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For Immediate Release

**FIRSTSERVICE RESIDENTIAL APPOINTS JEFFREY POIROT AS
VICE PRESIDENT, NEW DEVELOPMENT DIVISION**

NEW YORK, NY (JANUARY 10, 2022) – FirstService Residential, New York's leading property management company, announced the promotion of Jeffrey Poirot to vice president of the company's [New Development Consulting and Property Management Division](#). With more than 20 years of experience in luxury property management, sales and owner relations, Poirot is instrumental in the execution of effective strategies that increase property value, client satisfaction and the resident experience.



As vice president, Poirot uses his leadership, strategic planning and analytical expertise to establish efficient property operations in complex, mixed-use residential buildings that include luxury hotel and retail components. He currently oversees the property management teams at some of the most prestigious properties in FirstService Residential's New Development Group portfolio including Baccarat Residences, The Beekman Hotel and Residences, The Plaza Hotel and Residences, 53 West 53rd Street, and 432 Park Avenue.

Poirot also uses his consulting and management expertise to provide guidance to developers that are seeking to create value and increase the marketability of their planned properties. He and members of the New Development Group collaborate with the development, architectural, amenities, construction, legal and sales teams throughout the entire project lifecycle – whether a ground up construction or a property conversion.

Poirot is currently providing pre-development consulting services for One Wall Street, the largest office-to-condominium conversion in New York City history, which includes more than 500 condominium units and 170,000 square feet of retail space. His past consulting projects include the condominium conversion of The Parker Hotel and the rebirth of the Waldorf Astoria, a project that will include 380 condominium units, a hotel and high-end retail space.

“Jeff understands the gravity of helping developers define their brand and elevate the resident experience,” said Dan Wurtzel, president, FirstService Residential New York. “For every client and every project, Jeff and his team are keenly focused on providing world-class services that match the developer’s architectural vision, enhance property values and exceed resident service expectations.”

Poirot’s previous experience includes senior executive and sales positions at several of New York City’s most luxurious hotel residences, including AKA Central Park, The Sofitel, The New York Palace Hotel and The Plaza Hotel. He earned a degree in Hotel, Restaurant and Institutional Management from Pennsylvania State University.

About the FirstService Residential New Development Group

Drawing upon decades of experience in the built environment, FirstService Residential's New Development Group provides expert guidance to developers looking to create value and increase the marketability of their planned properties by collaborating with a property's development, design, architectural, amenities, construction, legal and sales teams throughout the entire project lifecycle.

The New Development Group has advised on the development of more than 100 luxury condominiums and mixed-use residential properties throughout Manhattan, Brooklyn and Queens from the ground up or via conversion.

From the earliest planning and design phases, our ability to effectively support developers and manage their buildings has proven vital to the long-term success of signature properties including 432 Park Avenue, Baccarat Hotel & Residences NYC, 53 West 53rd Street, The Beekman Hotel and Residences, The Plaza Hotel and Residences, 277 Fifth Avenue and 11 Hoyt Street.

Our reputation as a leading consultant for luxury properties across New York City speaks volumes and empowers us to serve some of the region's most influential residential developers and manage some of the most iconic properties in New York City.

About FirstService Residential

As North America's largest manager of residential properties, FirstService Residential oversees more than 8,500 properties and 1.6 million residential units across 23 U.S. states and three Canadian provinces.

In New York City, FirstService Residential's management portfolio comprises more than 600 rental, condominium, and cooperative properties that include nearly 90,000 residential units in properties ranging from luxury towers and new developments to pre-war landmark buildings and apartment complexes.

With an unmatched combination of deep industry experience, local market expertise and personalized attention, FirstService Residential delivers proven solutions and exceptional service that add value, enhance lifestyles and make a difference, every day, for every resident and community it manages. FirstService Residential is a subsidiary of FirstService Corporation, a North American leader in the property services sector.

For more information, visit www.fsresidential/new-york.com.