

## Who's News

L&L Holding Company promotes two executives within the acquisitions department.

Page B4

JIM TRAYNOR



---

## WHO'S NEWS

---

**L&L Holding Company, LLC**, announced that Josh Carson and Jim Traynor were promoted to new roles within the company's acquisitions department.

Carson was promoted to senior vice president, while Traynor was elevated to assistant vice president. Both seasoned real estate professionals, they were formerly vice president and acquisitions associate, respectively.

In his new role, **Josh Carson** will be responsible for sourcing and closing new transactions for the company's New York City office portfolio.



He also will serve as project director for the company's transformative redevelopment project, 425 Park Avenue, the first full-block office development on Manhattan's Park Avenue in nearly 50 years.

Since joining L&L in 2010, Carson has participated in over \$2 billion of transactions on behalf of the firm.

He also served as the project director for the redevelopment and lease-up of 114 Fifth Avenue, a 350,000 s/f landmarked building in the Flatiron District.

Prior to joining L&L, Carson focused on acquisitions in New England and the Southeast for New Boston Fund, a real estate investment management firm.

A graduate of Middlebury College, where he earned a Bachelor of Arts in Economics and Russian, he is an active member of the Real Estate Board of New York (REBNY).

**Jim Traynor** will focus on sourcing, evaluating, and acquiring new assets for L&L's New York City portfolio.

Additionally, he will play a pivotal role in raising capital, negotiating joint ventures and completing recapitalizations for the firm's current 6.5 million-square-foot portfolio.

Prior to L&L, he was a senior consultant for Ernst & Young's transaction real estate practice.

A graduate of the University of Central Florida, where he earned a Masters in Real Estate, he is the founder of networking organization Coffee & Capital and a member of Robinhood P.Y.T.

