



# Leasing NYC: The Insider's Guide to Leasing Office Space in Manhattan

*Gregg Lorberbaum*

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**Leasing NYC: The Insider's Guide to Leasing Office Space in Manhattan** Gregg Lorberbaum  
A PROJECT-TEAM APPROACH TO RELOCATION THAT HELPS YOU AVOID THE COSTLY MISTAKES MADE BY TENANTS EVERY DAY.

New York City is an iconic metropolis that exudes modern energy and storied classicism. The most recognizable names in business call the city home. Every day, thousands of businesses evolve, rise, and compete in a global market, and they need office space that matches their ambitions. When a firm is ready to put its mark on New York City, that's when *Leasing NYC* is a must-read.

Leasing space in NYC and doing it right is a process filled with million-dollar decisions and logistics. With thirty years of experience working with tenants, Gregg Lorberbaum has seen it all. Now he presents his vast knowledge of the leasing process to the public. His team approach to finding and building out office space takes the emphasis off simply signing a lease, and orients you to the complex machinations that require strong coordination to ensure a successful move.

YOUR OFFICE LEASE IS EXPIRING IN THE NEXT TWO YEARS AND THE CLOCK IS TICKING. MOVING WILL BE VERY COSTLY, BUT YOUR CURRENT SPACE ISN'T QUITE WORKING. THE DECISIONS YOU MAKE IN THE COMING MONTHS WILL HAVE A LASTING IMPACT ON YOUR IMAGE, YOUR EMPLOYEES, YOUR EFFICIENCY, YOUR GROWTH PROSPECTS, AND YOUR BOTTOM LINE.

NOW WHAT?

LEASING NYC IS THE PERFECT HANDBOOK TO HAVE BY YOUR SIDE. PART COMPASS, PART TRAIL GUIDE, IT WILL SHOW YOU HOW TO FIND YOUR WAY TO THE RIGHT SPACE FOR YOUR COMPANY.

Inside, you will gain insight into:

- Bargaining with your current landlord and avoiding the "captive tenant" trap
- Negotiating the best deal for constructing and furnishing office space without making typical costly mistakes
- Hiring the right broker and other project team members
- Designing space that fosters collaboration and a positive work culture
- Establishing realistic project budgets and schedules and meeting them
- Understanding your all-in cost of occupancy versus your price per square foot

*Leasing NYC* also includes several case studies from Lorberbaum's most successful projects and gives you easy-to-use formulas to define objectives and make smart decisions. Beautifully photographed by prominent photographer Adrian Wilson, the book is an intelligent and helpful companion to accompany you on your journey to find the ideal space for your business.

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