

## Real Estate Expert Sees Opportunities for New York Bagel Café and Deli Franchise

Posted to [Announcement](#) by Mr. Jack Intrator of [APTCOR Commercial Realtors](#) at 4:50 PM

Many companies may be cautious about growing and expanding during these tough economic times, but when handled correctly by the right broker franchising can be a smart move.

-  [other announcement posts](#)
-  [permalink](#)
-  [member profile](#)
-  [member's other posts](#)

Jack Intrator, CPM, RAM, ARM, is the master broker for New York Bagel Café and Deli. Currently the franchise has two New York locations, several stores in New Jersey, and another in Delaware. In September, two new stores opened in The Turner's Square Shopping Center in Westchester PA, and Keystone Plaza Shopping Center in Glen Mills PA another The Grace Park Shopping Center in Morrisville, NC and five more shops are set to open in New Jersey, Connecticut, and Delaware. In addition we signed several other leases that include The Oxford Point Shopping Center, in Oxford Valley, PA and other locations will be opening in Cherry Hill, Brick and NJ and Orange Ct.

As a restaurant retail leasing specialist, Jack knows how to put all the pieces together to make the deal a reality. He is mostly involved with regional independent restaurants that have two or three concepts and are interested in expanding. Jack's keen negotiating skills and blended experience in construction estimating, project management and commercial real estate, provides a unique understanding to manage expectations and foresee potential challenges that may be missed by a novice.

By managing the entire process, Jack provides the advice and guidance as the "go-to" guy to help both the franchisee and the partner brokers. This direct liaison role between corporate and the partner brokers, keeps the lines of communication open down to what's in the Letter of Intent to the deal terms.

"I walk the talk with every franchisee and often take them by the hand throughout the entire process. My job is to interview and select partner brokers for markets where NY Bagel Franchisee's are expanding. As I like to say: We need boots on the ground and a local person who knows their specific market and territory. This is where I look to our partner brokers to have their ear to the ground and really know their markets, the landlords and the decision-makers within their firms and have direct relationships with all the players.

For New York Bagel Café, Jack has developed and launched a National Corporate expansion strategy, which he is presenting throughout the market via his professional affiliations and connections/contacts throughout the United States. The key is as always to find the opportunities and capitalize on those opportunities within each specific market of operation. I attribute our continued success and expansion to my network of partner brokers.

In PA, I handle all negotiations and site selection myself, always going after the deals in an assertive manner. I negotiate every deal as if I were negotiating for myself, for family and or friends, and often at the end of the process, when the franchisee realizes that I am negotiating on their behalf even putting my own concerns of the commission aside and I recently had to fall on my sword to get the best deal for the franchisee in Oxford Point. I agreed to push the deal rather than stand my ground on a commission issue because it was in my client's best interest.

In New Jersey we rely on a veteran real estate negotiator, Joel Dicker who has made several deals in the Brick, Cherry Hill and Northern New Jersey Markets. Joel in turn has other brokers within his firm Metropolitan Water Front Brokers including Debbie Davis who has completed several leases for NY Bagel Franchisee and her latest deals completed in Waldwick, and Westfield New Jersey. In Delaware we use Sperry Van Es and both Joel Dicker and Brittany Danahy who recently completed a detailed lease transaction in the Meadow Wood II Shopping Center, in the Newark DE, trade area. In North Carolina, our partner broker is Abbitt Goodwin, and the Shopping Center Group and he has negotiated the Grace park deal and that store opened in August, he as well as the other partner brokers are working with franchisee's and is proceeding in site selection as well as negotiation, in Ct, we have Mike Weiner from RYHYS and Mike has gone the extra mile to make his deal at the 116 Boston Post Road and continues to be instrumental after the Lease has been completed. In FLA we are working with A. Michael "A.T." Toroyan who is actively performing site selection and lease negotiation for our first franchisee within the Miami, Boca and Ft. Lauderdale markets.

It's a formula I developed that works, create a strong alliance with a top broker in each market where the Franchisees have been expanding in and then allow them to perform a market analysis demonstrating traffic patterns, demographic and competition analysis so when sites are presented they are presented in a professional but clear manner to the franchisees who often have little knowledge of the process or market conditions. It's a process of close communication and it works. From my background as a CPM, RAM and ARM, I am able to utilize a management style of

performance, allow you people to do their jobs and inject yourself where necessary but always let your team know that you stand behind them and allow them to carry the ball to the End Zone. You could be a great manager but you need to know when to let others shine and receive the credit they deserve.

In the end its Joe Smith's ,Vision, he is the CEO of NY Bagel and we communicate at least several times per day with me giving up dates on deals across the eastern seaboard where franchisees have been signed up by Dennis Mason the franchise broker who signs every new franchisee and turns them over to the Real Estate Team. As the company grows so too will our network of partner brokers the ground work we are completing now with procedures and implementation of standardized business terms, LOI's will make sure that going forward every partner broker in every state will have all the same business terms and deal points that must be adhered to. I attribute the organized approach to my professional training with organizations such as IREM and ICSC.

Investing in a franchise allows one to obtain a solid proven system and proven structure with all the kinks normally worked out through trial and error.

Research demonstrates that overall franchises have an approximate success rate of over 90% as compared to small businesses started from scratch at only about a 15% success rate.

You can reach Jack W. Intrator CPM, RAM, ARM Vice President Aptcor Commercial Realtors. Jack is Retail and Restaurant Leasing Specialist and can be reached [jintrator@aptcor.com](mailto:jintrator@aptcor.com) at (o) 215-855-9600 (c) 610 805 3849. Visit his LinkedIn page for more details about his real estate success. Aptcor is a boutique, diversified, full service commercial real estate firm, headquartered in the metro Philadelphia suburbs. We specialize in Sales, Leasing and Management of Commercial, industrial and investment properties and Tenant/ Buyer representation. Jack's specialty is Tenant representation and Franchise Development consulting and site selection.

 Related File: [Click to](#)