

## Victor Group



### Ace Business Strategist Asaf Shuster

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Asaf Shuster is a dynamic business development leader that has successfully forged meaningful relationships with many of the biggest names in real estate financing around the world, and has navigated numerous complex financial endeavors. As Vice President of Business Development and a Partner of Victor Group, Asaf is in charge of leading the company's business development, managing investor relations, formulating financing strategies for the firm's real estate development projects and brand development.

Victor Group is a leading New York City-based development company with an unwavering commitment and passion for developing quality, high design and customized luxury residential buildings.

"My role is to expand the growth platform of the company to allow Victor Group to develop more luxury residential projects in Manhattan each year," said Shuster. "I focus a great deal of time on building and maintaining relationships with global investors and lenders in order to diversify the company's financing resources."

Shuster and the Victor Group team are currently working on 281 Fifth Avenue, a planned 60-story residential tower designed by Raphael Viñoly in joint venture with Lend Lease. Located on the southeast corner of Fifth Avenue and East 30th Street in the emerging residential neighborhood north of Madison Square Park known as NoMad, the firm plans to construct a condominium building with retail at the base and luxury residences on the upper floors.

"Having previously developed a residential building at 241 Fifth Avenue, we recognize the exceptional location along Fifth Avenue and continue to foresee NoMad as an up-and-coming neighborhood," added Shuster. "It's one of Manhattan's most prosperous districts for residential developments and retailers. It's located in the epicenter of fashion, technology, entertainment and residential living and in close proximity to Madison Square Park and multiple transportation options."

Construction on 281 Fifth Avenue is slated to begin at the end of the first quarter 2016 with completion expected in mid-2018.

In addition, Shuster and the Victor Group team are also developing The Getty in partnership with Shvo. The Getty is a dynamic 11-story

residential building designed by Peter Marino. Located at 239 Tenth Avenue in Manhattan's coveted West Chelsea neighborhood, this architectural sculpture is composed of eight unique homes and an art gallery. Situated at the corner of West 24th Street, the property is located in the burgeoning art district and overlooks the High Line.

"We take pride in our ability to foresee up-and-coming neighborhoods and to identify development opportunities before the rest of the market catches on. We stay ahead of market trends and are in constant pursuit of innovation. We adhere to a uniquely hands-on approach to real estate development, which results in remarkably refined buildings that continue to outperform the competition," said Shuster.

Previously, Victor Group developed The Lumiere, Gramercy Yoo by Stark, 241 Fifth Avenue and The Charles. The Lumiere is a seven-story 66-unit condominium. Gramercy YOO by Stark is a luxury 207-unit residential condominium with customizable interiors and a Philippe Starck inspired design. 241 Fifth Avenue is a residential building in NoMad, adjacent to Madison Square Park.

Lastly, The Charles is luxury condominium located on First Avenue and 73rd Street developed in partnership with Bluerock Real Estate. The 31-story building features 27 full floor residences with private elevator landings. Recently, the Victor Group team celebrated the record-breaking sale of the two penthouses at The Charles for a combined total of \$58.635 million. Prices per square foot on both units were also among the highest ever recorded in the neighborhood east of Third Avenue.

"The New York City market is big enough for us to participate in for decades and that is what we are focusing on—developing luxury residential buildings in Manhattan. We are focusing on buying more land and plan to get into new projects every year," added Shuster.

Asaf holds a Bachelor of Arts degree in Mathematics and Operations Research from the Technion in Israel, and a MBA from the Interdisciplinary Center in Herzliya, Israel. ■

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