



275 Madison Avenue, Third Floor
New York, NY 10016
October 9, 2013

Shannon Krause, PR Manager
skrause@masseyknakal.com
www.masseyknakal.com

Massey Knakal Continues to Expand Management Team – Hires Marketing Executive, Petula Lucey, as Chief Marketing Officer

Massey Knakal Realty Services is pleased to announce that Petula Lucey has joined the company as Chief Marketing Officer. Ms. Lucey, previously a Senior Director at Tishman Speyer in Manhattan, where she headed up Global Corporate Marketing, will be responsible for enhancing Massey Knakal's brand and marketing platform to support its leadership position within the industry.

Ms. Lucey's hiring is one in a recent string of high level recruits to join the rapidly growing Massey Knakal team including, COO, Neil Heilberg; Executive Managing Director, Todd Korren; Executive Managing Director of New Jersey, David Simon and Vice President of IT, Michael Lederman.

"We are thrilled to have Petula join the Massey Knakal family. She is someone who greatly embodies our core values - passion, integrity, excellence and responsibility. As we continue building out our team, Petula will take our marketing initiatives to the next level and will also serve as a fantastic resource for both our clients and our agents," said Paul J. Massey Jr., Massey Knakal's Chief Executive Officer.

Over the past 18 months, Massey Knakal has significantly expanded its management team to help the company scale its unique business model, the foundation of which is built on exclusive owner representation and a one-of-a-kind Territory System™. Massey Knakal is further leveraging its #1 position in the New York metropolitan market by continuing to build out its investment sales, capital services and retail leasing divisions and focus on large-scale transactions.

"Given her proven and impressive track record, everyone is excited to welcome Petula as an integral part of our strategic plan. Petula will play a critical role in helping us further execute our growth strategy and establish a leadership position in our newest divisions and service lines," added Neil Heilberg, Chief Operating Officer.

"I am thrilled to be joining the Massey Knakal team during this exciting time of growth. This is an exceptional company and I look forward to partnering with their extraordinary pool of talent to elevate the firm's robust marketing program and achieve their business goals," said Ms. Lucey, Chief Marketing Officer.

Ms. Lucey comes to Massey Knakal with over 20 years of experience building and managing premium global brands, primarily in the financial services and real estate sectors. Prior to Massey Knakal, Ms. Lucey was at Tishman Speyer where she drove and oversaw the development and implementation of integrated corporate, investor, and property marketing programs in over 40 markets throughout the US, Europe, South America, and Asia. Earlier, Ms. Lucey spent time as the Senior Vice President, Management Director for Ameriprise Financial (AFI) at Saatchi & Saatchi, Vice President of Advertising for Merrill Lynch's Global Private Client Marketing Group, as well



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as Account Director for Citibank Consumer Products at Kirshenbaum Bond + Partners in Manhattan.

About Massey Knakal:

Massey Knakal is a diversified real estate company, exclusively representing owners in the sale, retail lease and 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 dominates the New York metropolitan area's property transaction marketplace. For over two decades, Massey Knakal has focused on building strong relationships within the neighborhoods we represent and developing an extensive database of customers that includes all of the major investors, institutions, agencies and individuals that are active in real estate in the area. Our dedication to neighborhood knowledge and relationship building is a source of continuing pride and success for Massey Knakal, and through our Territory System™, our agents have partnered with owners throughout the city to close over 4,500 transactions, with an aggregate value in excess of \$17 billion since 1988.<http://www.masseyknakal.com>