

NOVEMBER 9, 2017 - **HSP REAL ESTATE GROUP** IN THE NEWS - By Eddie Small

Herald Square Properties, Evo Real Estate to merge

New company, called HSP Real Estate Group, will be full-service real estate firm



Herald Square's Michael Reid and Gerard Nocera

Herald Square Properties, and Evo Real Estate Group. are combining to form a new full-service real estate firm called **HSP Real Estate Group.**

Herald Square principals **Gerard Nocera** and **Michael Reid** will head up the new company, while Evo Real Estate Group partners

Ira Fishman and Dana Moskowitz will work with HSP on new business opportunities and acquisitions, according to the Commercial Observer.

About 40 people in total work for the two companies, and there are no plans for layoffs. The teams will work out of **1040 Avenue of the Americas** and **885 Third Avenue.**

Nocera told the CO that the two firms had been in negotiations for about a year and that Herald Square previously tried to acquire Evo years ago.

Herald Square Properties owns buildings including **251 West 30th Street, 234 West 39th Street** and **1372 Broadway**, while **Evo's** leasing and management portfolio includes **1450 Broadway, 6 West 48th Street** and **32 Union Square.**