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| THE TAVIVIAN SPORN TEAM |



Making The Market From Wall Street To Harlem

Ariel Tavivian, Lenny Sporn, and Yair Tavivian

While every member of the team has a specific role, they work as a single unit providing best-in-class service and a one-stop-shop meeting all of their clients' needs.

It seemed like only yesterday that twin brothers Ariel and Yair Tavivian found themselves in New York City with the then-foreign task of marketing a beautiful oceanfront property that their family had developed in Israel. Little did they know that their paths would cross with Lenny Sporn, who was then, at a very young age, leading his own top team at powerhouse brokerage, Douglas Elliman. With likeminded goals and ambitions, the trio went on to found The Tavivian Sporn Team in 2009, and have since sold more than \$500 million in New York City residential real estate.

In addition to residential sales, the team wears many hats facilitating major commercial deals, and operating divisions for development and investment clients as well. They've had great success working with major investor groups from around the world with an expertise that extends to bulk deals, investment properties, and individual and primary residential units. These major triumphs led to a banner year for the team in 2013, with major deals completed on both the commercial and residential sides. In East Harlem, the team facilitated the assemblage of five parcels for a mixed-use redevelopment site at 125th Street and Park Avenue, which went into contract for nearly \$37 million. The team also recently completed a \$43 million sale of a Midtown West development site and in 2011 completed an \$80 million note sale of the Setai condominium at 40 Broad Street.

The Tavivian Sporn Team also closed a \$31 million dollar sale at the uber luxury con-

dominium development One57, and broke several pricing records at some of the city's most notable addresses, including 300 East 55th Street, 254 Park Avenue South, 52 Park Avenue and 120 East 87th Street.

In just five years since its founding, The Tavivian Sporn Team broke into the top ten of all teams at Douglas Elliman in 2013, and was named the number six team in transaction volume with 110 transactions in 2013, and the number eight team in gross commission income with \$150 million in sales volume.

Recording breaking deals and star exclusives aside, The Tavivian Sporn Team prides itself on having a diverse range of listings throughout Manhattan and extensive experience and expertise in selling properties in every neighborhood at a variety of price points. The team has already secured more than \$100 million in exclusive listings for 2014 and has reached a sales volume of more than 50 individual transactions and over \$122 million in deals closed and in contract.

The team has continued to rake in cultivated listings, such as 350 East 88th Street, a noted four-story, 50-foot wide mansion in the heart of the Upper East Side listed at \$18 million. Further Downtown, the team is also exclusively listing the three stunning penthouses at the grand Cassa Hotel & Residences, located at 70 West 45th Street, just steps from Fifth Avenue. The penthouses are available to be purchased individually, starting at \$15.2 million, or

as a single home for \$50 million.

For this quality, the trio has earned the moniker of "Market Makers." In addition to connecting with buyers and sellers on a personal and emotional level, the team is focused on ensuring every transaction is a sound investment and makes complete financial sense. They create the market – whether the team is breaking a record or setting a new building benchmark – that is what making the market is all about.

In addition to the three founding partners, the Tavivian Sporn Team is comprised of trailblazing professionals fluent in a variety of languages, including Hebrew, English, German and Italian. Noam Gottlieb manages the group while Sahar Ziv heads the rental division, which has leased more than 200 units. Francis Russo, who specializes in new development on the West Coast, will lead a new development team in New York. Roslyn Friedman brings more than 20 years of expertise to her role as client satisfaction coordinator. While every member of the team has a specific role, they work as a single unit providing best-in-class service and a one-stop-shop meeting all of their clients' needs. ■

*Ariel and Yair Tavivian, Lenny Sporn
Co-Founders
The Douglas Elliman Tavivian-Sporn Team
575 Madison Avenue
New York, NY 10022
Tel: 212-319-4109
www.TheTavivianSpornTeam.Elliman.com*