

The Art Of Selling Space

Almost a decade ago, Jaime Schultz came to New York from the West Coast via Texas to begin her career as an installation artist, the art of dealing with space. Ever since then Jaime's innate ability to see real estate for its true potential has become the foundation for her success. This ability has evolved her career into what it has become today, the art of selling space.

Jaime began her real estate career at Prudential Douglas Elliman in development site sales and soon found her niche in commercial real estate sales and leasing. She actively markets local Brooklyn businesses for her listings that are in Brooklyn first, as part of her efforts to unite the community and support its growth from the inside out. Jaime successfully marketed to boutique stores in Manhattan's Nolita, Soho, and the East and West Village to open locations in Williamsburg. She played an intricate part in building Brooklyn's commercial real estate division for Prudential until just recently, when she was recruited by GFI to help establish their newly founded Retail Group.

"Right now, GFI Retail Group is in the launching stage," said Schultz. "We already have several major projects underway and are in the process of forming joint ventures with prominent industry owners and developers. Our focus is on exclusive portfolios as well as brokering for a select group of real estate owners. We will also be providing exclusive tenant representation for key retailers."

The prime retail space at 470 Vanderbilt Avenue in the Fort Greene section of Brooklyn is one of the initial exclusive spaces that GFI Retail Group, led by Lon Rubackin, is leasing. This 600,000 square foot mixed-use property is ideally located across the street from Brooklyn's Atlantic Yards and offers prospective tenants large floor plates.

"My career has taken turns I never would have imagined and I couldn't be more excited about it," said Schultz. "Lon is the Managing Partner behind GFI Retail Group, and brings more than 20 years of extensive retail real estate experience to the table, having worked as both a retailer with Nobody Beats the Wiz and Barnes and Noble and as a developer with Forest City



Jaime Schultz

Ratner and The Related Company. I am confident that our combined industry expertise is going to be the driving force behind GFI Retail Group and all of its foreseen successes."

GFI Capital Resources Group, Inc. is the parent company of GFI Retail Group. For twenty-five years, GFI has been provided a diverse range of real estate and insurance services to clients nationwide. GFI was rated one of the top commercial real estate in the nation by Co-Star Group.

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