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AT THE DESK OF: JEFF WINICK

Over the last decade, Jeff Winick, CEO of Winick Realty Group, has helped retail giants like McDonald's, Gateway and Exxon Mobil — among many others — expand their New York footprints. His long list of deals makes him one of the city's top retail brokers. But with the deep market freeze, many of his clients have halted expansion plans. Still, there's a hopeful mood among the firm's 46 brokers in his Midtown office. "Now is a great opportunity for retailers to come to New York because they can finally afford it," he said. **By C. J. HUGHES**

A pamphlet for One Union Square South. After Virgin and Circuit City shuttered in the three-level space, Winick found replacements: Nordstrom Rack, Citibank, Best Buy and Duane Reade.

Most of the 56 Starbucks in New York City owe their real estate in part to Winick, who brokered the deal for Manhattan's first, at West 87th Street and Broadway. It's been replaced by a Capital One bank.

Sixteen-year-old daughter Danielle, who raised \$100,000 for Operation Smile, a charity focused on children born with cleft palates, through a party at a Southampton nightclub.

Michaels, the national crafts store, has its first-ever Manhattan location on the Upper West Side's new Columbus Square mixed-use project. Winick is leasing the development's 300,000 square feet of retail space, most of which now has tenants.

Many of Winick's friends, like Winick, have roots in fashion. Meyer Chetrit of the Chetrit Group, whose family sold blue jeans, is shown here in a photo with Winick in St. Bart's.



One of the 5,000 Frisbees, with the names of clients like Duane Reade, Blockbuster and Exxon Mobil, that Winick and his brokers handed out at the 1999 International Council of Shopping Centers convention in Las Vegas.

Color coding helps Winick organize notes on buildings, including mom-and-pop shops that are struggling and perhaps ready for turnover. "I tell my brokers to go out and look for signs that are shabby," he says.

Every Friday, Winick cleans his desk in preparation for the following week, a habit he started at 18, when he founded a women's accessories company in the Garment District.

W, Winick's report on available space, is mailed to retailers twice a year. The most recent edition includes an entry for 505 West 37th Street, a new TF Cornerstone rental building, whose 20,000 square feet of retail could fit a supermarket, he says.

Winick is now shopping around the retail space at 162 Myrtle Avenue in Brooklyn, part of a complex developed by close friend John Catsimatidis, CEO of the Red Apple Group. The two vacation together five times a year, including a recent trip to the Bahamas.