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RESIDENTIAL

Former TOWN exec Reuveni launches eponymous firm

Former TOWN executive Shlomi Reuveni, a veteran of the real estate industry for over three decades in New York City, announced that he has launched his own new development brokerage business dubbed Reuveni Real Estate.

“The industry of marketing and selling luxury new development product has changed,” said Reuveni in a press release. “We are experiencing rapidly changing and challenging global and local market conditions that continue to affect demand, absorption and bottom line return on developer investments. Developers and marketers of luxury product no longer can rely on passive, traditional sales and marketing practices and formulas to achieve successful sellouts. To deliver upon and exceed expectations requires the expertise, strategic and global perspective, and the hands-on, 360-degree focused level of service and personal attention I have always prided myself on throughout my career.

“This is an exciting time to make a mark on the industry and work with real estate influencers who understand the market and its changes and opportunities. I look forward to partnering with those who know what I bring to the table, and those who want to differentiate themselves from the standard landscape to make an impact in the new development sphere.”

Reuveni most recently served as the managing director of TOWN New Development, where he led and managed a large portfolio of new development of notable projects including Madison Equities’ and Building Land Technology’s 212 Fifth Avenue in NoMad; Artimus’ Circa on the Upper West Side; DNA Development’s 280 St. Marks Avenue in Prospect Heights, Brooklyn; Continental Ventures’ 52 Wooster; and a strong pipeline of more new projects.

Prior to TOWN, Reuveni spent seven years as a senior managing director and executive vice president with Brown Harris Stevens SELECT, the new development sister company to Brown Harris Stevens’ residential sales. As company leader, he evaluated the acquisition of key development sites, and led the sales efforts for several record-setting projects including the Laureate, One Morningside Park, 15 Union Square West, Reade57, 666 West End Avenue and the Renwick Modern Downtown, among others. Reuveni also served as a senior vice president for Corcoran Group from 1996–2007 handling sales, rentals, management and investment, as well as management of new development projects such as Element and The Olcott. He was also an international relocation and leasing specialist with Quality Living Real Estate from 1989–1995, and an on-site leasing manager and broker with J.I. Sopher Real Estate from 1986–1988, where he worked with some of the biggest landlords in the city.

“I deliver results and a level of service to my clients urgently needed in current environment, and I provide an alternative to the tired and standard sales and marketing tactics that saturate the marketplace,” Reuveni added. “My established and detailed level of analysis through the pre-development process of a project, combined with my ‘hunter mentality’ approach to finding the right buyers to successfully sell out projects, form the foundation of Reuveni Real Estate.”