



RUBENSTEIN
PUBLIC RELATIONS, INC.

UNIQUE HOMES
THE WORLD OF LUXURY REAL ESTATE

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Crumbs Bakeshop founder, Jason Bauer, and New York City real estate veteran, Avi Voda, team up to offer a revolutionary, full-service residential and commercial firm.



“As founder and CEO of Crumbs, my goal was to create an iconic brand while cultivating a workplace environment unparalleled in the food industry,” Bauer stated. “Together with Avi, one of New York’s top agents, we will create a successful real estate firm where corporate culture is as valued as agent productivity.”

Focusing on properties in Manhattan and Brooklyn, Voda Bauer breaks the traditional real estate models by fostering collaboration amongst their agents and employees. All team members operate from a set of core values emphasizing relationship building and individual growth through a cohesive program of professional development and career coaching. Also, agents will be able to share their expertise with their colleagues during meetings.

Voda Bauer is also launching a revenue sharing model in which agents share in the company’s top line revenue, regardless of company net income.

With headquarters at WeWork Fulton Center at 222 Broadway in Manhattan and built on decades of real estate and business experience, Voda Bauer demystifies the process of buying, selling and renting property.

Crumbs Bakeshop began on Manhattan's Upper West Side in 2003 and grew to a nation-wide chain of over 75 stores in under 10 years. In 2011, Bauer orchestrated the sale of Crumbs to a publicly traded company, listed on NASDAQ. He also won the Ernst & Young's "Entrepreneur of the Year" in 2011.

Voda was previously the executive vice president at Douglas Elliman, creating the first team at the leading firm. With about 20 years in the industry, he is well-versed in residential, commercial real estate and new developments, which he oversees from the early stages of selecting and purchasing properties through effective marketing and selling.

"Combining Jason's phenomenal success as an entrepreneur with my longstanding real estate experience and relationships enables us to build a company that will transform the way the industry operates," Voda stated.