

IMMEDIATE PRESS RELEASE

**Contact: Deborah Feingold
Get2Creative
973.790.0455
deb@get2creative.com**

David Hirschman Realty Welcomes Upscale Tenant to Revitalized Retail Space in Downtown Ridgewood

Old Dealership Building Gets a Face Lift; Beautiful European Day Spa Emerges!

Ridgewood, NJ, March 16, 2010 – Ridgewood European Day Spa, formerly of 30 Franklin Avenue, recently relocated to newly converted retail space, alongside Coldwell Banker Residential Brokerage, in Ridgewood’s busy downtown area.

The former Fairway Dodge dealership, 44 Franklin Avenue, has undergone a stunning renovation—one of the few building renovations in that area – turning its 12,000 square ft. space into a beautiful new retail building, revitalizing the area with a new façade and parking, adding another updated landmark to Ridgewood’s downtown. Paramus-based David Hirschman Realty Co., who managed the building construction and tenant leasing, is very pleased with the resulting space and its new, upscale tenants. According to president, David Hirschman, “We knew this was a win-win scenario for our retail tenants, whose clients can now enjoy a beautiful customized showplace and convenient parking, while Ridgewood Village proudly adds another attractive, newly renovated retail establishment to its downtown.” Hirschman added, “Our clients also benefit from the visible retail space, without having to pay significantly higher lease rates on Ridgewood Avenue.”

The Ridgewood European Spa was in business at the same location for more than 20 years, similar to most retail stores in Ridgewood, with no private parking. Recently, owner Valerie Groom, was contacted by Alison Cohen at David Hirschman Realty Co. and encouraged to take a look at the newly renovated Ridgewood location. Valerie's lease was expiring and although she hadn't planned to make a move, she quickly realized the benefits. “Alison at David Hirschman Realty was instrumental in my move. The new location is bigger, with large windows, and a lot of natural light. The

lease rates were very comparable and the private parking was a key feature,” said Groom. “My clients often came into the spa late due to the difficulty of finding parking downtown, so the convenience of private parking is ideal. Also, years ago, if the client left our spa later than expected, a parking ticket was \$2.00; today it’s \$19.00! That certainly leaves them feeling anything but relaxed.” Valerie also appreciates the personalized service she received from David Hirschman Realty Co. “We enjoyed working with David Hirschman Realty Co: They made our transition smooth and helped us a great deal with our lease negotiations.”

Approximately 2,100 sq. ft. are still available, including upstairs office space of 900 sq. ft. For additional details, please contact Alison Cohen or Susan Preisler at (201) 261-4300 or at dhirschman@hirschmanrealty.com.

David Hirschman Realty Company, Inc. is a commercial real estate firm that sells, manages and leases commercial and industrial properties in northern New Jersey and Rockland County, New York. Hirschman Realty Management provides construction and property management services. Currently David Hirschman Realty Company, Inc. represents 32 facilities with over 1,200,000 sq. ft. Alison Cohen, Vice President of Retail, and her partner Susan Preisler, spearhead the retail team.