



Nov. 26, 2023

[Link to article](#)

## Fin-tech firm Payoneer relocating to landmark ‘wedding cake’ tower at 195 Broadway

By [Steve Cuzzo](#)

Fin-tech firm Payoneer is moving to L&L Holding Company’s 195 Broadway, the “wedding cake” landmark which David W. Levinson’s and Robert T. Lapidus’ firm bought in 2005. The property is now owned by a group that includes L&L as managing partner and two South Korean entities.

The move is [one of the year’s largest relocations to the FiDi area](#). Payoneer is expanding from 23,000 square feet at 150 W. 30th St. to 42,000 square feet at 195 Broadway, which sources said is 86 percent leased.

The asking rent was said to be \$57 per square foot.

The 1.1 million square-foot tower is also home to offices of Omnicom, HarperCollins and Gucci and to famed restaurant Nobu.

Payoneer CEO John Caplan said, “Relocating our headquarters to the Financial District and creating a new space for employees fosters collaboration for the benefit of our customers.”

He said the neighborhood “reflects the innovative, resilient and inclusive culture of Payoneer.”



Savills North America's Jeffrey Peck, Daniel Horowitz, Jacob Stern and Roi Shleifer repped Payoneer.

L&L was repped in-house by leasing director James Marcellino.