

Boutique Real Estate Law Firm Posts Impressive Growth by Meeting Demand for Specialty Services

Rosenberg & Estis, P.C.

Named Managing Member in 2010, Luise A. Barrack took the reins of New York real estate law firm Rosenberg & Estis, P.C. with one primary goal: to broaden the firm's capacity to serve its clients in every aspect of residential and commercial real estate. Rosenberg & Estis already had a significant share of the market – it was the seventh-largest real estate practice in New York that year – and was the “go to” firm to address complex situations involving marquee properties, including One World Trade Center. The downturn in the real estate market that began in 2008 was driving demand for expertise in niche areas. Barrack was determined to leverage the strengths of the boutique firm's attorneys and its reputation for excellence to enhance its breadth of service.

Thanks to this successful growth strategy, Rosenberg & Estis has become a solid mid-size firm, growing from 45 attorneys to almost 70 in four years. The Firm includes 11 Super Lawyers® and teams of attorneys with significant backgrounds in specialized areas such as lender work, mortgage foreclosure, and land use and zoning.

“Land use and zoning issues are playing an ever increasing role in our highly segmented, tightly regulated market,” says Barrack. “There is a scarcity of city property available for development. Understanding how to



work within the regulatory environment has become critical to optimizing property value and overcoming barriers to utilization.” At the same time, the Firm's transactional and leasing practice has become increasingly national.



ROSENBERG & ESTIS, P.C.

Comprehensive Real Estate Representation

A New York landmark since 1979, Rosenberg & Estis is passionate about real estate. Its attorneys represent individuals and entities acquiring, conveying and leasing property, dealing with regulatory agencies and embroiled in legal disputes. Its clients include an impressive list of major developers such as the Durst Organization (an organization the firm has represented for more than two decades), investors, developers, lenders, corporations, co-ops, not-for-profit corporations and educational institutions, as well as owners of brownstones and apartments.

“We continue to be the first choice among the city's most prominent developers, lenders, landlords, educational institutions and not-for-profit corporations because our depth of knowledge allows us to devise the best strategy for any client, regardless of their size, the type of entity or budget,” says Barrack. “We easily assemble teams of accomplished legal experts for market-leading projects and complex, high-stakes litigation. At the same time, we are small and flexible enough to be able to put together a tightly knit team to handle smaller transactions and litigations in a cost-efficient manner. No deal or situation is too small for our clients to get the personal attention to which they are entitled.”

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