



June/July 2011

Kaufman Organization Secures Office For BuzzLogic

The Kaufman Organization, which specializes in leasing and managing premier office space in New York City, recently brokered a three-year, 3,600-square-foot lease at 29 West 38th Street for BuzzLogic Inc., a digital media company with a data-driven ad platform.

BuzzLogic Inc. optimizes advertising across the largest pool of trusted blog content on the Web, connecting advertisers to millions of consumers. BuzzLogic improves brand metrics and ensures the greatest ROI via optimization and reporting. The company works with agencies and brands across technology, media and entertainment, retail, and fashion including Starbucks, MediaVest, HBO and Wal-Mart.

Loren Biller and Elliot Warren of Kaufman Organization represented the tenant in the transaction, while Adam Maxson and John Gols of ABS Partners Real Estate represented the landlord. Although the terms of the lease were undisclosed, the asking rent was \$33 per-square-foot.