

# For Lease

## Lakeshore Plaza

601 Portion Road  
Lake Ronkonkoma, NY  
1,100 SF & 2,100 SF

### Adjacent to:

GNC, Vitamin and Blimpies

### Key Tenants:

Waldbaums, Eckerd, Chase Bank and Boston Market

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## NEW TAGLINE: "SEAMLESS TRANSACTIONS. SERIOUS SERVICE" Sutton Alliance launches re-branding campaign with Austin & Williams

VALLEY STREAM, NY According to Sutton Alliance, the company launched an integrated re-branding and marketing campaign with Austin & Williams, a full-service marketing firm.

The campaign includes a new corporate logo, color palette and the tagline, "Seamless Transactions. Serious Service," that establishes the positioning and captures the brand essence of Sutton Alliance as a dynamic and responsive coordinator of smooth, trouble-free real estate transactions and underscores its reputation for superior, highly focused professional service. The company's fresh new look will be reflected in all its materials, from stationery and business cards to company brochures, website and advertising.

"We're stepping up – and stand-



Howard Kopel

ing out – with a bold new corporate position that reflects both the dynamic, coast-to-coast company we are today and the commitment to superior service that's been our

hallmark since the very beginning," said Howard Kopel, CEO of Sutton Alliance. "While our corporate look may be changing, the client-driven focus that's guided our growth – and built our reputation for over 20 years never will."

"It is always exciting to develop a branding campaign for an industry leader, like Sutton Alliance, that recognizes the value of what we do and how we can help them strengthen their market position," said Kim Brussell, account supervisor, Austin & Williams. "We feel Sutton's new brand identity not only captures and conveys who they are, but differentiates them from the competition."

The first print advertisement utilizing the new tagline and corporate identity will appear in legal, real estate and business media in October. The company has also launched a user-friendly website that provides clients with an online 24-hour resource center featuring a variety of articles, forms and tools.

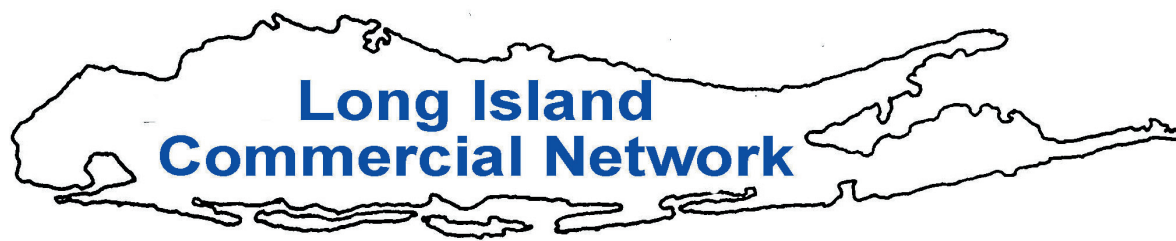
### Sonnenblick Goldman named exclusive agent for two waterfront props.

PORT JEFFERSON, NY Sonnenblick Goldman has been exclusively retained to offer for sale two waterfront resort properties in L.I.: the Danfords on the Sound Hotel, Conference Center & Marina and the Montauk Yacht Club Resort & Marina located in the Hamptons.

Danfords on the Sound features a waterfront location with unobstructed views of the Long Island Sound. The conference center hotel is located 55 miles east of NYC and is convenient to businesses located in L.I., Westchester, Connecticut and N.J. The hotel features 86 rooms and suites, 10,500 s/f of meeting space, and unparalleled harbor-side dining. The property also contains the 75-slip Danfords Marina.

The Montauk Yacht Club Resort contains 49 acres of waterfront real estate. The resort features 107 guestrooms, 12,100 s/f of meeting space, several waterfront dining outlets, an outdoor venue, indoor and outdoor pools, nine tennis courts, and a new full-service spa. The resort also features one of the largest marina operations on Long Island with 232 boat slips.

"The unencumbered nature of the offering of both properties allows new owners total flexibility to reconfigure each property for a variety of potential uses," said Mark Gordon, managing director and principal of Sonnenblick Goldman. "New ownership can explore developing additional facilities at both the Montauk Yacht Club and Danfords on the Sound, further enhancing the market appeal and profitability of each property."



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