

NOVEMBER 15, 2017 - **HSP REAL ESTATE GROUP** IN THE NEWS - MERGERS & ACQUISITIONS



## Herald Square Properties merges with EVO Real Estate Group

**Herald Square Properties** and **EVO Real Estate Group** have merged to form **HSP Real Estate Group**. The new entity is a wholly integrated, full-service real estate firm headed by **Herald Square Properties** principals **Gerard Nocera** and **Michael Reid**.

Working with former **Evo Real Estate Group** partners **Ira Z. Fishman** and **Dana L. Moskowitz**, **HSP Real Estate Group**'s combined divisions comprise acquisitions, property management, asset management, construction management and office and retail/hospitality leasing and sales.

"This merger gives us greater market penetration and better access to commercial property acquisitions," said Nocera. "Our mutual cultures of excellence enable us to provide best-in-class institutional services to all sectors of the value-add marketplace in New York City."

**Fishman** added, "Combining two already strong brands will be instrumental in the growth of our management and brokerage divisions. All the principals involved share a vision for the direction of the new firm, and there is already tremendous synergy between our groups."

**Herald Square Properties** was founded in 2009 as an owner-operator and asset management company by **Nocera** and **Reid**, both former chief operating officers for SL Green Realty Corp.

Since inception, the firm has focused on property acquisitions and value-add repositionings. Among the properties it has acquired are 251 West 30th Street, 142 West 36th Street, 234 West 39th Street and 1372 Broadway.

The group currently serves as asset manager for 885 Third Avenue and has provided asset management services for 292 Madison Avenue and 183 Madison Avenue.

**EVO Real Estate Group**, formerly Winoker Realty Co., was founded in the 1960s. It was acquired in 2013 by **Fishman** and **Moskowitz** and rebranded as EVO Real Estate Group, a member of NAI Global.

The firm specializes in building management, tenant representation, landlord representation, commercial co-op/condo sales, retail and hospitality leasing, and consulting.

Collectively, the two firms are currently responsible for approximately four million square feet of commercial assets under ownership and/or management.

The offices of **HSP Real Estate Group** will be at 1040 Sixth and 885 Third Avenue.