

GFI Introduces The GFI Retail Group, Led By Lon Rubackin

Over the past five years, GFI Capital Resources Group, a full-service, leading provider of real estate and insurance services nationwide, has experienced enormous growth. The rapidly expanding firm recently announced their newest venture, GFI Retail Group, led by Lon Rubackin, the group's Managing Director.

GFI Retail Group is a real estate entity that will acquire and broker all types of retail properties. They will also joint venture on retail projects with industry owners and developers. The team will focus on exclusive portfolios and act as a broker for a select group of real estate owners. They will also act as exclusive tenant representatives for a group of key retailers.

"My team will actively seek opportunistic retail projects throughout the country and use our keen understanding and expertise of the retail market to exceed our client's expectations," said Lon Rubackin, Managing Partner of the GFI Retail Group. "We will benefit from the longstanding relationships that I, along with other GFI employees, have established over the years with leaders in the retail industry."

Mr. Rubackin brings over 20 years of retail knowledge to the business. Prior to working with GFI, he was Senior Vice President of Forest City Ratner. Among his recent accomplishments, Mr Rubackin was responsible for the acquisition and leasing of one of the largest and most unique properties in the entire New York metro area, Ridge Hill in Westchester, NY. This \$900mm mixed use project is scheduled to open in the spring of 2010.

"We are thrilled that Lon has joined our team," said Allen Gross, Founder and President of GFI Capital Resources Group. "We are eager to become more active in the retail side of the brokerage business. Even in today's volatile real estate market, retail remains an incredibly important part of the American lifestyle and we understand the need for educated brokers that specialize in this area. Right now, for the first time in a very long time, prices have started to fall and there are significant opportunities in the market, ready to be capitalized upon."

One of the first projects GFI Retail Group will be focusing on is the redevelopment and leasing of the company's Vanderbilt project. Across the street from Forest City's Atlantic Yards project, 470 Vanderbilt Ave is a mixed-use property in a prime location of downtown Brooklyn. This mixed-use property will have approximately 100,000 square feet of retail space available for lease.

Mr. Rubackin's diverse background includes Vice President of Retail Development for the Related Companies. He also worked for nearly 13 years on the retail side for Barnes & Noble and for the regional electronics retailer, Nobody Beats the Wiz.



Lon Rubackin

GFI Capital Resources Group, Inc. is the parent company of GFI Retail Group. Other affiliates of GFI Capital include GFI Realty Services, GFI Mortgage Bankers, GFI Property Management, GFI Insurance Services, GFI Development, and GFI Hotels. The company recently celebrated its twenty-five years anniversary and contributes a large part of its ongoing success to its ability to evolve with the changing marketplace. GFI cross sells its services and considers itself a "one-stop shop" for real estate.

"At GFI, we have the capability to find our clients the perfect property, provide them with full financing, and insure their property, all at the same time," says Allen Gross. "We take full-service to an entirely new level and will continue to grow our services as time goes on to give our clients everything they are looking for, and more."

Lon Rubackin
Managing Partner
GFI Retail Group
Tel: 212-837-4597
Fax: 212-668-1655
lrubackin@gficap.com