

Long-Standing Community Leaders

Long before 125th Street was bustling with high-end retail and hotel chains, latte-sipping shoppers and Bill Clinton operatives, Eugene Webb and George Brooker, founders of Webb & Brooker Real Estate Inc. (Webb & Brooker), were part of a community effort to pave the way for the economic renaissance that Harlem is experiencing today. Today, Webb & Brooker remains under the leadership of Mr. Webb, Chairman, Jeffrey R. Brooker, President and son of the original founder, and Bernard Warren, Senior Vice President, and continues to influence Harlem's urban landscape as the firm has done since its founding over 35 years ago.

Eugene H. Webb and George M. Brooker opened their doors to Harlem in 1968 and the firm immediately established itself as a sophisticated real estate operator through the assignment of a 236-unit residential development owned by one of New York's leading financial institutions. The two principals, leveraging their combined 50 years of experience in the real estate industry, developed a reputation for running an organization that provides high-quality, cost-effective management service. This quickly translated into management for a host of signature properties for several of New York's leading financial institutions. Today, the firm provides both residential and commercial property management, as well as brokerage and development services, and has established a strong reputation for their seamless delivery of these comprehensive services, primarily in Harlem.

It is clear that the Harlem community has undergone a renaissance in recent years, due in large part to the efforts of its local business leadership; Webb & Brooker stands at the forefront of this transformation. Jeffrey Brooker serves as Vice Chairman on the Board of Directors of 125th Street Business Improvement District, is a member of Harlem Business Alliance and a member of the Real Estate Board of New York of which he is a past Governor. In addition, Bernard Warren is a member and a past Chairman of the Greater Harlem Real Estate Board, and the firm has contributed to numerous community initiatives including their recent support of the New York City Bomb Squad, a Harlem-based youth basketball camp.

As Harlem increasingly gains recognition as one of New York's most desirable development opportunities, the real estate landscape is heating up. As part of this neighborhood revitalization, construction is currently planned for the Harlem Renaissance Plaza, a development venture including Webb & Brooker and its development partners, FATA Organization and Chappel Ventures, to redevelop the original Mart 125.

The approximately \$6 million project is expected to create about 40 construction and 75 permanent jobs and the development partnership (Harlem LLC) has committed to assist the project's community-based retail tenants with accounting, managerial, sales and marketing and overall business planning assistance. The new Harlem Renaissance Plaza, located across from the landmark Apollo Theater, will encourage local entrepreneurs and promote economic revitalization along the 125th Street corridor.



Jeffrey R. Brooker, Eugene Webb, and Bernard Warren

In addition to commercial development, the principals and key staff of Webb & Brooker have more than 34 years of experience in the leasing and management of government assisted housing of all types, including Mitchell Lama, U.S. Department of Housing and Urban Development (HUD) subsidized and LIHTC properties. In addition, Webb & Brooker and its affiliates, Warbrook Realty LLC and Wrenbrook Realty LLC, have served as managing agent on multiple projects that participate in low-income housing tax credit programs. The total cost of these projects is approximately \$20 million.

While Harlem has already experienced significant growth as a commercial, residential and retail destination, Webb & Brooker continues to assist new owners and tenants entering the Harlem market, adding greater diversity to the real estate landscape. The firm recently assisted the National Basketball Players Association with the purchase of 310 Lenox Avenue in Harlem for its planned relocation from 2 Penn Plaza. In addition to facilitating the sale, Webb & Brooker serves as property manager and leasing agent.

Webb & Brooker's commitment to Harlem remains as strong today as it was at the firm's founding in 1968. Its long-standing tradition of community service, combined with its comprehensive real estate services, make it uniquely poised to remain at the forefront of change in the community.

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