

March 26, 2017

<http://www.crainsnewyork.com/40under40/2017>**Laura Y. Rapaport, 35**
L&L Holding Co., SVP

Photo: Buck Ennis
By Daniel Geiger

Laura Y. Rapaport knew the office tower her company was developing at 425 Park Ave. would be special when the competition she arranged to design it drew submissions from nine Pritzker prize-winning architects.

Then she convinced Ken Griffin, chief executive of the hedge fund Citadel, to lease 200,000 square feet of the tower and pay as much as \$300 per square foot--the highest rent ever for an office in the city--before construction even began. How do you sell something that doesn't exist? "You have to make someone want what they didn't know they needed and now can't live without," said Rapaport, a senior vice president at L&L Holding Co.

To sell Griffin, Rapaport took him to the roof of the building that would soon be demolished to make way for the new tower. From that vantage point, she helped him envision the most luxurious workplace in the city, with 38-foot ceilings and wraparound glass walls that would make the space feel more like a greenhouse in the sky than an office. Griffin also took the top floor of the 47-story building, which is expected to be finished in early 2019.

Rapaport knew early on she had what it took to be a real estate deal maker. The summer after high school, she interned at Helmsley Spear. Before the summer was out, she scored her broker's license, landed a deal and cashed her first commission check.

Now she is focused on her next big assignment: doubling L&L's real estate holdings. "Our portfolio is 6.5 million square feet," Rapaport said. "Our goal is to get to 15 million."

Correction: Laura Rapaport, who works at L&L Holding Co., interned at Helmsley Spear the summer after high school. The company names were misstated in an earlier version of this profile.