

REAL ESTATE WITH REAL BREADTH

BY PATRICKSULLIVAN



WHEN THE REAL ESTATE MARKET ALL BUT COLLAPSED in 2008, Michael Pensabene knew that he would find new opportunities for his firm and his clients. Pensabene, a partner at the New York City real estate law firm Rosenberg & Estis, knows that the real estate market can be volatile. “The very nature of the real estate market is

that it fluctuates,” said Pensabene. “Companies that succeed in any industry are those that adapt to market conditions. That’s what we’ve done, and that’s what we help our clients do. What sets us apart from our competitors is the depth of our understanding of real estate and our ability to provide legal representation based on unassailable business principles.”

Rosenberg & Estis has 50 lawyers working in one of the biggest markets in the world. Its broad client base includes

investment firms and trusts, prominent real estate companies, and individual owners and investors. “The size of the firm enables us to service a diverse clientele,” explained Pensabene. “We’re big enough to service large clients with substantial staffing needs, but we are not too big for smaller clients to receive the same personalized attention.”

Though R&E handles a variety of matters—real estate transactions, financing, foreclosures, commercial law, co-op and condo matters, landlord–tenant disputes and more—Pensabene says all matters are real estate-related. For example, he recently used his knowledge of landlord–tenant law to score a big win for a substantial client in a bankruptcy dispute.

Pensabene says R&E’s key to success in a slow economy is to focus on relationships. “The way to maintain an ongoing relationship with clients is by looking at clients’ business objectives and working with them to achieve those objectives, which may not necessarily be the reason that brought them through the front door,” he said. ■



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