

Big changes ahead at NAI Friedland



TONY LEMBECK



JAY OLSHONSKY



ROBERT FRIEDLAND

NAI Friedland, a full service commercial real estate firm serving metropolitan New York, has promoted Anthony "Tony" Lembeck to chief executive officer (CEO) and appointed Jay Olshonsky as chief operating officer (COO).

Lembeck, who was formerly COO, has been with NAI Friedland since 1995. Olshonsky joins the firm after 15 years as managing director and senior vice president of CB Richard Ellis in Washington, DC. The announcement was made by Robert Friedland, the firm's founder and chairman.

One of Washington, DC's most respected real estate professionals, Olshonsky brings to NAI Friedland 27 years of transactional and management experience.

He led both the Insignia and Trammell Crow corporate mergers in Washington, DC and has represented both owners and occupiers in multimillion dollar sales and leasing transactions.

"NAI Friedland is a true gem with a long history as a dominating force in the region," said Olshon-

sky. "Together with Tony, I am excited to explore new avenues for growth and expansion while nurturing our firm's current reputation. Friedland's brokers are top-notch with the knowledge, experience, and expertise necessary to best serve their clients, especially in this economic environment. I believe there is great potential here and am thrilled to be a part of it."

Prior to assuming the role of NAI Friedland's COO in April 2009, Tony Lembeck was executive vice president and manager of the firm's Industrial Division.

As a broker, Lembeck had the reputation of being a good and savvy negotiator. Throughout his career he represented large property holders in both Westchester and the Bronx, including the exclusive representation of the Lockheed Martin Corporation on multiple transactions.

Since taking on the role of COO and now CEO,

Lembeck has made it his mission to take NAI Friedland to new heights, and believes the addition of Jay Olshonsky is just what the company needs to increase its market share.

"Jay is an incredibly astute individual, and I am thrilled to have him with us at NAI Friedland," said Lembeck.

"He brings to us 'big firm' experience and believes our company has the potential to gain market share in every aspect of our business. I look forward to working with him and know we will be a great team."

"This is an exciting time for NAI Friedland as we celebrate the past 40 years and look toward building an even brighter future," said Robert Friedland.

"I am confident that Tony and Jay, both forward-thinking industry leaders with decades of experience, will prove invaluable to our firm as we begin a new chapter in our company's history."