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INDUSTRY MOURNS REPORTER JASON SHEFTELL

Date: 01 Jul. 2013

Source: The Real Deal

By Guelda Voien

In New York City real estate, it is rare for someone to be universally loved, or even liked. But Jason Sheftell, the late New York Daily News reporter and editor, was the exception to that rule, according to friends and colleagues.

Sheftell, 46, was found dead in his West Village apartment last month by a friend. The cause of death was not known when The Real Deal went to press.

Richard Mack, the North America CEO of Area Property Partners, spoke at Sheftell's funeral on June 20 at Temple Beth El in Stamford, Conn. The men were good friends and had been roommates at the University of Pennsylvania. Other real estate heavyweights at the service included Douglas Elliman CEO Dottie Herman and New York Post columnist Lois Weiss.

It was Sheftell's "ability to relate, enjoy and appreciate everyone, at every level, and see the possibility and wonderment in everything that made him so unique," Mack told the crowd of some 800 mourners.

Sheftell, a Stamford native, had worked at the Daily News since 2007.

"Everybody who was anybody in real estate knew him, and was always saying good things about him," said Khashy Eyn, head of Platinum Properties. "When you were in a room with him, you felt like there was a party going on."

Herman, who had known Sheftell for 10 years, called his death "surreal," and said everyone who met the enterprising w liked him. "He would help anyone," she added.

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