

TOP RETAIL BROKERS

Reigning Retail Firms

From small boutiques to national powerhouses, who brings the top shops to NY

pany has done more business in the first half of 2004 than in all of 2003, she said.

These days, Garrick-Aug is busy in Soho, trying to revitalize a neighborhood market Consolo says was hurt by Sept. 11 and now has the largest amount of vacant retail space in the city. From its 70 Wooster St. office, the company is hard at work promoting its 40 available retail spaces in its area with its ad campaign, "The Soho Specialist."

But the firm could see changes soon. Charles Aug was reportedly negotiating to merge or sell the company earlier this year, and some reports said Consolo and Aquino were expected to make a separate deal.

"I don't think they are still in business," sniped rival broker Robert K. Futterman, commenting on Garrick-Aug.

The Real Deal

Schmerler says the company's 28,000-square-foot deal on behalf of landlord The New 42nd Street was its most significant transaction of the last year. In the deal, announced last month, Ecco Unlimited took on three levels at the Times Square Theatre at 217 West 42nd Street. The urban clothing company will transform the theater into a four-level retail space.

But CBRE and the other global commercial firms don't impress broker Robert K. Futterman, who runs a retail-only brokerage.

"Just because a company is a powerhouse, that's not a reason to hire them," he said. "Clients want brokers very in tune with the street and their needs and market research."

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Rival broker Faith Hope Consolo said it is a negative that the firm's business is split between office leasing and retail.

"This is an example of, 'you should know your niche,'" she said. "If I were a doctor, I'd want to be the best plastic surgeon, not a generalist."

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MOGULL REALTY

Newcomer Mogull Realty is barely a year old, but quickly established itself in the New York leasing market, becoming a force not to be ignored. The company, founded by Kim Mogull, who also serves as its president, has already amassed a bevy of A-list clients, including the Trump Organization. It claims more than 200,000 square feet of retail exclusives, and says it has already closed deals worth \$100 million.

Mogull, a driven, ambitious and sunny character in her thirties, is no stranger to real estate. The New Jersey native was literally born into the industry, riding in the back of her mother's car as a six-year-old with her two older brothers, as her mother, a struggling real estate broker, had the kids write down the available properties. Mogull's first job in real estate came 17 years ago at Coldwell Banker Real Estate Services in Manhattan.

The firm has lately been most active in the meatpacking district, where it has done about 10 high-value deals totaling approximately 40,000 square feet. It represents the Hotel Gansevoort plus an entire block of retail space along Washington Street.

Besides the Trump Organization, the firm's most important clients include the clothing company Scoop Apparel, the developers Jack Parker Corporation, Sherwood Equities and Urban Investments.

Mogull's operation is small and nimble, with only seven employees, with plans for only a minor expansion. She says there are no hierarchies or titles in the organization, where the central goal is to serve demanding clients like Donald "You're Fired" Trump "fast and with integrity."

"We love Kim and think she does a great job," Trump said.

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Kim Mogull