


Executive of the Month

CLIENTS INCLUDE CLEAR CHANNEL, HELMSLEY SPEAR, KIMCO RLTY., AND PUBLIC STORAGE

Louis Perfetto of Cohen & Perfetto provides a small firm atmosphere with large firm values

Louis Perfetto



NEW YORK, NY At 18, Louis Perfetto was a prospect for the Los Angeles Dodgers and Kansas City Royals, but he made a decision that changed the course of his career.

"I loved the game then and I still do now, but baseball was just too much of a long shot to justify the risk," said Perfetto.

Perfetto has never been one to sit around and wait for things to happen to him. Instead he has always been the agent of change in his life. His parents, Louis, Sr. and Anne Perfetto, instilled in Louis and his brother a firm belief that your suc-

cesses are what you make them, and if you give 100 percent, then nothing is impossible. Perfetto often credits his parents with giving him the desire and drive to succeed along with a strong moral foundation on which to do so. With these tools he has been able to approach every situation completely committed to finding success the right way, and knowing that when he is done the best possible result will be achieved.

Especially in his professional life, Perfetto has held steadfast to these beliefs and has in turn created a very successful career for himself. By the age of 32, Perfetto was a co-managing partner in a well known midtown Manhattan law firm. By age 35 he had more than doubled the real estate division of the firm, and by the age of 36 he had started a new real estate law firm and helped doubled its size within the first year.

When Perfetto left baseball, no one would have guessed that he would find a new love in real estate law eventually becoming one of New York City's premier real estate attorneys. Perfetto graduated cum laude from Thomas M. Cooley Law School, and soon after, he received his LLM from New York University.

Perfetto started as an associate



Perfetto helped a long time client with the acquisition of this building in Brooklyn, as well as the zoning, development and sale.

attorney at Stadtmauer Bailkin, where he soon became the youngest partner in the history of the firm. There he co-managed the firm as well as co-chaired the real estate department with Marshall Cohen for more than four years.

Two years ago, Perfetto and Cohen along with Jennifer Padnick, an associate at their former firm, decided to create Cohen & Perfetto, a boutique real estate law firm that would be unique in its approach. They saw a growing need in the industry for specialty boutique law firms that would provide solid legal and business recommendations to clients from the smallest business to Fortune 500 companies. In the midst of the "mega firm" movement Cohen, Perfetto and Padnick decided to form a firm where clients could find partner level service all the time on every deal, where all aspects of a client's real estate business would be analyzed and where added value would be the ultimate goal.

There is great emphasis on the level of work done at Cohen & Perfetto and the overall satisfaction of the client. Unlike many large firms, Cohen & Perfetto is able to create the personalized atmosphere of a small firm, while still adding value to every transaction, in the manner of a large firm.

Perfetto approached the challenge of the new firm completely committed to making it a success, and he was a natural choice for his other two partners as the managing partner of the firm. Both Cohen and Padnick knew that Perfetto had

a great business sense and would be able to grow the firm quickly.

"He has always had the uncanny ability to walk into a room full of strangers and within 20 minutes drum up five or six possible business deals," said Cohen.

Cohen and Padnick were right about their assumptions. In 2006 alone, Cohen & Perfetto LLP closed more than \$900 million worth of transactions nationwide and the staff doubled in size due in great part to the efforts of Perfetto.

The success can be seen in the firm's client list, which includes names like Clear Channel Spectacor, Helmsley Spear, Kimco Realty, Public Storage, and Storage Deluxe, and in its recent transactions. Some of the firm's most recent completed transactions include all work in connection with the acquisition of more than 1 million s/f of storage facilities for Storage Deluxe; a \$50 million transaction involving an office building on West 38th Street, including the negotiation of a \$38 million mortgage loan and zoning advice for the future use of the property; the \$126 million sale of Manhattan Embassy for Irving Schneider and Helmsley Spear; and obtaining more than \$5 million in government incentives on behalf of Public Storage.

With more than 15 years of real estate experience, Perfetto represents clients nationwide in a variety of complex transactions. He specializes in the areas of conveyancing, development, commercial retail, office and ground leasing, financing,

banking, economic development and governmental incentives and zoning. Perfetto also has a well developed specialty in financings with New York City's Industrial Development Agency and New York State's Empire State Development Corp.

Cohen & Perfetto's practice includes a full range of matters including conveyancing on behalf of purchasers, sellers, investors and developers; financing with institutional, public sector and private companies on behalf of lenders and borrowers; Industrial Development Agency transactions for banks and borrowers; government incentives for owner occupied and developer transactions; land acquisition and development, including zoning work such as variances, rezoning and special permits; office, retail and ground leasing; litigation; and all ancillary work in connection with the foregoing. To find more information on the firm please visit the website at www.cohenperfetto.com.

Currently Perfetto resides in Manhasset, Long Island with his wife of seven years, Kristin Perfetto, who has supported him endlessly as he forged ahead in his professional life. They have two young boys, Louis and Matthew, and a brand new daughter, Lauren. Little Louis is already following in his father's footsteps proving to be a budding baseball star on the little league team that Perfetto coaches for the Manhasset Baseball League. Matthew and Lauren are sure to join him soon.



Perfetto represented an individual investor in a 1031 exchange transaction involving this W. 38th St. building. Marshall Cohen, Matia Nikolovienis and Christine Mulryan, all from Cohen & Perfetto, also worked on the project.