

## **Rick Stassa at NAI Friedland Realty Closes Two Retail Leases on University Avenue in the Bronx**

**Bronx, NY (November 10, 2009)** – Today’s difficult economy magnifies the importance to retailers of finding the right location for their business. As a specialist in urban real estate markets, Rick Stassa, Senior Retail Broker at NAI Friedland Realty, has an in-depth understanding of the challenges and benefits with particular retail locations.

Stassa recently brokered a 2,000 square foot lease for the second floor of 2356 University Avenue in the Bronx to Mi Gente Nail Salon. He also completed a 1,875 square foot lease at nearby 2364 University Avenue to 99 Cent Discount King. Stassa represented the tenant and the landlord in both transactions.

“2364 University Avenue is a prime example of successfully matching properties with clients in industries that are doing well despite the economy,” Stassa noted. “There are very few retailers expanding right now. The tenant, 99 Cent Discount King, expressed interest in this space and through some tough negotiations, we were able to complete the deal.”

Just south of 99 Cent Discount King will be Mi Gente Beauty Salon, another expanding business, at 2356 University Avenue. “We’ve had a lot of interest in this building since construction began. Originally a funeral home, the property is now a brand new two-story building with a full basement,” said Stassa. NAI Friedland Realty also sold the property to the developer.

Mi Gente Beauty Salon was formerly in 300 square feet north of Fordham Road on University Avenue. They sought larger quarters to accommodate their growing business. “Most beauty salons require a first floor space to be successful,” Stassa commented. “Mi Gente Beauty Salon, however, has a very strong and loyal following. We were able to accommodate their need for additional space and are very confident in their success as a second floor retailer.” The salon plans to furnish the building to accommodate hair, manicure, and massage appointments.

The two properties are in close proximity to the busy southeast corner of Fordham Road and University Avenue. Area businesses include C-Town, Hardware House, and Gothic Cabinet. St. Nicholas of Tolentine Church, a Bronx Landmark on Fordham Road, is directly across the street.

“Rick brings a unique perspective to urban retail leasing,” says Tony Lembeck, COO of NAI Friedland Realty. “He has the ability to match tenants to specific locations that will support and enhance their business.”

NAI Friedland Realty Inc. is located at 656 Central Park Avenue in Yonkers and can be reached at 914-968-8500, [www.friedlandrealty.com](http://www.friedlandrealty.com).

### **About NAI Friedland Realty Inc.**

NAI Friedland Realty Inc., founded in 1970, is a full service commercial real estate firm covering the entire metropolitan New York area, with a majority of its business in Westchester County and the Bronx, but additionally in Putnam and Rockland Counties, New

York City, Connecticut, and New Jersey. Headquartered in Yonkers, New York, Friedland also maintains a satellite office in Manhattan. Friedland sales staff members strive to provide guidance and information that enables clients to make the best lease or purchase decisions. Brokers in Friedland's four divisions -- Retail, Industrial, Office, and Residential/Development -- understand their markets and are supported by a sophisticated computer database of available properties and potential tenants. Friedland is a member of NAI, the only managed network of commercial real estate firms in the world.

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Rick Stassa, Senior Retail Broker at NAI Friedland Realty



2356 University Avenue, Bronx (Mi Gente Nail Salon). The first floor space is currently available and represented by Rick Stassa.