

The Kaufman Organization Attracts Trio of TAMI Firms to Madison Square Portfolio Property, 45 West 27th Street, with Three Leases Totaling 17,106 Square Feet

Kaufman Offering a Pre-Built Full-Floor Space on the Eighth Floor of Boutique Property to Satisfy High Demand in Midtown South Market

NEW YORK, May 10, 2017 /PRNewswire/ -- [The Kaufman Organization](#) (Kaufman) today announced that it has secured three leases totaling 17,106 square feet at 45 West 27th Street (45W27), a 12 floor boutique office building in its [Madison Square Portfolio](#). The firms, [Market Factory](#), [Frame.io](#) and [Cuebiq](#) signed separate 5,702 square-foot leases for full floor spaces on the 12th, 10th and 3rd floors, respectively. Kaufman's Grant Greenspan, Principal; Michael Heaner, Partner and Elliot Warren, Leasing Director represented the landlord, 45 W 27 Leasehold LLC.

"Since the unveiling of the Madison Square Portfolio in 2015, leasing velocity in all of our buildings, not just 45W27, has remained strong. The demand for full-floor spaces, at the sizes we are offering, has been robust due to firms wanting to establish a brand presence in Midtown South," said Mr. Greenspan. "Additionally, we're building out a modern, tech-friendly, full-floor space on the eighth floor of the building in an effort to satisfy the need for pre-built spaces in the neighborhood. The portfolio is now 85 percent occupied and we anticipate being 100 percent leased within the next few months."

Market Factory, represented by Sam Saffman and Michael Schoen of Savitt Partners, signed a seven year lease for a full-floor space on the building's top floor, the 12th. The FinTech firm, which works with banks, brokers and funds across the world, will have exclusive access to an expansive roof deck Kaufman is in the process of constructing. Asking rent for the space was in the low \$70's per square foot.

Frame.io, represented by Colliers International's Eric Ferriello, Sam Einhorn and Robert Tunis, signed a five year lease for a full-floor space on the 10th floor. The company is a media collaboration platform that counts Spotify, Apple, BuzzFeed and Facebook as clients. Asking rent for the space was in the high \$60's per square foot.

Cuebiq, represented by the SquareFoot's Arash Sadighi, signed a three year lease for a full-floor pre-built space on the third floor of the building. The company specializes in providing the most accurate and precise location data in the United States. Asking rents were in the mid \$60's per square foot.

45W27 offers top-line capabilities that meet the technology, broadband and security needs of its tenants. The firm teamed up with Design Republic, a notable architectural design

firm, to create a lobby with custom-designed, illuminated, three-dimensional wooden fins and elevators with glassed back walls that reveal custom graffiti art. The building's ideal NoMad location puts tenants in close proximity to numerous subway stations, including the R, W, 4, 5, and 6 lines.

For more information regarding leasing opportunities please visit the Madison Square Portfolio's interactive website at www.madisonsquareportfolio.com or contact Michael Heaner at 212-471-4310, MichaelH@kaufmanorganization.com; Grant Greenspan at 212-471-4340, GrantG@kaufmanorganization.com or Jessica Kosaric at 646-421-6420, jessicak@kaufmanorganization.com.

About The Kaufman Organization

With over 100 years of experience and seven million square feet of owned or managed space, the Kaufman Organization has long been considered one of the most prominent and well-respected real estate companies in the New York metropolitan area. The company offers a fully integrated spectrum of leasing and management services to diverse owners and tenants and is continually looking to build its portfolio through property acquisitions. For more information, visit www.kaufmanorganization.com.

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