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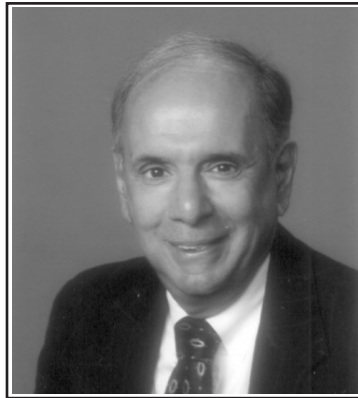
Tuesday, July 17, 2012

## Zere Real Estate Services wins Planet Fitness deal



**Marie Zere**

**ROCKY POINT, NY** Zere Real Estate Services has recently won a settlement against an owner/developer for a Planet Fitness lease deal. Marie Zere, president and CEO of Zere Real Estate Services said, "It is outrageous that landlords,



**Paul Caiola**

developers and their attorneys treat real estate commercial brokers like they do not matter. Commercial brokers should not give up on commissions owed and they should use all of their resources to fight for their due compensation on a

tenant that occupies space that they introduced."

Paul Caiola, senior managing director of Zere Real Estate Services introduced his customer, Planet Fitness, to a retail center that this owner/developer was representing. The owner/developer cut Zere Real Estate Services out of the 11,000 s/f negotiations and blocked all contact with their customer despite the fact of documentation, records and ongoing correspondence since 2007.

"It was imperative that I kept good records during this deal and it was no surprise to me that with Marie Zere at the helm of the ship that Zere Real Estate Services would seek victory and be vindicated in the end for commissions owed," said Caiola.