*News Release*

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**Gebroe-Hammer Associates’ Debbie Pomerantz and Gehane Triarsi are Multi-Family Investment Brokerage’s Leading Executive Women in Business**

**Livingston, NJ, October 21, 2016 –** It has been said that an industry leader takes people where they want to go, while great leaders take them where they ought to be. In the spirit of these words, Gebroe-Hammer Associates’ Executive Women in Business honorees Debbie Pomerantz and Gehane Triarsi are the embodiment of great commercial real estate industry leaders because they are masters at identifying “hidden” opportunities in emerging markets.

Pomerantz, a vice president, and Triarsi, a sales representative, are accomplished multi-family investment brokers who spearhead the Livingston, NJ-based firm’s efforts in the Northern New Jersey and Central New Jersey submarkets, respectively. Combined, they have recorded 29 sales encompassing 1,717 units sold for a total of $330.04 million during the past 18 months. Among the emerging Garden State markets in which they have been active are Union City, Passaic, Elizabeth, Newark, the Plainfields, Hillside and Rahway. They also are extremely active in established strongholds, such as Springfield, Union, New Providence, Hackensack and Wayne.

“This is an exciting time to be a woman in multi-family investment brokerage, where opportunities to be successful are limitless,” said Pomerantz, who joined Gebroe-Hammer in 2011 and has since emerged as a top producer throughout Bergen and Passaic counties. Respected for her strong analytical skills and market knowledge, Pomerantz’s focus, energy and “can-do” approach to every facet of the business – from securing a high velocity of exclusive listings to closing the deal – have contributed toward her representation of clients whose interests extend beyond Northern New Jersey.

Both Pomerantz and Triarsi – who focuses on Union County – subscribe to a philosophy where creativity, technical knowledge, valuable client relationships and closing deals breed success. Once the only women in their respective departments at the start of their careers, they are now joined at the closing table by fellow female brokers, owners, property managers, lawyers, mortgage banking professionals and developers.

Despite these advancements, Triarsi recognizes the importance of being supportive of other women coming up through the ranks. “While I don’t view being a woman as an advantage or disadvantage, I do believe my gender has allowed me to connect on a different level with clients and I’m pleased to see many more women represented in greater numbers at the brokerage level,” she said. “Our industry is one where earning respect and exhibiting understanding and passion for one’s work are the foundation for enduring success.”

Convincing clients of where they ought to be is not always easy, for any commercial real estate investment broker. Triarsi recalls a time – prior to joining Gebroe-Hammer – when she assured an investor that an up-and-coming residential neighborhood had little-to-no crime. “Once we were done with the showing, we returned to our cars but his was no longer where he parked it. It had been stolen,” she explained.

Key Transactions Establish Pipeline for Q4 2016 and Beyond

For both Pomerantz and Triarsi, the latest deals have established a healthy pipeline of closings that will contribute to Gebroe-Hammer’s record-breaking year. Through the end of Q3, the firm has closed 108 deals totaling 9,664 units and over $1.4 billion in sales.

Thus far, key transactions for Pomerantz include being a member of the brokerage team that orchestrated the $75 million sale of 275 units in Passaic County. Featuring a mix of one- and two-bedroom layouts, the garden-style community’s on-site amenities include off-street parking, a playground, dog run, fitness center, pool, picnic area and professionally landscaped courtyards and walkways.

Among Triarsi’s most prominent transactions is the $29.328 million trade of Meridia at Waters Edge, a newly constructed 108-unit luxury apartment-rental community in the heart of Rahway, N.J. As part of the Gebroe-Hammer brokerage team, she exclusively represented the seller, Meridia’s Water Edge Urban Renewal Rahway, LLC, and identified the buyer, 4 City Hall Plaza Urban Renewal, LLC in the sale.

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