size of its lab, to 4,000 square feet from about 1,200.

"The way they're configuring the space, when guests arrive on their floor, they will immediately see the lab behind a glass wall," said Peter Newman, a broker at real estate firm Handler, who, with colleague Darell Handler, represented Mane in the deal. "They're setting it up as a showpiece because it creates quite an impression, and it's something they're very proud of."

Robert Baraf, Mark Mandell and Ethan Silverstein, brokers at Cushman & Wakefield, represented the landlord, the Coates family, in the transaction.

—DANIEL GEIGER



Insurance broker parks in Brooklyn

An online health insurance broker is the latest company to take space at **1000 Dean St.**, the former Studebaker factory turned creative office space in Crown Heights that doubles as the winter home of Brooklyn Flea.



GoodScout signed a five-year lease for 3,200 square feet on the second floor of the building, where the asking rent was \$26 per square foot. Since its birth in July, the firm has been in an aggressive expansion mode.

Its new home, which it will move into next month, is more than double the size of its current office at 205 W. 54th St. in Manhattan.

"The [new] building is ideal for a growing business," said GoodScout founder Tom Pegues, who is planning to quadruple his four-person workforce in the coming months. "It's a space that was large enough, but also affordable, and allowed us to be in the mix among a bunch of other tech startups and nonprofits."

GoodScout hosts an online marketplace for health insurance plans. It also donates 15% of its profits to support health care nonprofits, including Samahope, a San Francisco-based crowdfunding organization that funnels donations to doctors working in Africa.

As a tech-focused business, GoodScout represents a departure from the creative firms, such as film and architecture companies, that populate the building. "We like that," said Aptsandlofts.com broker Christopher Havens. "It adds to the diversity of the building."

Mr. Havens represented the landlord, a joint venture among Brownstoner Media, BFC Partners and Goldman Sachs' Urban Investment Group. Mr. Pegues represented himself in the transaction.

—JOE ANUTA



BARE BONES

85 BROAD ST.

ASKING RENT; TERM: High \$40s to mid-\$50s; 15 years

SQUARE FEET: 38,400

TENANT; REPS: Year Up; Mark Jaccom and Ed Wartels of Cresa Partners

LANDLORD; REPS: MetLife Inc. and Beacon Capital Partners; Peter Riguardi and Cynthia Wasserberger of JLL

BACK STORY: The Boston-based nonprofit, which helps low-income adults develop professional careers, will consolidate staff from its three New York City offices in its move to Goldman Sachs' former headquarters, according to *The Wall Street Journal*.

B Cup Cafe hopes to fill new spot

Residents of the far West Side will soon have a new breakfast option. The owners of the East Village's B Cup Cafe will open a location at **500B W. 42nd St.**, between 10th and 11th avenues. The tenant has inked a 10-year lease for the 800-square-foot ground-floor space, where the asking rent was \$120 per square foot.

The eatery will open its doors at a time when the neighborhood has a number of major construction projects underway, led by the Hudson Yards mega-development. The prospect of a major step up in the number of people living and working in the once-quiet area has had a big impact on retail rents.

"[Rents] are steadily rising as the area continues to develop," said Margaret Royer, the Square Foot Realty broker who represented the tenants.

Building on the success of B Cup on East 13th Street, the owners set their sights on channeling the new energy of the West Side.

"We see the far West Side of Manhattan as up and coming, backed by innumerable construction projects," said Jordan Hadani, who co-owns the cafe with Guy Weizmann. The tenants expect they will serve residents of the new high-rise apartments in the area, as well as the large flow of tourists.

Brokers Howard Aaron and Teodora Koleva, also of Square Foot Realty, represented the landlord, Clinton Housing Development Co.

—GRACE CONROY

PERSON OF INTEREST

OPTING FOR OBSCURITY

AS A COMMERCIAL REAL ESTATE BROKER, **JIM COLEMAN** handled some of the biggest and most lucrative deals in the city last year, but he is not surprised that most people in the industry still fail to recognize his name.

Mr. Coleman, 52, left a high-visibility post at a major brokerage more than 15 years ago and has since eschewed the limelight, a philosophy that he believes has contributed mightily to his success. Even his firm has an anodyne-sounding handle, **Hanley Advisors**, derived from Mr. Coleman's middle name.

"I felt being a little discreet was the right thing for someone in my role," Mr. Coleman said. "Having a firm named after me in bold letters and being the broker who gets out in front when a deal is done just didn't feel right."

But Mr. Coleman's anonymity is falling victim to his success. In late 2013, he arranged a deal for billionaire **George Soros'** investment fund to lease a 100,000-square-foot office atop **Boston Properties'** new spire at 250 W. 55th St., along with several others in the 1 million-square-foot property.

"Most tenants have probably never heard of him," said **Andrew Levin**, an executive at Boston Properties who helps oversee leasing of the firm's Manhattan office portfolio and has negotiated several of its deals with Mr. Coleman. "But landlords know **he's a great guy to do deals with.**"

Mr. Coleman's profile rose even higher last summer, when he arranged the eye-popping \$700 million sale of the **St. Regis Hotel's** retail space on Fifth Avenue for Swiss luxury-goods company **Richemont** to a partnership between **Vornado** and **Crown Acquisitions**.

Mr. Coleman began his career in the real estate business in the mid-1980s, ultimately landing at **Cushman & Wakefield** in the late 1990s, where he became one of its top earners. Rather than sticking with a feast-or-famine system of earning big commissions on deals, however, he decided to opt for a fee-oriented pay structure that incentivized good advice and strategy.

"I pride myself most on being a trusted adviser to clients," Mr. Coleman said. "A broker should never push a client into a transaction."

—DANIEL GEIGER



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A full commission computed and earned in accordance with the rates and conditions of our agency agreement with our principal, when received from our principal, will be paid to a cooperating broker who consummates a sublease which is unconditionally executed and delivered by and between sublandlord and subtenant. (A copy of the rates and conditions referred to above are available upon request.)

