

CONNECTICUT REAL ESTATE JOURNAL

CONNECTICUT

McNamara of SullivanHayes gets new car

Way of HB Nitkin offers BMW to broker who leases 20,000 s/f

MANCHESTER, CT. - Craig Way, director of leasing for the HB Nitkin Group in Greenwich, was faced with a 20,000 s/f gap at Burr Corners, a 300,000 s/f shopping center owned by Nitkin, shortly after the local Caldor moved out. "We needed to get the full attention of every retail broker in the state," says Way. His solution? He offered a brand new BMW Z3 Roadster to the first broker who leased the space plus a normal full commission.

An unusual approach, but a highly successful one for Nitkin. "We began receiving calls within days," says Way "and within a month we had an agreement with K&G Men's Superstore to take the whole space." The winning broker, Tim McNamara of Sullivan-Hayes in Farmington, was working with K&G to help them find their first location in Connecticut. When he read about HB Nitkin's offer to give a new car to the successful broker, he took notice. "If they were trying to get my attention, they sure succeeded, and the Burr site proved to be the best location for K&G," says McNamara.



The gap was filled, Burr Corners remained fully leased, and McNamara got his new sportscar. Well, not exactly. "I loved the idea of owning a Z3," said McNamara, "but my new daughter is only a few months old and I thought a Volvo would be more suitable." The HB Nitkin Group was happy to swap cars and gave McNamara a new Volvo V70 Sportwagon instead.

"We're proud of our reputation as one of the most nimble and creative teams of professionals in the business," says Brad Nitkin, the group's co-founder and CEO. "The sports car offer is proof of that spirit and the Volvo, well, that just shows we're always willing to

go the extra mile."

Shown is Craig Way (left) handing Tim McNamara the keys to his new Volvo.