

# REAL ESTATE WEEKLY

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HOME > RESIDENTIAL > **SHLOMI REUVENI LANDS TWO NEW GIGS AFTER SETTTLING WITH TOWN**



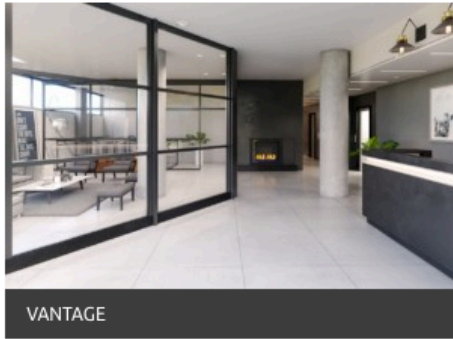
RESIDENTIAL

## Shlomi Reuveni lands two new gigs after settling with TOWN

BY REW • JUNE 16, 2017

Veteran new development expert Shlomi Reuveni has announced his first gigs since launching his own firm.

Reuveni Real Estate has begun marketing of Nine52 in Hell's Kitchen and Vantage in Murray Hill, both new development condominium conversion projects developed by Gaia Real Estate. Nine52 is located at 416 West 52nd Street in Hell's Kitchen. The building features 155 homes ranging from studios to three-bedrooms, including garden duplexes and penthouses with outdoor terraces and Midtown Manhattan views. Residences feature unique layouts, modern details and smart home technology. Amenities include a full time concierge, common roof terrace, a landscaped interior garden, lounge, workout studio, yoga and spinning studios, co-working space with conference rooms, wine lounge, playroom, private storage and a full range of lifestyle services provided by Finch Living.



Vantage is located at 308 East 38th Street in Murray Hill, walking distance to Grand Central Station. Comprised of 97 one- to two-bedroom condominium residences, with interiors by designer Andres Escobar, each home features an open layout concept, many with views of the East River. Amenities include a roof and sun deck facing the Empire Building, private workspace, gym and yoga studio, resident lounge, game room and a lobby lounge with 24-hour doorman. A full range of lifestyle services are also provided by Finch Living.

#### TAGS

GAIA REAL ESTATE

NINE52

REUVENI REAL ESTATE

SHLOMI REUVENI

VANTAGE

“The industry is changing, and we’re changing with it,” said Reuveni who also recently hired a marketing manager and an operations manager. “Through the implementation of creative, out-of-the-box and forward-thinking marketing concepts and sales strategies, valued clients like Gaia trust our industry knowledge and expertise.”

Danny Fishman, founder and managing partner of Gaia Real Estate, said he was thrilled to be working with Reuveni, who reached a confidential settlement with TOWN residential in May after the company had sued him for breach of a non-compete clause in his contract with the firm.

Reuveni commented, “Both Nine52 and Vantage offer an array of fully amenitized, desirable homes at attractive prices for a discerning buyer looking for a true value proposition. We are proud to be working with a smart and experienced development group as Gaia.”



Reuveni has hired fellow TOWN alumna Lauren Dube as his new operations manager. A former broker with BHS and Corcoran, she will oversee the new firm’s sales and performance initiatives. A former real estate agent and sales operations manager, she is responsible for streamlining the overall processes and strategic growth across all projects and divisions.

And graphic designer Martha Merzig has joined the firm as marketing manager. Merzig is a former art director with the Seventh Art Group. At Reuveni Real Estate, she will be responsible for the design, implementation and execution of marketing, branding, and advertising strategies and campaigns across all projects.

*Photo top: Nine52*