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# THE REAL DEAL

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By: Katherine Clarke

## Stallone-backed boxing gym Rumble inks lease for entire UES building

*The fitness chain picked SMA Equities property for third Manhattan outpost*



Rumble, the trendy boxing gym concept backed by investors such as “Rocky” star Sylvester Stallone and Justin Bieber, has inked a deal for its third Manhattan location.

The chain is leasing an entire five-story building owned by landlord Samy Mahfar at 1495 Third Avenue between East 84th and 85th streets, sources told The Real Deal. The 12,500-square-foot, 10-year deal is valued at about \$1

million a year, sources added.

Rumble already has a location in Chelsea and is planning to open another in Noho this summer.

The company was founded in 2016 by Noah Neiman of Bravo’s “Work Out New York”; Eugene Remm of EMM Group, the company which owns the Meatpacking District hotspot Catch; Andy Stenzler, co-founder of Cosí; and Anthony DiMarco, a former executive at Google.

Darrell Rubens and Lee Block of Winick Realty Group represented Mahfar’s SMA Equities in the deal. Rumble was represented by Brandon Berger of RKF.

Mahfar bought the building for \$18.2 million last year after its former owner and longtime tenant, the mirror and antiques shop S. Cavallo, let it fall into disrepair.

The new location is slated to open later this year.

[Winick Realty Group LLC—Licensed Real Estate Brokers](#)

655 Third Avenue, 8th Floor, New York, NY 10017 T: 212-792-2600 F: 212-792-2660

[www.winick.com](http://www.winick.com)