



**FOR IMMEDIATE RELEASE**

**Press Contact:**

**Great Ink Communications** – 212-741-2977

Roxanne Donovan [Roxanne@greatink.com](mailto:Roxanne@greatink.com)

Sara Williams [Sara@greatink.com](mailto:Sara@greatink.com)

Francisco Miranda [Francisco@greatink.com](mailto:Francisco@greatink.com)

**Marx Realty Announces 10,700 Square Feet of New Leases at  
The Herald in Washington, DC**

\*\*\*

*Financial Services Consulting Firm FS Vector and Society of Industrial and Office Realtors (SIOR) Move to New Digs at Hospitality-Infused Office Building*

**(Washington, DC – April 4, 2023)** – [Marx Realty \(MNPP\)](#), a New York-based owner, developer and manager of office, retail and multifamily property across the United States, announced financial services consulting firm FS Vector and the Society of Industrial and Office Brokers (SIOR) have committed to long term leases at The Herald in Washington, DC. FS Vector will take 5,700 square feet and SIOR will take 5,000 square feet of space at the building located at 1307 New York Ave.

“We have received enthusiastic feedback from brokers and tenants based on our hospitality-infused aesthetic at The Herald,” said Craig Deitelzweig, CEO of Marx Realty. “The building is overflowing with the warmth, comfort and amenities reminiscent of the finest luxury hotels, while honoring the distinctive history of the building. With its soaring ceiling heights and attention to every detail, The Herald is truly one-of-a-kind.”

FS Vector was represented by Steve Burman of JLL and SIOR was represented by Matt Levin of Transwestern. Asking rents were \$73 to \$76 per square foot for these spaces.

The Herald is the first office building in Washington, DC with a hospitality-infused aesthetic that seamlessly blends a New York club-like vibe with a sophisticated DC design sensibility. Built in 1923 and acquired by Marx Realty in April 2020, the 114,000-square-foot building is defined by a distinctive Beaux Arts design infused with a luxury hotel sensibility, bringing a new brand of workplace to the DC market. The smallest of details come together to pay homage to the building and its history as the former home to the offices and printing presses of the Washington Times-Herald -- where Jaqueline Kennedy Onassis (then Bouvier) once worked as the "Inquiring Camera Girl," both as a photographer and reporter.

The building boasts a welcoming entry portal and intimate foyer that opens to an expansive lobby with design notes reminiscent of its original use as a newspaper office and production facility. Boasting walnut wood and copper accents as well as plush seating areas and soaring ceilings, numerous design details evoke Jackie O's classy style and timeless grace. A uniformed doorman attends oversized wooden entry doors as The Herald welcomes tenants and guests with mood music and Marx Realty's signature scent, creating an experience that blurs the lines between a commercial building and a luxury hotel.

“Marx pioneered this hospitality-like vibe in the office sector and we are constantly hearing feedback about our impeccable attention to detail at The Herald,” said Deitelzweig. “Beyond our signature scent and mood music, the artwork throughout the space – including portraits of Jacqueline Kennedy Onassis, Barbara Bush, and Ronald Regan – help to solidify a sense of ‘soul’ which is so crucial to Marx Realty and its properties.”

In addition to a new 40-seat board room, a European style cafe and the *Bouvier Lounge*, a well-appointed 8,800-square-foot club floor that incorporates historic photos, curated artwork, newspaper printing memorabilia and a fireplace; Marx recently launched the Marx Mobile, a house car at The Herald. This first-of-its-kind amenity gives tenants the opportunity to book local transportation via a Tesla Y model and can be booked using Marx Realty’s MarxConnect app. In addition, the fitness center, *Press Fitness* features boxing, private workout rooms with individual pelotons and Mirror fitness system, and a sophisticated aesthetic that includes a striking portrait of Ronald Regain.

This project represents the next installment of the successful collaboration between Marx Realty and Studios Architecture, continuing the hospitality-meets-office repositioning success at 10 Grand Central and 545 Madison Avenue, both in New York City.

Marx Realty was represented by Evan Behr, Nathan Beach and Jeanette Ko of JLL on these transactions and the firm has since retained the Avison Young team of Will Stern and Eli Barnes to continue the leasing momentum at The Herald.

### **About Marx Realty**

Marx Realty is a division of Merchants National Properties (MNPP). Founded in 1915, its current portfolio of properties includes over 5 million square feet of commercial office, retail and residential space as well as five mixed-use projects currently under development. Marx Realty is vertically integrated and involved in all phases of real estate management, development, construction and leasing. The company's assets comprise 67 properties in 17 states.