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<https://www.connect.media/jim-traynor-leads-rehab-at-390-madison/>

Jim Traynor Leads Rehab at 390 Madison



Workers are tearing millions of pounds of concrete and steel from the base of the office tower at 390 Madison Ave., and adding adding eight floors of new office space to the top of the building.

The dramatic redevelopment of the 1950s property will be project-managed by Jim Traynor, who has just received his second promotion since he joined L&L Holding Co. in 2013. He is now vice president within the company's acquisitions department. L&L often buys properties and adds value through renovation and redevelopment.

“His ability to execute complex transactions, while also helping to unlock the value of our holdings, have been major assets to the firm and will serve us well as we explore new investment and development opportunities throughout New York City,” said Robert Lapidus, chief investment officer for L&L.

So far, Traynor has completed more than \$1 billion in transactions at L&L. Before joining L&L, he was a senior consultant for Ernst & Young's transaction real estate practice.