



MMR Research signs first lease at Madison Square Portfolio

BY [CHRISTIAN BRAZIL BAUTISTA](#) • SEPTEMBER 28, 2016

Market research firm MMR Research Worldwide has signed a 5,909 s/f, 5-year lease at the Kaufman Organization's 15 West 27th Street.

MMR, a consumer market research firm that specializes in food, beverage and household care research, is based in Oxfordshire in England. It has two offices in the US, one in 275 Madison Avenue in Manhattan and the other in Pleasantville, NY. The company will move into its new office in November.

The property, an 11-story, 65,578-square-foot, mixed-use commercial building, sits on West 27th Street between Broadway and Fifth Avenue. It is part of the Madison Square Portfolio, which was recently recapitalized through a \$143 million deal with investment firm China Orient.

"It is an exciting time for the Madison Square Portfolio, and we are pleased to have MMR as the newest tenant at 15W27," said Michael Heaner, partner at Kaufman. "The building continues to attract a variety of high-quality companies seeking a premier office destination that is centrally located in Manhattan, and we are confident the building will continue to experience success."

Kaufman's Michael Heaner, Grant Greenspan, and Elliot Warren represented the landlord, 13W27 Leasehold, LLC. Meanwhile, Jake Cunningham of Velocity Real Estate represented the tenant. Asking rent was in the low \$70s per s/f.