



nassau county brokerage

FIRM PROVIDES PACKAGE OF SUPPORT FOR CLIENTS, INCLUDING ARCHITECTURAL AND PROJECT MGMT.

Nemshin and Guerra of Paragon Group take Long Island tenant representation to the extreme

SYOSSET, NY Jerry Guerra and Jeff Nemshin of the commercial property brokerage Paragon Group, LLC, carry client service to the extreme.

When Guerra had an appointment to show an unoccupied office building on Long Island earlier this year following a big snowstorm he discovered, "We couldn't get to the front door because the snow was two-feet deep." With the client waiting in the car, Guerra borrowed a shovel and cleared an 80 ft. path to the door.

Then, there was the time an engineer inspecting a building for one of Nemshin's clients said the work couldn't be completed, because he didn't have a ladder. Nemshin

drove home, pulled a ladder from his garage, tied it to the roof of his car and drove it back to the property so the inspector could finish his job and the tenant's deal could close on time.

Their efforts go far beyond shoveling snow and retrieving ladders, particularly when it comes to making deals for their clients. "We'll do anything to be sure that the tenant we're representing gets every possible benefit," said Nemshin, a commercial real estate broker with 17 years of experience. The firm also provides a complete package of support services for their clients, including architectural and project management.

Guerra and Nemshin are part-



Shown (from left) are: Nemshin and Guerra

ners in Paragon, whose specialty is tenant representation. They represent only the interests of the corporations on their client roster. They don't solicit or accept exclusive leasing assignments from landlords and they won't accept the commission incentives many landlords offer to make their spaces attractive to brokers. "It is important to us that each client chooses the ultimate direction based upon the building's attributes and value not because it would be better or worse for us," said Nemshin. The result:

Paragon provides unbiased and extraordinary levels of service to its clients.

And they've been successful at their specialty. "We are very good at what we do," said Nemshin. The numbers bear this out. Last year, the four-person firm completed transactions totaling more than 400,000 s/f with an aggregate value of \$45 million. Prior to forming Paragon the partners worked together at the same brokerage firm for 14 years.

Their business strategy "is not about commissions. It's about relationships, hard work and developing client trust, which will pay off over the years," Guerra said. "I don't ever want to be second guessed by any client who might think they didn't get the best service and deal. People should feel assured we're not only going to do the right job, but do it better than anyone else. Our clients truly come first."

Over the course of their careers in commercial real estate, Guerra and Nemshin have been involved in some memorable large deals, including Charles Wang's purchase of 146 acres in Plainview from Nassau County and Computer Associates' 1998 sale of the 107,000 s/f former Cheyenne Software headquarters in Lake Success to Astoria Financial Corp. Other clients include State Farm Insurance, North Shore Long Island Jewish Health System, the law firm Meyer, Suozzi, English & Klein and Morstan General Insurance Agency.

Nemshin and Guerra are looking to build on Paragon's success and expand their firm, which they said provides a collegial atmosphere that benefits veteran brokers as well as those just beginning their careers.

Nemshin said brokers at Paragon work in a climate that supports individuals to develop their strengths to become industry leaders. "We give people the exposure and resources to lead every aspect of a transaction from developing client relationships to servicing their needs. Every broker in the firm is passionate about doing a great job."

Guerra is a licensed architect who studied at the New York Institute of Technology, was graduated Magna Cum Laude and was awarded the sole Dean's Award for Excellence in his graduating class. He switched to real estate brokerage in 1991, just after taking his licensing exam, because work for architects was at ebb and answering a classified ad promising a six-figure income.

Nemshin pursued a career in commercial real estate immediately after receiving his bachelor of arts degree in Economics from Tulane University in New Orleans.