

# COMMERCIAL OBSERVER

October 1, 2019

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## CO's 30 Under 30: The Top Leasing and Sales Professionals of 2019

BY [THE EDITORS](#)

Grit is rarely felt so keenly as it is in your twenties. You have so much to prove in those early years. It's the time when you don't necessarily have such a large stash of resources to utilize, or to fall back on. It's when you've really only got your pluck and determination to rely on if you intend to get anywhere.

Those on this year's list of the top young professionals certainly have those qualities.

They've come from as far off as Italy and Nigeria to make their fortunes in New York City real estate (well, most of them are in New York; some of the finance folks are out of town). They have done the thankless shoe leather work of going from office to office in search of leads. They've buckled down and studied mechanical engineering and made their own inventions. They've designed proton treatment facilities. They've moved billions of dollars around the globe. And they've done it with the confidence and attention to detail that ensures it's been done right.

Every year we're asked what qualities we're looking for in candidates and we answer in various ways: what they've done, where they've worked, what they've got planned, and Commercial Observer always hopes that each year's list will end up looking different. (It's one of the reasons we avoid putting on some superstars for multiple years.)

But, in truth, sometimes we just don't know what we want until we see it. Our general advice is this: Wow us. These are the real estate professionals who did.—*M. Gross*



**Andrew Staniforth, 28**

Vice President, L&L Holding Company

L&L's redevelopment of Terminal Warehouse — the 1.2-million-square-foot West Chelsea behemoth just off The High Line — is a herculean task, involving going back and forth between its co-owner Normandy, its CookFox design team, and about 30 different individual consulting firms.

Thankfully, L&L has Andrew Staniforth managing the process, and plans to get it done by 2022.

“Eight-thousand people [are going to] occupy this building,” Staniforth said. “They’re going to need light and room and egress.” And bringing this 19th century jewel up to 2022 standards will be tough.

But, then again, Staniforth hasn't exactly shied away from big, ambitious jobs. Coming out of the University of Pennsylvania where he studied real estate, finance and computer science (see what we said about ambitious?) Staniforth started out at Forest City Ratner where he worked on the sports and entertainment team, taking on projects like the redevelopment of the Nassau Coliseum.

In the fall of 2017, Staniforth left to work for Sidewalk Labs, the urban innovation company led by Dan Doctoroff, where he worked for the company's Toronto headquarters and innovation lab.

“It was like going to another year and a half of school,” Staniforth remembered fondly. “It changed how I thought about problems.”

In February, the New Jersey native, who now lives in Hell's Kitchen (within walking distance from his office and Terminal Warehouse) landed at L&L and began the long but rewarding process of getting one of the biggest redevelopments in the city up to snuff. He's currently preparing Terminal Warehouses for its hearing before Landmarks.

And if you needed any more proof that Staniforth is a serious non-waster-of-time, we'll mention that he has a side gig as an inventor. He's the co-creator of Therm, a DIY thermostat that received a grant for development earlier this year from the New York State Energy Research & Development Corporation.—*M. Gross*

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## Young Professionals '19

The scary young collection of brokers, financiers, architects and contractors who are raking in more than just candy

# 30

## Leasing and Sales Pros Under 30

By Sarika Gangar, Chava Gourarie, Max Gross and Nicholas Rizzi

Illustration by Fred Harper



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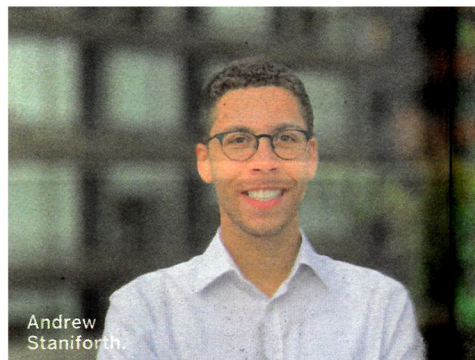
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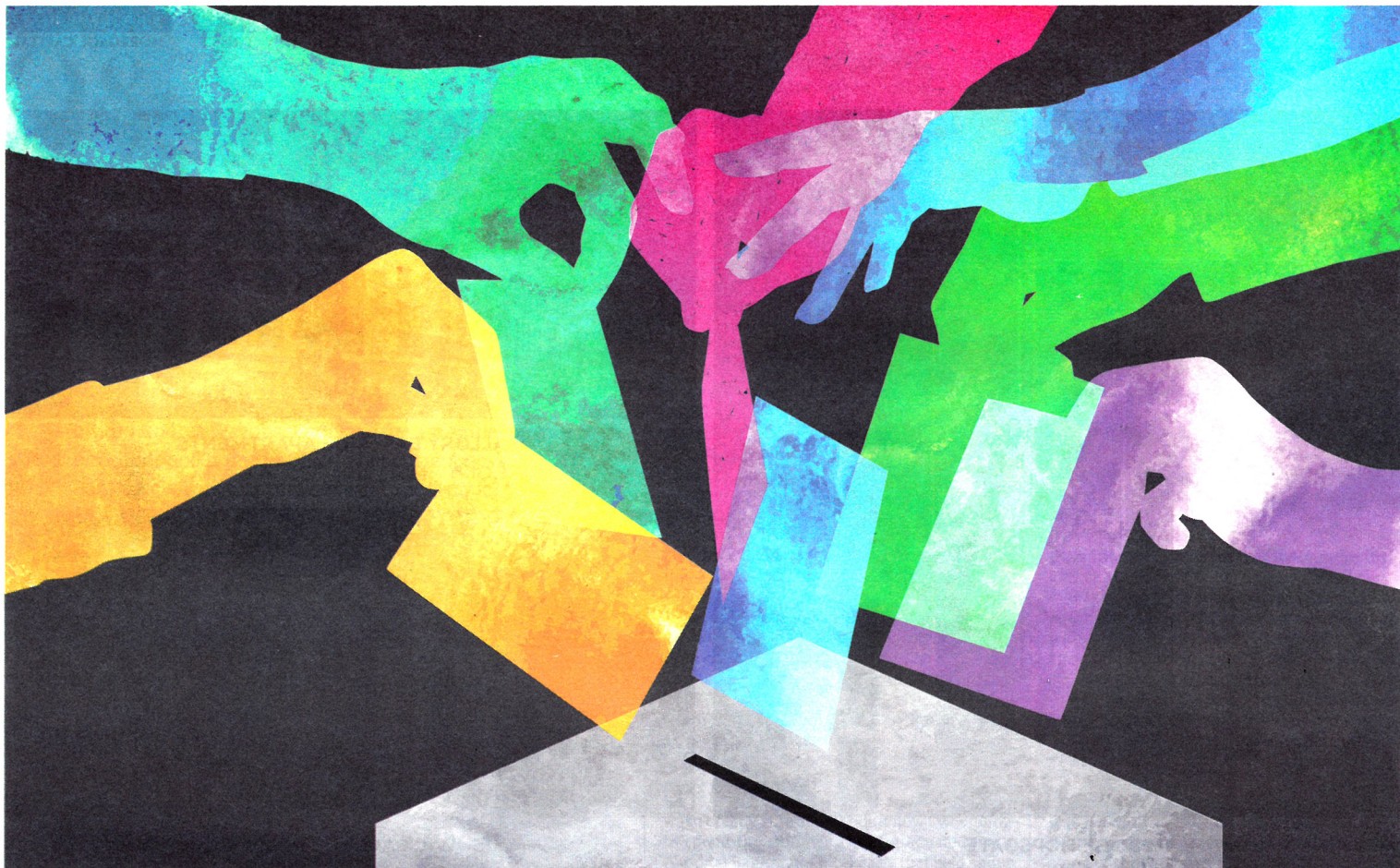
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YOUNG PROFESSIONALS



## A Political Feast, in Time for 2020....

Good evening and welcome to the Elephant and Donkey, home to New York's juiciest steaks and gossip. Oh, you're here for Commercial Observer's politics salon? Yes, this year's young-professionals honorees are all here, chatting it up over a scrumptious five-course meal about the passions they usually reserve for the voting booth. Can I get you a table? A party of one, I see? Well, so long as you're feeling partisan tonight...

Ah, yes, quite right. That is Mitchell Forman in the far corner, the New Line Structures project director. But I'm not sure you'll want to join him for dinner — not, that is, unless you find tax policy scintillating. Yes, I'm afraid that's his No. 1 concern on Election Day, as he told me himself! Indeed, that whole raucous table is a bunch of tax nuts: Joe Scarinci, Kevin Davenport, Christine Colley ... all of them have told me directly that no issue stirs their political fervors more hotly! Maybe not great dinner company at all though, wouldn't you agree?

Oh, I didn't know you and Maurice were friends! Are you his colleague at Cushman & Wakefield? If you're in no rush, I'd be glad to seat you with Mr. Suede, but I'm afraid he's running quite late: stuck on the IRT. No good at all! Maybe that's why fixing the subway is his top priority for the government.

By the way, would you care to hear tonight's specials? The

scallops are simply to die for. But if you absolutely can't decide, feel free to dine with Sayo Kamara, the Colliers leasing associate. His biggest concern is income inequality, so at his table, everyone gets the same dish! And look there, Zachary Redding is tucking in beside him. He's a nut for economic reform. (I think I know which one earns more — but I'll never tell unless you slip me a \$20 by the coat check!)

But watch out! You almost burned your sleeve walking past Katie Miller — her flambéed steak Diane is still smoldering a little as she waits for it to cool. She's liable to be just a bit sensitive to temperature, given that her top concern is climate change, but she's certainly in good company. The Dewberry Engineers project manager is hardly the only green-policy supporter, joined by, well, let's see, Bryan Kirk of B6 Real Estate, Molly Dee of Jaros, Baum & Bolles, Square Mile's Sean Reimer. Yes, that crowd is by far the biggest single-issue bunch we have on hand tonight. They've already made it through five bottles of Riesling! One sure hopes that temperatures in Baden-Württemberg will remain steady for decades to come ...

I see you're squinting at the last table in the rear, and it is rather dark back there, isn't it? I'll never understand it myself, but some of our most valued diners like it that way, in fact, preferring to keep their political views anonymous. One, for

instance, is passionately pro-gun control. "These incidents with these shootings. It destroys families and I think it's so unfortunate," he said. Another is outraged by heartbeat bills — laws that aim to prohibit abortion after the fetal heartbeat begins. "It's extremely divisive, and it has a huge impact on women and families," he said. Unwilling to put his name to the statement, however, he'll be dining in the dark for now.

Of course, if you're looking for something from a more international menu this evening, feel free to take a chair over there besides NKF's Alexandra Tennenbaum or Savills' Jacob Stern. They're a pair of absolute wonks for immigration policy. Or you could ask Eli Meltzer if he'll share his shakshouka with you. You'll be sure to get an earful about U.S. policy towards Israel, though.

In the end, it can't hurt to pick our friendliest table, now can it? That would have to be that round one in the middle, where Andrew Stainforth, the L&L Holding V.P. is clinking glasses with Kushner Co.'s Max Swerdloff and SCG Retail's Jenna Heidenberg. All three of them, politically, desire nothing more than equal rights — across races, genders, sexualities. Now can't all of us get behind an ideal like that? How cheerful they look, savoring our pastry chef's rainbow soufflés. Now there is a group of open-hearted souls. What a warm bunch.

I do believe they'll tip extra well. —Matt Grossman