

# The Paramus Post

## Cresa' New Jersey Office Facilitates SorinRoyerCooper's Expansion in N.J.

By [Mel Fabrikant](#) Thursday, January 26, 2012, 06:06 PM EST

Tenant Representative Helps Growing Client Find New Space Two Years After Initial Lease.

The New Jersey-based office of Cresa LLC, the largest tenant representation firm in North America, announced today that it helped SorinRoyerCooper renegotiate its lease to accommodate the law firm's rapid growth. The new lease allowed the firm to expand from 5,298 square feet on the 11th floor to 19,452 square feet on the entire top floor at Two Tower Center in East Brunswick, N.J.

Founded in 2009 by Dave Sorin, John Royer and Neil Cooper, SorinRoyerCooper LLC is a law firm that specializes in the region's startup, early-stage, emerging-growth and middle-market sector enterprises. The firm offers creative and sophisticated solutions and accessible, responsive service by experienced lawyers, for highly competitive fees that ensure a compelling value proposition. Since its founding, the firm has grown to include offices in East Brunswick, N.J., New York City and Conshohocken, Penn.

Tom Giannone and Ron Ganter, co-managing principals of Cresa's New Jersey office, represented SorinRoyerCooper, while the landlord, Tower Center II Investment Group, LLC, was represented by Jeremy Neuer of CB Richard Ellis.

"The incredible problem solvers at Cresa worked with us to find a highly efficient solution to a compelling problem," said Sorin. "Tom and Ron evaluated our business from soup-to-nuts to help us devise a new lease that not only met our anticipated needs at the right cost, but reflected our value proposition and aligned with our unique vision for growth."

Giannone and Ganter worked with SorinRoyerCooper in early 2010 to negotiate a lease that would help the law firm take more space as it grew. However, when the business expanded at such a rapid pace that its landlord couldn't meet its needs within the confines of the previous contract, Cresa stepped in to find a creative solution and seek additional space for the firm.

"To achieve greater flexibility for SorinRoyerCooper's further expansion over the next two years, we were able to work with the landlord to create a mutually beneficial solution that gave the firm a full-floor presence on the top floor of its current location, complete with panoramic views and ample room to accommodate future growth," said Giannone.

### *About Cresa*

Cresa is an international corporate real estate advisory firm that exclusively represents tenants and specializes in the delivery of fully integrated real estate services, including: transaction management, project management, strategic planning, workforce and location planning, subleases and dispositions, portfolio / lease administration, capital markets, sustainability, industrial / supply chain and facilities management. With more than 55 offices, Cresa is the largest tenant representation firm in North America. Through its alliance with Savills, one of the world's largest commercial real estate services firms, Cresa covers more than 255 locations in 40 countries. For more information, visit [www.cresa.com](http://www.cresa.com).