

BHS top gun Shlomi Reuveni joins Town new development

High-profile hire comes month after showdown between firm's top brass

By [Katherine Clarke](#) | April 02, 2014 06:29PM



A month after Town Residential owners Joseph Sitt and Andrew Heiberger [settled a legal battle](#) for control of the firm, the company has scored a major coup with a high-profile hire.

Brown Harris Stevens senior managing director Shlomi Reuveni, who headed up the Brown Harris Stevens Select new development marketing team, has joined Town as a managing director of new development, *The Real Deal* has learned.

“We are thrilled to have Shlomi Reuveni join us in this key leadership role based on his stellar track record, client-centric approach, outstanding reputation and accomplished career,” said Jeff Appel, President and COO of Town, in a statement provided to *The Real Deal*.

Reuveni’s hiring may signal a changing of the tides at Town as it comes after a wave of recent defections from the company following the legal dispute. Recent departures include those of Robert Dvorin, Clayton Orrigo and Patty LaRocco, all of whom went to competing brokerage Douglas Elliman, and James Cox, who moved to Stribling & Associates.

Town’s spokesperson told *TRD* that Reuveni’s hiring would be the first in a number of personnel announcements at the firm in the coming weeks.

“The new development division is poised to emerge as a cornerstone of Town’s impressive offerings,” Reuveni said in a statement.

During his time at Brown Harris Stevens, Reuveni represented high-profile developments like the Laureate on the Upper West Side, Merritt House on the Upper East, and 15 Union Square West and Reade57 in Union Square and Tribeca, respectively.

“Shlomi Reuveni has been a successful broker for many years and we wish him well in his future endeavors,” said Hall Willkie, president of Brown Harris Stevens.

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