



0

f Like

0

Tweet



in Share

0

+1

Share

# Real Estate Deal Watch

**Tenant**

Berrywild

**Tenant brokerage firm**

M Properties

**Tenant broker(s)**

Max Dylan Lu

**Square feet**

350 sq ft.

**Floor**

1

**Asking rent**

\$240 per sq ft.

**Type of Deal**

Lease

**Industry**

Retail Real Estate

**Lease length**

10 years

**Neighborhood**

Upper West Side

**Move Date**

June 28, 2010

**Landlord**

221 W. 82nd St. Equities Group

**Landlord brokerage firm**

Time Equities

**Landlord broker(s)**

Ami Ziff

## Broker flees from chilly markets to frozen yogurt

With leasing of retail space slow, Max Dylan Lu signs a lease of his own; will open Manhattan's third Berrywild outlet on upper Broadway between West 82nd and 83rd streets.

BY ADRIANNE PASQUARELLI ON JUNE 8, 2010

Print Email Reprints

Given how sluggish things have been in the retail real estate market, it makes perfect sense that some brokers are branching into other industries. Max Dylan Lu, a broker with M Properties, is among them. He is dipping a finger in a much cooler business, frozen dessert, by recently signing a 10-year lease to open a Berrywild frozen yogurt at 2286 Broadway, between West 82nd and West 83rd streets. Asking rent for the 350-square-foot space was \$240 a square foot.

"I'm still in real estate, but the market was so slow last year that I started looking to some other investment opportunities," Mr. Lu explained. "I realized froyo had the most interesting business model versus all of the other retail businesses."

Coincidentally, Berrywild replaces a Yolato frozen yogurt store, which had operated at 2286 Broadway for two years before closing this past November because of large sales declines.