

# SAVITT PARTNERS

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## For Immediate Release

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## **530 Seventh Avenue Continues Transformation to Office and Tech Tenant Hub**

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### **Technology Companies and Office Tenants Ink More Than 25,000 SF of Leases at Midtown Office Property**

New York – July 9, 2018 – Indicative of the continued evolution of 530 Seventh Avenue, a 490,000-square-foot office property in Midtown Manhattan, into a hub for a diverse mix of tenants, including office, technology and creative media, Savitt Partners today announced three new lease transactions at the property. The Savitt Partners team of Bob Savitt, Brian Neugeboren and Nicole Goetz oversee leasing at the property and arranged the lease transactions.

The largest new deal recently signed at the property was an 11,300-square-foot lease by Custora, a team of developers, scientists, designers and analysts building the future of marketing. The company, which creates CRM activation software that sits on top of customer data to make insights more accessible for marketers and their acquisition and retention campaigns, will be relocating its New York City operations to newly built office space on the 20th floor of 530 Seventh Avenue. Gerry Thies of Redwood NYC represented Custora in the lease negotiations with the ownership.

Another technology tenant, Kustomer, a customer experience platform that integrates applications and data in new ways to help support teams quickly understand and respond to client needs, more than doubled its occupancy at 530 Seventh Avenue. The firm, which employs a timeline-based approach that treats customers like people instead of "tickets," has inked a new 12,100-square-foot office lease on the 16<sup>th</sup> floor. It previously occupied 5,150 square feet on the 20<sup>th</sup> floor of the building but required



addition office space to occupy its rapidly growing business. Originally located in WeWork co-working office space at 315 West 36th Street, Kustomer evaluated a large number of buildings throughout several different neighborhoods and 530 Seventh Avenue was the perfect place for the firm to expand its brand and identity. Conor Kenny and Christine Colley of Cushman & Wakefield represented Kustomer in the lease negotiations.

Finally, Continental Corporate Services, Inc. (CCS), an expert in compliance law, renewed and expanded to a 2,100-square-foot lease on the fifth floor of the property. The New Jersey-based company that offers compliance law expertise to law firms throughout the metropolitan region, originally opened its first New York City office at 530 Seventh Avenue in 2015. The firm has grown significantly over the past few years and d wanted to stay in the building. The ownership worked closely with the firm and was able to locate the ideal expansion space.

Built in 1930, 530 Seventh Avenue has been updated with wood and concrete floors and soaring loft-like ceilings, featuring some of the most spectacular views of the city. The property is also home to The Skylark, a classically styled cocktail lounge for entertaining, and Space 530, the full service co-working environment for innovative brands and creative companies seeking unique office and showroom space, offering a range of flexible options - members enjoy a place to co-work, network and build their business. The building is Wired Certified Platinum. A Wired Certified building offers tenants choice of multiple high-speed broadband providers and features an innovative and cutting-edge telecommunications system.

#### About Savitt Partners

*Savitt Partners is a full-service commercial real estate company headquartered in New York City. Founded by Bob Savitt, the firm owns and/or operates a portfolio totaling nearly three million square feet of office and showroom buildings in Manhattan, including 530 Seventh Avenue, 499 Seventh Avenue, 11 West 19th Street, 218 West 40th Street, 693 Fifth Avenue, 1385 Broadway, 142 West 36th Street, 234 West 39th Street, and 525 Seventh Avenue. In addition to overseeing the leasing and management of its own assets, the firm provides superior leasing, asset and property management and investment services to other quality owners and tenants.*