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## **Foote and Lifschultz of GVA Williams handle lease for Wireless Zone**

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GVA Williams of Conn. has assisted in the signing of a 1404 s/f lease for Wireless Zone at 1071 Boston Post Rd., also known as the 'playhouse' building, home to Ann Taylor Loft, Elizabeth Arden's Red Door and the Darien Theater. Wireless Zone opened last week.

GVA Williams was the sole broker in the transaction, representing the ownership, Peartree Partners, LLC and Wireless Zone. According to Deirdre Corcoran-Foote, senior vice president, GVA Williams, "This is an ideal location for Wireless Zone because it will provide them with high visibility in a market with limited competition and excellent demographics."

Wireless Zone founder, Russ Weldon said "The Car Phone Store," in Wethersfield, Conn. in 1988, and changed the name to Wireless Zone in 1999. Today they sell the latest cellular/wireless phones, GPS navigation, wireless accessories, Verizon FiOS High Speed Fiber Optic Network, and Wireless Data Devices.

Wireless Zone is expanding rapidly through franchises across the country. Jonah Engler, a Brooklyn based investment banker, is the owner of the new Wireless Zone franchise. This is his first Wireless Zone. Will Stoudt is the Darien manager. Stoudt said, "We had a great grand opening with a tent outside serving refreshments. The reception was so great, we plan on doing it again." In regards to working with GVA, Stoudt said, "Deidre was one of the most pleasant, personable retail brokers I've ever worked with. She was very excited about being in Darien."

Scott Lifschultz, executive vice president of GVA, and the other broker involved with the deal, said, "Five years ago you didn't see many national and regional retailers in Darien, but that has certainly changed. The influx of retail brands into Darien will continue to shift the landscape of the market."

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