

The Features



Taking A Bite Out Of The Big Apple

Marlene Jemal
Keller Williams NYC

Twenty-five years ago, when few women entered the commercial real estate world, Marlene Jemal's father told her she could be "a success". She worked alongside her "industry leader" dad, the founder of Jem Realty Management, learning the business from her family's network of real estate enterprises. Jemal has fused that experience with her own business savvy and personal style, becoming one of New York City's leading commercial brokers.

Jemal's talents in New York's ultra-competitive commercial real estate arena caught the eye of those at Keller Williams NYC. Today, Jemal and her team are at the Keller Williams NYC office, where she supports the firm's commercial brokerage division with a focus on multi-family and commercial buildings that sell for between \$10 and \$50 million.

"It's an honor to work for Keller Williams, the largest brokerage firm in the United States and all that the company name stands for," added Jemal, who admits she was attracted to Keller Williams' stellar reputation for "bringing savvy and sophisticated buyers to the table" relying on its network of 700 offices and 80,000 agents in North America. "At Keller we have the resources to bring the unique buyer and seller to the table for a quick close," Jemal added.

In the last thirty days Jemal has closed two off market deals: 1151-1153 Broadway, a 9,900-square-foot building in the Flatiron District that fetched \$1,140 per square foot. The new owners hired architect William Green to design the building and are now in talks to ink a deal with high-end retail tenants. On another deal Jemal obtained \$1 million more than the seller's original asking price by creating added value to the existing building.

Jemal, who was also attracted to Keller Williams for its many philanthropic commitments to many charities, also donates her time to many causes for the empowerment of women. She is a member of the International Council of Shopping Centers (ICSC) since 2001 and the Real Estate Board of New York (REBNY) since 2006.

Before joining Keller Williams NYC, Jemal launched her own boutique commercial real estate company, *Jemal Realty Group* in 2006, specializing in retail leasing and acquisitions. Over the last 14 years, she has used her strong knowledge of the New York commercial market, coupled with her strong relationships and extensive real estate network of property owners, developers and family offices to attract the deals and then close them. Prior to her own firm, she was with Besen and Associates, excelling in the sale of multi-family and estate properties.

Jemal's focus is often on off-market deals that never even hit the market. "I personally know many sellers who do not want to advertise their properties and I bring them the right buyers," said Jemal, who applies her passion and desire for excellence to every deal and has closed in excess of one billion dollars' worth of commercial real estate in the New York City metro area. "I consider myself a great deal match-maker."

One of Jemal's proudest moments in real estate was when she assisted the owner of a prominent New York City shopping center with his underperforming asset by introducing him to a very unique mortgage specialist. The owner then refinanced his asset and saved over \$2 million that allowed him to create added value to his shopping center.

Jemal, who is also proud of her Brooklyn-born upbringing in the Sephardic community, brings an understanding of the market as an owner and partner with her extended family in multiple transactions.

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