



FOR IMMEDIATE RELEASE

NEW STREET REALTY ADVISORS LEASES NOMAD RETAIL TO SMILE POP

New York, NY – October 1, 2018 - New Street Realty Advisors, LLC is pleased to announce the successful lease transaction at 76 Madison Avenue between Smile Pop and landlord, LF/76 Madison Realty LLC.

Smile Pop, a new venture by Courtney Schiefelbein, DMD will specialize in cosmetic dentistry and orthodontics. The group has leased 800 square feet of retail space on the East 28th Street side of the mixed-use building, between Madison Avenue and Fifth Avenue. Smile Pop will take occupancy immediately and anticipates opening its doors in the winter of 2018.

Matthew Gorman, Joshua Gettler and Christopher Bruggers of New Street Realty Advisors, LLC represented the landlord in the transaction and handled negotiations directly with the tenant.

New Street Realty Advisors, LLC is a boutique New York City based real estate brokerage firm with a focus on retail and office leasing.

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