

Massey Knakal Brooklyn Real Estate Summit A Huge Success With More Than 650 Owners, Tenants, Investors and Real Estate Players In Attendance



Joseph Sitt, CEO of Thor Equities sat down with **Paul J. Massey Jr., CEO of Massey Knakal**



After-party headlined by **The Wailers**, **Bob Marley's** former band

More than 650 owners, tenants, investors and real estate players came together at Steiner Studio's Stage 6 this September to discuss the current state of the Brooklyn real estate market at the **Massey Knakal Brooklyn Real Estate Summit**. With over 40 speakers, dozens of panels, workshops and networking opportunities, this event was the largest real estate summit in Brooklyn, to date.

Featured speakers included industry veterans such as **Joseph Sitt**, CEO of Thor Equities, **Doug Steiner**, Chairman of Steiner Studios, **Bob Knakal**, Chairman of Massey Knakal, **Andrew Kimball**, CEO of Industry City, **Jonathan Butler**, Founder, of Brownstoner.com and The Brooklyn Flea, **Tucker Reed**, President of Downtown Brooklyn Partnership and **Jed Walentas**, Principal of Two Trees. Panels focused on a broad range of topics including multifamily development, up-and-coming neighborhoods and the borough's innovative economy.

Massey Knakal's Stephen Palmese opened the morning with "On The Grounds of Brooklyn," a Brooklyn real estate market overview where he outlined the rising multifamily prices in Brooklyn, the influx of office activity in the borough, and the new tenants who have put Brooklyn on the map.

In the keynote conversation, **Joseph Sitt, CEO of Thor Equities** sat down with **Paul J. Massey Jr., CEO of Massey Knakal**, to discuss why he loves retail space in Brooklyn and what he sees for the borough going forward. "It was amazing to have so many active participants in the Brooklyn real estate market in the same place at the same time... and to have Joe Sitt, a born-and-bred native of the borough, telling his story and sharing his vision of what Brooklyn will look like in the near future was a real treat," **said Paul J. Massey Jr.**

While the conference covered all things real estate, the conversation concentrated on the tenants' perspective. A wide-range of Brooklyn-based tenants such as Aaron Lefkove of **Littleneck**, Dan



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Miller of **FundRise**, Alex Patterson of **Tough Mudder**, Lexy Funk of **Brooklyn Industries** and Herb Wetanson of **Dallas BBQ**, shared insights into their unique space needs, what Brooklyn neighborhoods are on their watch lists and more.

Following the full day of thought-leadership panels, attendees were treated to an after party hosted by Massey Knakal and headlined by **The Wailers, Bob Marley's former band**. With over 250 million albums sold and over twenty chart hits, The Wailers attracted a large crowd celebrating the end of a successful day.

“The Brooklyn Summit was a great success. This is a wonderful platform to learn about the Brooklyn market, meet and network with industry leaders and have fun at the same time,” said **Neil Heilberg, Chief Operating Officer at Massey Knakal**.

For photos of the event visit <http://mkbrooklynsummit.com/>

Massey Knakal will be hosting the Multifamily Summit on November 20th and 21st at McGraw Hill Conference Center. For more details on the event visit <http://mkmultifamilysummit.com>

About GreenPearl

Headquartered in New York City's "Silicon Alley," GreenPearl Events produces thought-leadership conferences in Commercial Real Estate, Retail and Finance across the United States. GreenPearl works closely with partners to create "private label" events that put partners first and provide massive business development opportunities and public relations. The company was co-founded by Ryan Slack, Mark Schacknies and Nima Negahban. Slack, a successful entrepreneur and marketer who co-founded PropertyShark and led it for its first four years of business as the CEO before its eventual sale to Yardi, leads GreenPearl Events as its CEO. For more information on GreenPearl, please visit www.greenpearl.com.

About Massey Knakal Realty Services:

Massey Knakal is a diversified real estate company, exclusively representing owners in the sale, retail lease and/or financing of their properties. With over 150 employees, four offices and thorough coverage of the five boroughs of New York City, Westchester County, Long Island and New Jersey, Massey Knakal Realty Services dominates the New York metropolitan area's property transaction marketplace. Since 1988, the company's agents have closed over 4,500 transactions having a market value in excess of \$17 billion. For more information on Massey Knakal, please visit www.masseyknakal.com.