

# Market Research Firm Takes Full Floor in NoMad Move

BY LIAM LA GUERRE OCT. 24, 2016, 5:24 P.M.



15 WEST 27TH STREET.

**MMR Research Worldwide** has signed a five-year, 5,909-square-foot lease in NoMad, according to landlord [Kaufman Organization](#).

The global market consulting and research agency is taking the entire eighth floor of the 11-story building at [15 West 27th Street](#) between Broadway and Fifth Avenue.

“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,” [Michael Heaner](#), a partner at Kaufman, said in a prepared statement.

MMR Research will be moving into its new digs next month. The asking rent for the space was in the low-[\\$70s per square foot](#), according to *Crain’s New York Business*. Its current New York City address is at [275 Madison Avenue](#) between East 39th and East 40th Streets.

Heaner represented Kaufman in-house with colleagues [Grant Greenspan](#) and [Elliot Warren](#), while **Jake Cunningham** of **Velocity Real Estate** represented the tenant. Cunningham did not immediately return a request for comment.

Kaufman secured 99-year ground leases for 15 West 27th Street, [119-125 West 24th Street](#), [19 West 24th Street](#) and [45 West 27th Street](#) through a deal with [Extell Development Company](#) in 2014. Last year, Kaufman picked up [155 West 23rd Street](#) via another ground lease with Extell. The properties, formerly known as the Ring Portfolio, have since been rebranded as the Madison Square Portfolio.

In September, [United Overseas Bank](#)—an affiliate of [China Orient Asset Management](#)—provided a [\\$97.6 million leasehold mortgage](#) to Kaufman for the recapitalization of the Madison Square Portfolio, as Commercial Observer previously reported.

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