*News Release*

Gebroe-Hammer Associates

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**Gebroe-Hammer Associates Announces Four Executive Promotions**

***New Senior Vice President and Vice Presidents Named***

**LIVINGSTON, N.J., February 15, 2017** – Gebroe-Hammer Associates, the leading multi-family investment sales brokerage firm in the Garden State and the entire New Jersey/Pennsylvania/New York region, has promoted three of its top-producing brokers and one administrative professional to new executive management positions, announced Ken Uranowitz, president. Debbie Pomerantz of Passaic was named senior vice president and Gehane Triarsi of Mountainside, Adam Zweibel of Livingston and Kathleen DeMarino of Bloomfield were named vice presidents.

Managing Director David Oropeza, who is the firm’s market specialist for The Oranges, also was recognized for his 30-year tenure at Gebroe-Hammer. Each of the newly promoted professionals, along with Oropeza, played a key role in contributing toward the firm’s 132 deals involving 12,117 total units sold for $1.83+ billion in 2016.

“The past 12 months were monumental at Gebroe-Hammer Associates and re-wrote the history books for our firm and the industry as a whole,” said Uranowitz, who made the announcement at a 41st anniversary reception held at Crestmont Country Club in West Orange. “Each of these individuals, through their own unique skills, talents and areas of specialization, contributed toward these milestones and has paved the way for even greater success at a time when demand for multi-family investment properties is unabated.”

Gebroe-Hammer’s brokerage activities concentrate on suburban and urban high-rise and garden-apartment properties throughout New Jersey, Pennsylvania and New York State as well as nationally. The firm also markets mixed-use and free-standing office and retail properties.

Pomerantz joined Gebroe-Hammer as a sales associate in 2011 to focus on Northern New Jersey's Bergen and Passaic submarkets. During her tenure, she has closed 48 deals netting over $200 million in these high-barrier-to-entry hubs as well as throughout New Jersey. She is a two-time recipient of Gebroe-Hammer’s peer-selected Salesperson of the Year Award, a NJ Top Broker, “Woman of Influence” in real estate and a two-time Executive Women in Real Estate honoree. Pomerantz was promoted to assistant vice president in 2013 and vice president in 2014.

Triarsi also joined Gebroe-Hammer in 2011 to focus on the Union County submarket. After launching her professional career as a television producer for a major New York network, her interests shifted to commercial real estate investment sales and the art of structuring deals. Since entering Gebroe-Hammer’s industry-unique mentoring program, she has closed over 25 deals totaling more than 2,000 units. Additionally, she has been recognized as a two-time Executive Woman in Real Estate honoree and a Gebroe-Hammer Salesperson of the Year.

Zweibel was hired as a Gebroe-Hammer sales associate in 2013 and is among the region’s leading Central and South Jersey market specialists. In 2016, he closed 14 deals totaling 1,629 units and $192+ million, topping off 2015’s 13 deals encompassing 1,340 units sold for $147.27 million. Similar to Triarsi, his affiliation with Gebroe-Hammer marked a career change thanks to the firm’s mentoring program. Previously, he served as president of Alpha Technology Group, a company he successfully built, restructured and eventually sold to Strategic Micro Systems.

“A broker, however, can only be as good as a firm’s administrative team, of which Kathy DeMarino has been an invaluable member for 15 years,” said Uranowitz. Specializing in property offering memorandums, as well as the preparation of critical real estate, legal and bank documents, DeMarino has risen through the Gebroe-Hammer ranks, from administrative assistant to assistant vice president. She also is a member of the Board of Health in Bloomfield, where she has resided for 35 years.

“These individuals are successful because they embrace the Gebroe-Hammer Associates tenets of forging strong, long-term relationships and the principles of integrity, hard work, perseverance and market expertise imparted by the late Mel Gebroe and Morris Hammer,” said Uranowitz. “As a result, they are sought-out and respected by some of the most prominent multi-family property owners, investors, lenders and attorneys in the region.”

Founded in 1975 by Mel Gebroe and Morris Hammer, Gebroe-Hammer Associates quickly evolved as one of the tri-state region’s largest and most influential companies focused on investment real estate sales and marketing. Widely recognized for its consistent sales performance, the firm is a 12-time CoStar Power Broker.

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